

Country report, from Sweden.

By Miranda Lysell, secretary of the Swedish Hereford Association.

The freshest news in Sweden at the moment is that Herefords are the beef breed with the most new registrations this year, to the end of August! 553 Herefords (bulls and females) have been registered, compared to the next breed, Simmental with 543 registrations and Charolais, which usually has the most, with 506 registrations. Today there are 49.615 females and 20.272 males registered.

As I drive around the countryside, I am seeing more and more Hereford and Hereford x Angus type crosses. I'm sure this is due to the fact that marbling and beef quality in general is getting more publicity. In the shops you can find Swedish marbled beef and the chefs on TV are talking about it and cooking it. A new scale for scoring marbling has been formed in Sweden and the slaughterhouse companies are beginning to pay extra premiums for marbled beef. New trademarks are coming onto the market for beef that is extra tender and marbled and cured hanging. This is an exiting development in Sweden! For 10 years ago no-one (apart from the Hereford and Angus breeders) were talking about quality, only quantity!

Shows

Since my last report we have had one cattle show. The show was held in February 2014 at the Mila Agricultural show in Malmö. There were only 11 Herefords and the judge was Mr Per Mårtensson, a well known Charolais breeder who has played a great role in the beef breeding business in our country.



Champion bull, Noa av Troedsberga and Reserve Champion Bårarps Memphis.

The Champion bull title was awarded to 7128 Noa av Troedsberga ET. Born March 2013 and by NJW 8 Embassy 81S ET. Owned by Christian Hansson.

The Reserve Champion title was awarded 353 Bårarps Memphis. Born in January 2013 and by Harvie Dan Hidalgo ET 193U. Bred by Miranda & Einar Lysell and co-owned with Lennart Svensson.

The Champion heifer title was awarded to 575 Silvia of Gylteboda. Born in December 2012 and by Wilgor SQD 55K Big Northern 1S. Owned and bred by Mr Jan Nilsson. This amazing heifer was even awarded the Supreme Champion Hereford title and even went on to be named Interbreed Champion (or Best In Show as we call it here). This is the second show in a row that this has happened! The funny thing is that she even beat the judges own Charolais heifer in the interbreed class!

The Reserve Champion Heifer title was awarded to 7339 Bårarps Amory FR Dunder. Born February

2013 and by Dunder av Ingemanstorp. Owned and bred by Miranda & Einar Lysell.



Champion female, 575 Silvia av Gylteboda



Reserve Champion female 7339 Bårarps Amory

Showmanship (Handler class)

As always the Swedish National Championship in Beef Breed Showmanship was very popular with 13 entries. Only one showed a Hereford, Lova Göransdotter who placed 2nd from 13 entries. In the junior classes, only one showed a Hereford, Christel Lysell aged 13 who placed 5th from 8 entries in the 12-19 age group.

Performance testing – two new AI sires to VikingGenetics!

At our performance testing station, 30 Herefords, 75 Charolais, 33 Simmentals, 16 Limousins, 14 Angus and 8 Blonde 'D Aquitaines are tested yearly.

This year the bulls were scanned for marbling and it is the first year that the results have been official. It costs 20.000SEK (aprox 2.000GBP) to have a bull go through the performance testing station. It begins in august when the calves are weaned and ends in March. The bulls that are approved, go to the auction. Viking Genetics picks out the bulls (if any) to go into the AI station before the sale. They choose two Herefords yearly due to the high demand for Hereford semen.

I have to say, I'm not sure if a larger percent of breeders in any other country, record birth weight, weaning weight and yearling weight to such a high degree as the Swedish Breeders do.

The 2014 auction didn't see any record prices for the Herefords (well you can't have the highest average price every year!). This is probably due to the unfortunate fact that several of the best Herefords had proved to be scured. The very best two bulls however were polled, and they were bought by Viking Genetics.

A short presentation of these bulls bought by VikingGenetics - straws available for export!;

Ares of Folkestorp (called VB Ares at VikingGenetics) Is bred by a new Hereford breeder! Eva Nilsson of Folkestorps Herefords. He is sired by Bårarps Las Vegas (son of two embryo imports from Canada) and his dam is 455 Goldilocks of Folkestorp, sire of dam, Hasse of Stendala. His adjusted weights are; BW 42kg WW 315kg, YW 619kg. Conformation score 85 and an average daily gain of 1890gr. This bull is the complete package – maternal traits, easy calving and growth. He has a lot of eye appeal to top it.



VB Ares of Folkestorp

Bårarps Nando (called VB Nando at VikingGenetics) Is bred by Miranda & Einar Lysell of Bårarp Herefords. He is sired by National Supreme Champion, ÄPH Super Tuborg (by Remitall Super Duty and out of Moeskaer Megan). His dam is 7248 Bårarps Katie, sire of dam JSF 271 Dice ET 10M. His adjusted weights are; BW 43kg WW 350kg YW 627kg. Conformation score 86 and an average daily gain of 1688gr. He had the highest score for marbling. As with Ares, Nando is a balanced package with regards to maternal traits, easy calving, growth but even marbling and show quality.



VB Nando of Bårarp

The next sale at the performance testing station will take place on Friday the 27th of March 2015.

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