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RASE to launch innovative livestock event in 2011

The Royal Agricultural Society of England has announced the launch of a brand new event for livestock breeders - RASE Livestock Champions - to be held in the first week of July 2011.

Announcing the new event in a letter to exhibitors on the last day of the final Royal Show, RASE Chief Executive, Brian Warren, said that detailed research among livestock exhibitors and breed societies had indicated a very clear desire for the continuation of prestigious pedigree classes at Stoneleigh Park.

“That was a very clear steer which was matched by an equal desire within the Society to keep alive the great tradition of livestock showing at RASE events. However, we have decided not to rush into a launch in 2010 but to spend more time in the planning and development stages in consultation with others in the industry to ensure that when we open the gates on the new event in 2011 it is innovative, exciting and takes livestock showing into the 21st century.

“Any event today has to be tuned in to the food chain as a whole. We need RASE Livestock Champions to be an event that demonstrates the genetic excellence of UK cattle, sheep and pigs and informs farmers about the new technologies and scientific backup that can help them achieve even higher standards. We also aspire to stage an event that is relevant to a wider audience than just those who are passionate about pedigree breeding - both at home and from overseas.”

Mr Warren acknowledged that the greatest challenge was to make this event both technically innovative and financially viable and to this end the RASE would continue to canvas ideas and suggestions from the livestock industry.

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For further information:

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