



# Irish Pedigree Cattle Showcase Event

Beef Expo Ireland 2010 is the follow on event from the very successful Beef Expo Ireland 2008. This is an important event in the Irish calendar for Pedigree Cattle Breeders which will take place in Kilkenny City and one that puts our oldest exporting industry in the spotlight in a new and exciting way. The excellence of the Irish Cattle Industry will be on show to an audience of key international visitors.

Beef Expo Ireland will showcase over 500 selected Pedigree Beef Cattle from across Ireland's pedigree beef breeds.

- International visitors will hear about the world leading Genetic evaluation and analysis systems put in place by ICBF over the past 10 years.

## **Live Demonstrations:**

Demonstrations will take place on Linear Scoring and explanations of the Euro Star system and how it delivers easy to understand information on the best cattle to breed.

## **Information Stands:**

All Beef Breeds will be represented also with Information stands, as will the main Irish AI companies.

## **Individual Breed Programmes:**

As an added attraction for the international visitors, the Breed Societies are organising visits to breeders and farm walks either before or after the Beef Expo. The Breed Societies are committed to providing the best of Irish Pedigree cattle for the show on Sunday 10<sup>th</sup> October 2010.

## **Contact Point:**

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