

Willsbro youngsters up to 5800 guineas in excellent sale

Buyers from all over the UK were keen to get hold of the exciting pedigrees that dominate the renowned Willsbro herd in Cornwall at Exeter on Monday this week. Some big volume buyers, Marteye bidders and some handy commissions supported the determined ringside buyers to achieve an impressive average of virtually £1600 apiece for 222 females which were all, bar 10, under a year old. Main buyer was Stowell Farms from Marlborough in Wiltshire who secured 60 head for a new unit. Over 2500 people watched the sale on Marteye with one third sold to on-line bids. 65% were bid at through this essential media.

The Willsbro herd is one of the pre-emanant Holstein herds in Europe, if not in the world, with a herd average of 14,000kg 4.12f 3.21p for over 1500 milkers. This massive production is matched by outstanding type and deep pedigrees from many of the breed's top cow families worldwide.

17 heifers made 3000 guineas or more including 7 over 4000 and 3 at 5000gns+. Topping the sale was Willsbro Lambda Amber, an 8 month old calf out of an exceptional Mogul daughter that is EX94, 17* brood and given 90 tonnes of milk. The calf has a GTPI of 2604. She travels to Lancashire to the Burrow family and the noted Stardale herd. James Burrow also claimed Willsbro Ryder Roxy, bred from 12 generations of EX/VG dams at 3800gns. This fine calf is descended from Stardale Leader RoxyEX95 66*, purchased by Anthony Wills for 8000gns at a previous Stardale sale.

The Rachel family, now well established at Willsbro originated from another top Cornish herd – Messrs Hugo's Rockset herd and Willsbro Rubels Rachel, a red carrier is bred from 13 generations of Excellent dams. She made second top price of 5600gns to Devonshire breeders Sanders Dairies Ltd. Also at 5,000 gns was the very stylish Willsbro Chief Lust by Stantons Chief and descended from the legendary Idee Lustre EX95. She travels to Ireland to Greenlawn Farms .

Young bulls peaked at 1200gns an embryos sold well up to £735

Congratulations to the Wills family, with 3 generations in the ring, on a superb display of young cattle. Our thanks to the many buyers to whom we wish good fortune with their new purchases.

Averages; **222 Heifer Calves** **avg** **£1,593**
 12 Bulls **avg** **£ 929**
 41 Embryos **avg** **£ 407**

TOP PRICES

Lot	Name	Buyer	Price
55	Willsbro Lambda Amber 3486	J Burrow & Sons (Stardale)	5800
14	Willsbro Rubels Rachel 3161	Sanders Dairies Ltd	5600
48	Willsbro Chief Lust 3472	Greenlawn Farms	5000
23	Willsbro Davinci Roxy 3224 ET	M J Webber	4400
130	Willsbro Ryder Tang red 3726	Waterford Farm P'ship	4200
20x	Willsbro King Doc Success 3289	A Thomas (Wolston)	4000
168	Willsbro Hanans Roxy 3829 ET	M L Farming (Crystalclear)	4000

Auctioneers: NORTON & BROOKSBANK with KIVELLS