

BANK FARM LLEYN – MARKETING POLICY 2020

After much careful consideration of the ongoing situation with the apparent recent rise in COVID-19 cases, we have made the decision to **not** proceed with this year's on-farm sale currently scheduled for Thursday 13th August. For the sale to be successful we clearly need to attract as many potential purchasers as possible, which by its very nature creates a 'gathering' under cover – this provides in our considered opinion too great a risk to health, a risk we as a family are not prepared to take.

Hence, it is with some reluctance that for 2020 we will return to the system of marketing rams used prior to the advent of our on-farm sale in 2015. Many of you, as existing customers, will be familiar with visiting us on a 'one-to-one' basis and selecting rams offered on a 'fixed-price' basis according to their Signet index. Regrettably this does not provide the competitive bidding 'edge' of selling via the Helmsman system, but for this season we feel this is the safest method of continuing to provide you with proven Lleyn genetics with a degree of choice at affordable prices.

Some may ask – “Why not sell using one of the online options available?” We can assure you that we have investigated these, but in our estimation each of them require high-quality images of every **individual** animal put forward – those images will inevitably be compared with well-prepared, bloom dipped and trimmed specimens for sale by other breeders – this is a route we have consciously steered away from since the flock was established in 1988, and we pride ourselves on presenting rams in their working clothes straight out of the field. For this reason we have decided that online marketing in its current format does not provide the appropriate platform for marketing our rams.

Going forward, all existing purchasers of our breeding stock will be mailed with a list of available rams, the EBV details of which can be accessed via the Signet data website. The list will also be available as a pdf download on our website www.bankfarmlleyn.co.uk

These are unprecedented times, and we are all having to make difficult decisions 'on-the-hoof' – we abide by the mantra 'health-is-wealth', and the safety of our family and our customers must be the over-riding priority for this season.

We hope you will understand and agree with our decision and look forward to hearing from you.

Kind regards

Marcus, Kathryn & Kate Bullock
Bank Farm Lleyn