



2012



Messrs **Jenkinson**

IN PARTNERSHIP WITH NATURE



MESSRS JENKINSON

Located in the lush landscape of the upper Eden Valley, the Messrs Jenkinson Farms set benchmark standards in bovine genetics, cattle, sheep and arable productivity. Throughout the holdings, the policy is one of continued improvement of land, livestock and facilities, tempered by a recognition that Jenkinson's are stewards of the land; respectful custodians for its future occupants.

The farm comprises six formerly separate holdings now operated as a single, efficient unit. Bringing the highly successful business culture of the A.W. Jenkinson companies to work on the Farm has reaped rich rewards at a time when farming is a hard bitten industry.

Activities on the Farm are made up of a blend of bovine genetics, cattle, sheep, arable and shooting land. The Limousin herd comprises 150 breeding females which calve down to high quality pedigree stock bulls. The farm also holds around 3,000 ewes; these Texel/North Country Mule crosses produce in excess of 5,000 lambs per year.

The combined livestock land totals around 1,100 acres; the remaining 700 acres is given over to an arable rotation of Winter Wheat, Oilseed Rape, Spring Oats, and Winter and Spring Barley. The Jenkinson arable land contributes almost the entire feed requirements of the Farm, as well as providing a marketable surplus of Barley, Wheat and Oilseed Rape.

Finally the Farm also operates a series of premium quality game shoots. French Partridge and Pheasant are reared on site and there is also an active program to reintroduce the increasingly scarce native Grey Partridge.

In line with A.W. Jenkinson's wider fiscal policy, the Farm is entirely self-financed from within the Group. A high degree of investment in the latest machinery and farming innovations; from a satellite-driven guidance system for precision farming to advanced crop return-to-treatment monitoring; helps drive maximised yield, whilst keeping use of agrochemicals to cost-efficient, environmentally responsible levels.





Jenkinson's blend of Pedigree Limousin Bovine Genetics, Beef Cattle, Sheep and Arable Farming is complemented by a prestigious Partridge and Pheasant Shoot.



Bovine Genetics

Whinfellpark Limousin bovine genetics are centred on the provision of premium Limousin semen for insemination. The farm owns some of the finest examples of bulls from the Limousin breed including Wilodge Cerberus, Grahams Dublin, Dinmore Bandit, RegalLowerffrydd Empire and the recent additions of Froufrou and Maraiscote Floyd. These magnificent animals represent the pinnacle of genetic stock and their much sought-after semen is available through www.semenstore.co.uk



Cattle

Messrs Jenkinson maintain a breeding herd of 150 home-bred pedigree Limousin females. Serviced by the Farm's high quality stock bulls, the progeny are sold at Society Auctions and go on to improve other herds across the UK. Limousins are Britain's most popular breed of beef cattle; representing an excellent combination of meat quality and rate of maturation.



Sheep

The Farm has a flock of some 3,000 ewes producing over 5,000 lambs that are marketed at the North's leading livestock auctions. The stock is crossed to achieve a 75% Texel/25% North Country Mule cross, providing high quality meat, whilst at the same time ensuring the ewes have the excellent maternal instincts of the Mule. The flock is essentially self-supporting, with only a small number of animals bought-in each year to ensure a healthy genetic blend.



Arable

Some 700 acres are under arable rotation. Crops include Winter Wheat, Oilseed Rape, Spring Oats, and Winter and Spring Barley as well as Silage, making the Farm almost self-sufficient in feed production. A high level of integrated IT is used throughout the Farm's vehicles to record yields and growth. Data is closely monitored by an agronomist to maximise production levels, whilst minimising use of agrochemicals and artificial fertilisers.



Shooting

The Jenkinson shoot represents a prestigious private operation that is dedicated to the family and their business and personal guests. The shoot team rear bought-in French Partridge and Pheasant poults; maintaining significant areas of wooded cover and game crops to support them. These tracts of kale, sunflowers and maize not only ensure a lively shoot, but also contribute to the large wild songbird population on the Farm.

BOVINE GENETICS



Messrs Jenkinson's Bovine Genetics are a key element of the farming business. Operated under the Whinfellpark Limousins name, the Farms' bovine genetics services are centred on the marketing of semen from a series of magnificent Limousin bulls.

Combining rapid growth rates, excellent carcass quality and show winning statistics, the Whinfellpark Limousin stock consistently delivers exceptional quality cattle. Whinfellpark progeny are achieving impressive market prices and numerous show successes; both for Messrs Jenkinson themselves and for semen and breeding stock clients across the UK and beyond around the globe.

The extensive range of breeding stock is led by Wilodge Cerberus; one of the finest combinations of pedigree and statistics ever recorded for a Limousin bull. Semen is marketed through Semenstore, www.semenstore.co.uk

**Semen from the Whinfellpark Bulls can
be purchased at www.semenstore.co.uk**







WILODGE CERBERUS

A true show-stopper and very much the jewel in the crown of the Whinfellpark herd, Wilodge Cerberus was purchased in October 2008 for 50,000 guineas at Carlisle. He is recognised as being one of the finest Limousin bulls in the UK today.

Cerberus has exceptional shape and breeding backed-up by figures in the top ONE PERCENT of 200 and 400 day growth. He also has a muscle and beef value of LM+44, and has TWO copies of the desirable F94L 'profit' gene.

Extremely popular with semen buyers and used extensively at Whinfell Park itself, Cerberus is father to numerous top heifers and bulls. His progeny are achieving impressive returns at Society sales.

**Semen from Wilodge Cerberus can
be purchased at www.semenstore.co.uk**

WILODGE CERBERUS



Wilodge Cerberus

hbn: WEY07-010
ear: UK 305117/700666
dob: 18/01/2007



Wilodge Tonka

hbn: WEY02-002
ear: UK 305117/300242
dob: 25/01/2002



Wilodge Priceless

hbn: WEY99-032
ear: UK FU0477/00365
dob: 04/05/1999



2964 Oxygene

hbn: 12-98-171-453
dob: 24/02/1998



Wilodge Meclaire

hbn: WEY96-022
ear: UK FU0477/00089
dob: 13/04/1996



Broadmeadows Cannon

hbn: CAVC-031
dob: 19/08/1997



Wilodge Littlegem

hbn: WEY95-027
ear: UK FU0477/00004
dob: 22/04/1995

	EBV	Index*	Accuracy	60	80	100	120	140	160
Birth weight	2.8	78	97%						
Calving ease	-1.3	107	95%						
Maternal clvg.ease	0.5	96.0	57%						
Gestation length	-2.6	132	98%						
Calving value	3.0	120	97%						
200 day growth	41.0	126	98%						
400 day growth	86.0	139	97%						
Muscle depth	5.6	131	97%						
Fat depth	-0.3	113	94%						
Beef value	42.0	135	98%						
200 day milk	3.0	119	62%						
Age at first clvg.	-0.01	103.0	90%						
Lifespan	0.3	101.0	55%						
Calving interval	5.2	89.0	50%						
Maternal value	3.0	99	66%						
Mat.production val.	18.0	117.0	81%						
Docility	5.7	128.0	86%						

* 100 = Breed Average

Information reproduced by kind courtesy Basco Data.
Figures correct at 5 December 2011, up-to-the-minute data available from www.egenes.co.uk





The Carlisle sales in October saw five Cerberus-fathered bulls. Whinfellpark Flamboyant achieved Senior Reserve Champion going on to be auctioned for 12,000 guineas.



These five Cerberus-sired bulls achieved an average of 5,000 guineas at Stirling in October 2012. Whinfellpark Firstchoice was Junior and Overall Champion achieving 9,200 guineas at auction.





LOWERFFRYDD EMPIRE

A son of Objat, Lowerffrydd Empire was Overall Champion at Carlisle in October 2010. This fine bull was purchased at the following sale for 30,000 guineas.

A top rated bull on the Semenstore website, Lowerffrydd Empire is used extensively in improving the Whinfellpark herd and has superb potential.

**Semen from Lowerffrydd Empire can
be purchased at www.semenstore.co.uk**

LOWERFFRYDD EMPIRE



Lowerffrydd Empire

hbn: EBQ09-008
ear: UK 700506/400112
dob: 19/04/2009



Imprt Objat

hbn: 19-30-299-413
dob: 09/12/1998



Dentox Valium

hbn: WAY04-089
ear: UK 100484/100089
dob: 01/03/2004



0485 Dauphin

hbn: 19-88-004-715
dob: 01/03/1988



Melodie

hbn: 19-96-004-346
dob: n/a



0929 Nenuphar

hbn: 87-97-011-143
dob: 14/09/1997



Dentox Sue

hbn: WAY01-026
ear: UK FU0477/00004
dob: 09/04/2001

	EBV	Index*	Accuracy	60	80	100	120	140	160
Birth weight	2.3	86	73%						
Calving ease	-3.3	96	63%						
Maternal clvg.ease	0.2	90.0	47%						
Gestation length	3.5	71	73%						
Calving value	-3.0	80	71%						
200 day growth	33.0	117	75%						
400 day growth	53.0	115	75%						
Muscle depth	5.0	125	74%						
Fat depth	-0.4	119	68%						
Beef value	35.0	123	76%						
200 day milk	-2.0	91	57%						
Age at first clvg.	-0.05	109.0	55%						
Lifespan	0.5	108.0	48%						
Calving interval	-1.1	107.0	41%						
Maternal value	11.0	109	49%						
Mat.production val.	12.0	111.0	59%						
Docility	3.9	116.0	55%						

* 100 = Breed Average

Information reproduced by kind courtesy Basco Data.
Figures correct at 5 December 2011, up-to-the-minute data available from www.egenes.co.uk







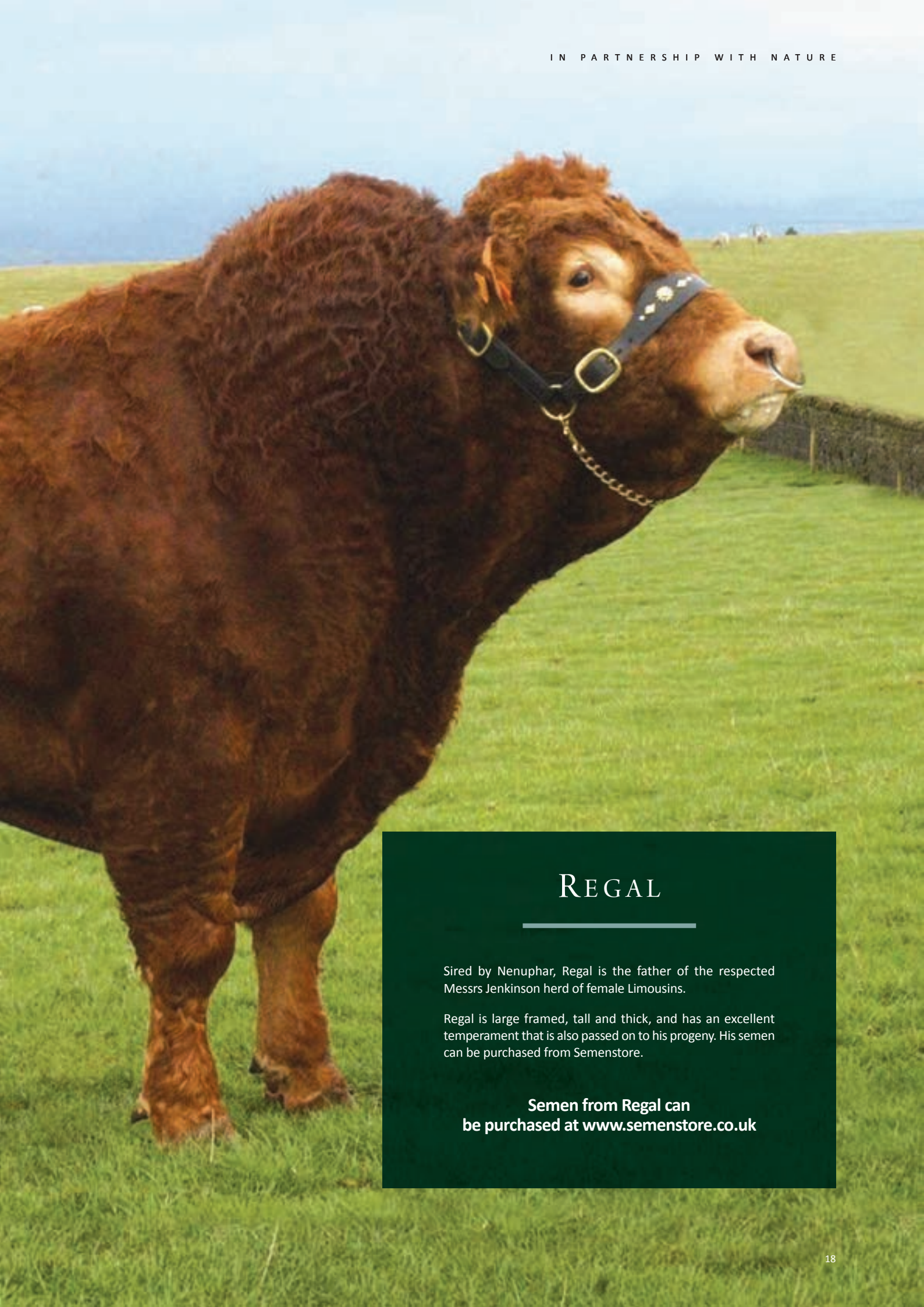


GRAHAMS DUBLIN

Purchased in February 2010 for 26,000 guineas, Grahams Dublin was sired by Millington Vascular. This splendid Limousin bull has excellent natural muscle and shape matched with exceptional figures and temperament. 2011 has seen an excellent crop of Grahams Dublin-bred calves, with strong sales performance expected in the 2012 Limousin Society sales.

**Semen from Grahams Dublin can
be purchased at www.semenstore.co.uk**





REGAL

Sired by Nenuphar, Regal is the father of the respected Messrs Jenkinson herd of female Limousins.

Regal is large framed, tall and thick, and has an excellent temperament that is also passed on to his progeny. His semen can be purchased from Semenstore.

**Semen from Regal can
be purchased at www.semenstore.co.uk**



DINMORE BANDIT

This intermediate champion was purchased at Carlisle in February 2008 for 28,000 guineas.

Dinmore Bandit falls in the top 10% beef value range, as well as the upper 10% band for 400 day weight and muscle scoring. His semen can be purchased from Semenstore.

**Semen from Dinmore Bandit can
be purchased at www.semenstore.co.uk**





BLAGUEUR

A son of Sauvignon, Blagueur, was purchased by Messrs Jenkinson for €16,000 at the KBS Prestige X sale at Brive-la-Gaillarde, France in November 2009.

Shortly to be collected for the first time, Blagueur's semen can soon be purchased from Semenstore.

**Semen from Blagueur will soon
be available from www.semenstore.co.uk**

GRAHAMS DUBLIN

**Grahams Dublin**

hbn: GV08-524
ear: UK 542796/600457
dob: 03/10/2008

**Millington Vascular**

hbn: MRJ04-826
ear: UK 143223/200826
dob: 21/09/2004

**Burnbank Adele**

hbn: GHK05-04
ear: UK 542796/600457
dob: 26/06/2005

**Imprt Ideal**

hbn: 19-93-013-281
dob: 16/11/1993

**Brockhurst Option**

hbn: MFX98-062
ear: UK 8T0365/01122
dob: 29/10/1998

**Grahams Tycoon**

hbn: GV02-127
ear: UK 542883/600204
dob: 12/02/2002

**Ryedale Idyll**

hbn: DAC93-021
dob: 13/05/1993

**Leo**

hbn: 23-95-071-399
dob: n/a

**Giroflee**

hbn: 87-91-000-077
dob: n/a

**Sirocco**

hbn: 87-81-013-115
dob: n/a

**Nicoletta**

hbn: 87-77-005-589
dob: n/a

REGAL

**Regal**

hbn: 87-00-840-324

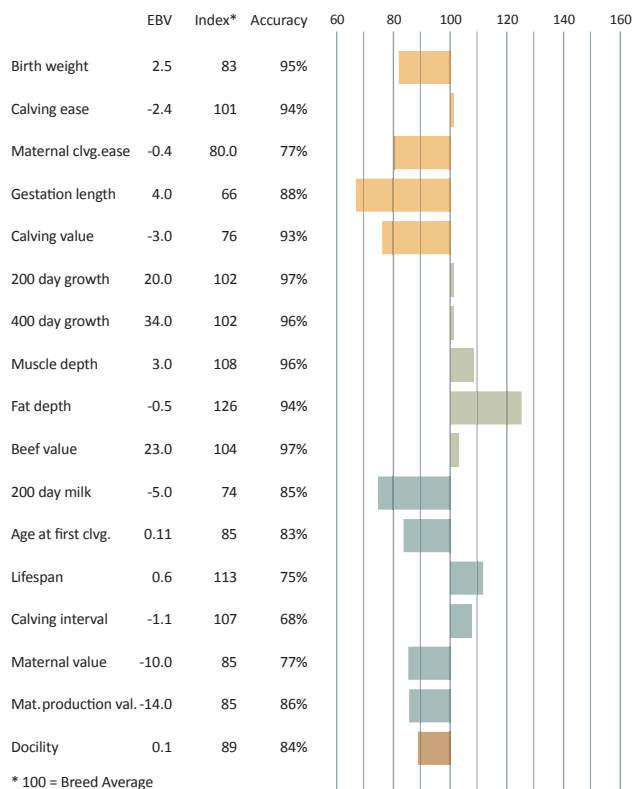
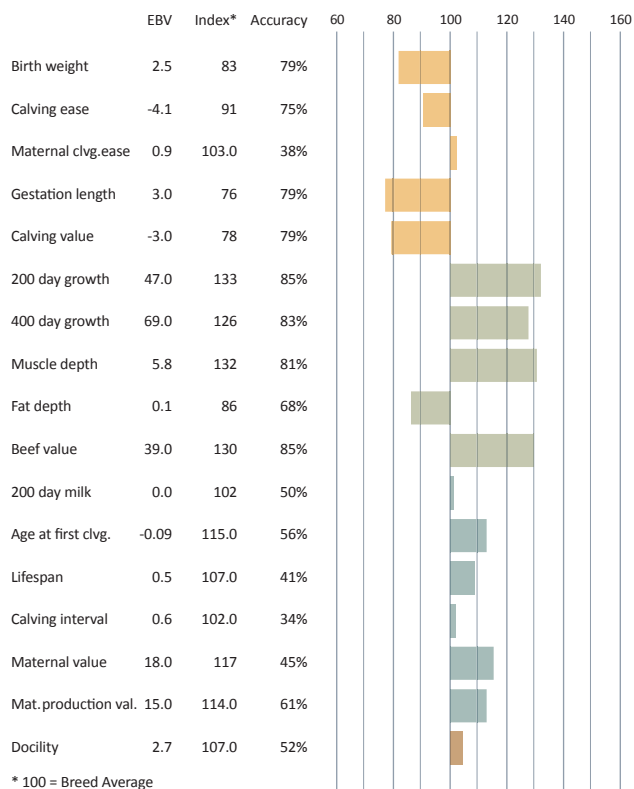
dob: 24/06/2000

**0929 Nenuphar**

hbn: 87-97-011-143
dob: 24/06/2000

**Fauvette**

hbn: 87-90-002-287
dob: n/a



DINMORE BANDIT



Dinmore Bandit

hbn: DIR06-042
ear: UK 311535/100049
dob: 22/05/2006



Wilodge Tonka

hbn: WEY02-002
ear: UK 305117/300242
dob: 25/01/2002



Fleethill Sal

hbn: GR01-033
ear: UK 72088/700104
dob: 25/08/2001



2964 Oxygene

hbn: 12-98-171-453
dob: 24/02/1998



Wilodge Meclaire

hbn: WEY96-022
ear: UK FU0477/00089
dob: 13/04/1996



Shire Pentagon

hbn: EL99-508
ear: UK UB0210/00323
dob: 24/05/1999



Fleethill Hush

hbn: GR92-010
ear: GR92010
dob: 01/04/1992



Mexicain

hbn: 87-96-005-520
dob: n/a



Manon

hbn: 87-96-005-520
dob: n/a



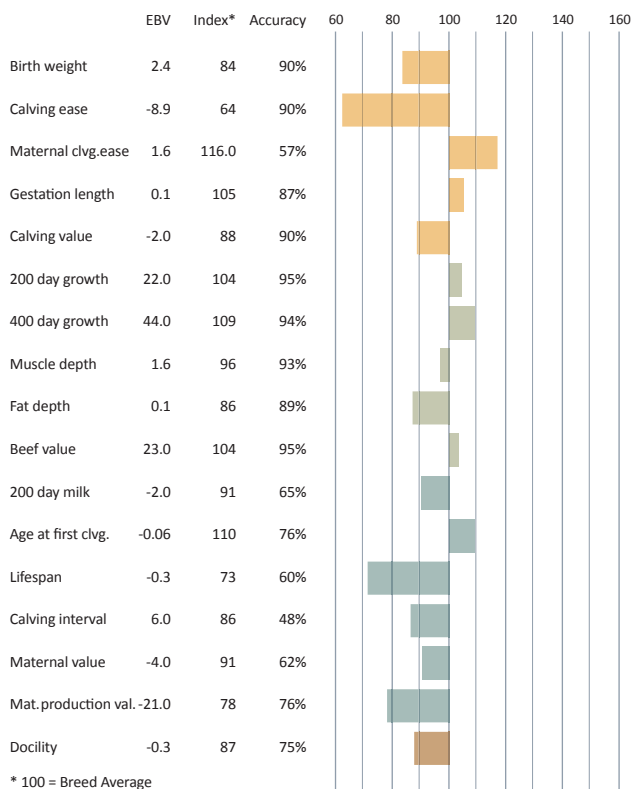
Imprt Highlander

hbn: 16-92-111-209
dob: n/a



Gitane

hbn: 23-91-059-881
dob: n/a



BLAGUEUR



Blagueur

hbn: 23-07-412-064
dob: 01/10/2006



Sauvignon

hbn: 23-02-858-738
dob: 23/09/2001



Reine

hbn: 23-51-250-538
dob: n/a



Mexicain

hbn: 87-96-005-520
dob: n/a



Manon

hbn: 87-96-005-520
dob: n/a



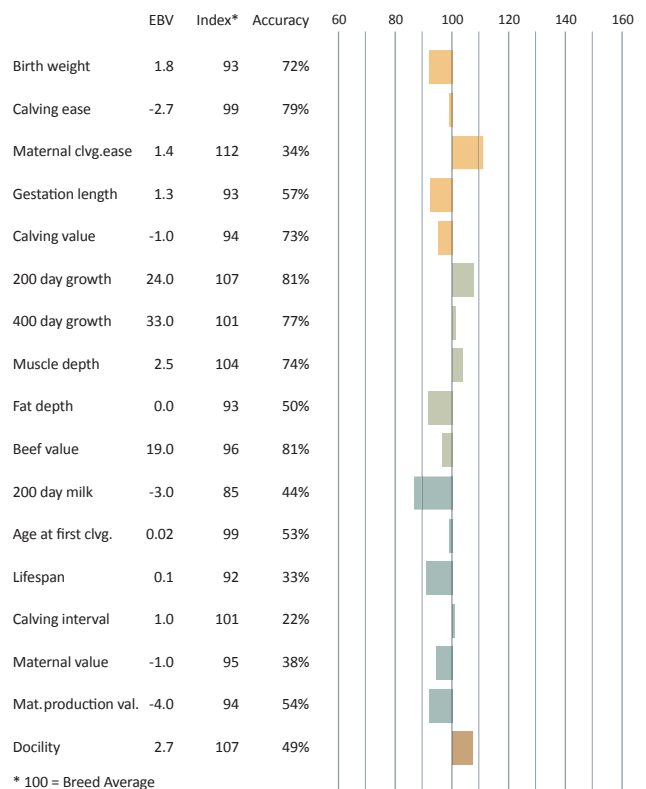
Imprt Highlander

hbn: 16-92-111-209
dob: n/a



Gitane

hbn: 23-91-059-881
dob: n/a



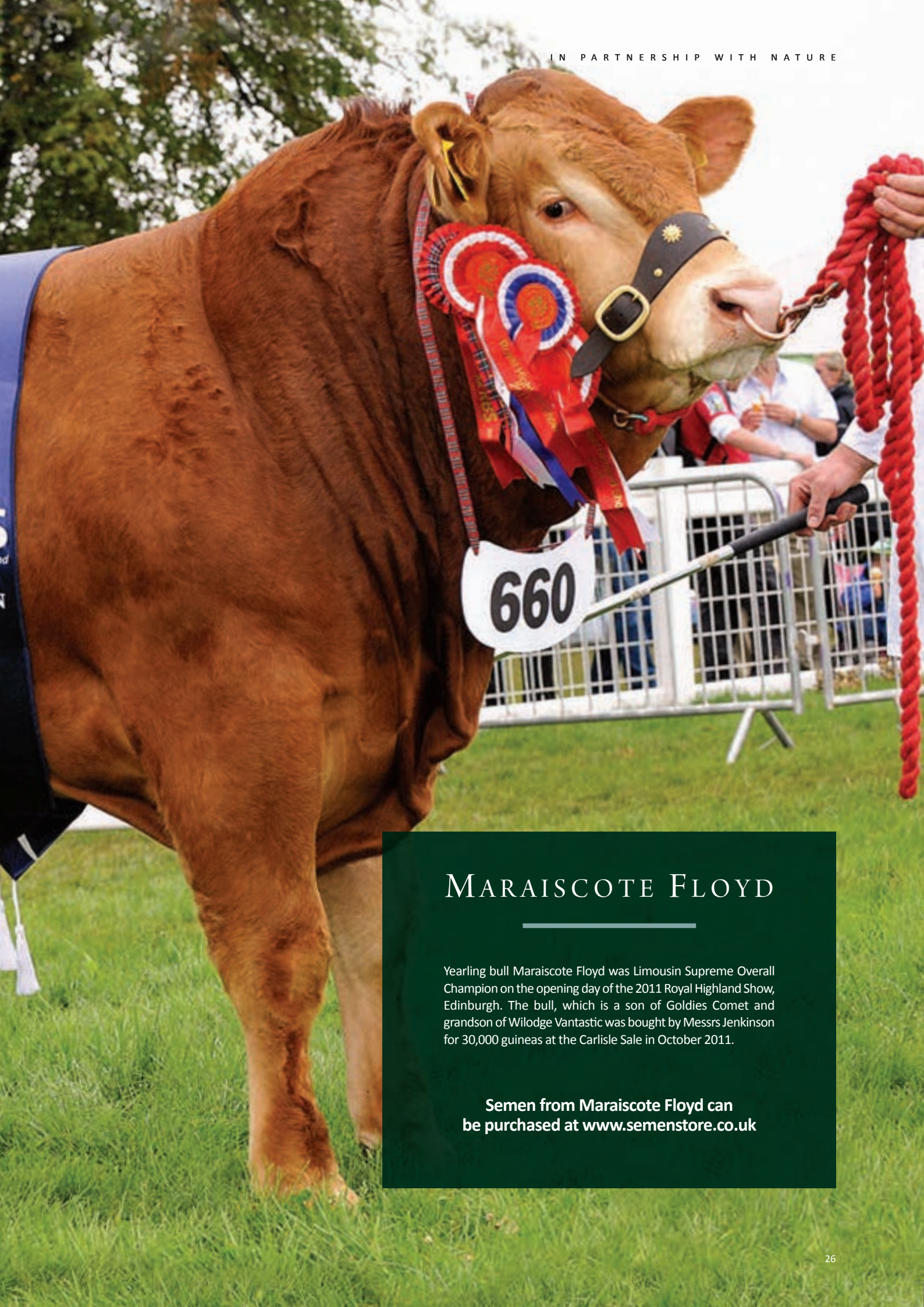


Royal Highland Show
2011
Major Sponsor



The Royal Bank of Scotland

CHAMPION



MARAISCOTE FLOYD

Yearling bull Maraiscote Floyd was Limousin Supreme Overall Champion on the opening day of the 2011 Royal Highland Show, Edinburgh. The bull, which is a son of Goldies Comet and grandson of Wilodge Vantastic was bought by Messrs Jenkinson for 30,000 guineas at the Carlisle Sale in October 2011.

**Semen from Maraiscote Floyd can
be purchased at www.semenstore.co.uk**

MARAISCOTE FLOYD



Maraiscote Floyd

hbn: NAJ10-043
ear: UK 560781/501384
dob: 01/06/2010



Goldies Comet

hbn: GS07-954
ear: UK 581575/100954
dob: 04/10/2007



Maraiscote Chanel

hbn: NAJ07-031
ear: UK 560781/600986
dob: 28/06/2007



Wilodge Vantastic

hbn: WEY04-037
ear: UK 305117/400460
dob: 26/10/2004



Goldies Vitality

hbn: GS04-613
ear: UK 581575/300613
dob: 03/11/2004



Tyddyn Mei

hbn: OP96-003
ear: UK A9058/00055
dob: 01/09/1996



Maraiscote Luckylady

hbn: NAJ95-004
ear: UK LA0841/00001
dob: 15/06/1995



Neuf

hbn: 22-97-004-114
dob: 01/01/1997



Sucrette

hbn: 19-31-127-559
dob: n/a



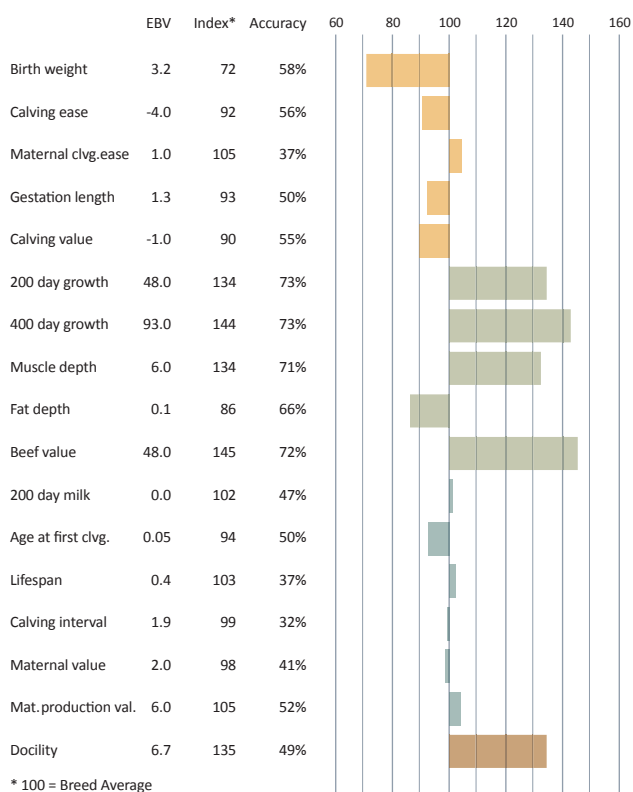
Grigou

hbn: 23-91-051-415
dob: n/a



Brise

hbn: 87-86-006-768
dob: n/a



FROUFROU



Froufrou

hbn: 19-34-127-746

dob: 07/10/2010



Casimir

hbn: 19-32-638-129
dob: n/a



Manille

hbn: 19-96-007-555
dob: n/a



Neuf

hbn: 22-97-004-114
dob: 01/01/1997



Sucrette

hbn: 19-31-127-559
dob: n/a



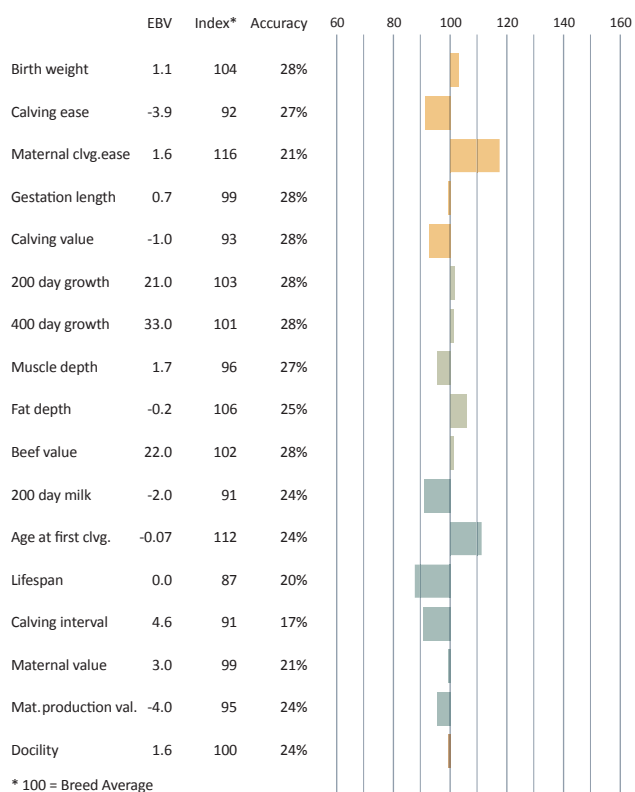
Grigou

hbn: 23-91-051-415
dob: n/a



Brise

hbn: 87-86-006-768
dob: n/a





FROUFROU

Froufrou was purchased for €13,500 at the KBS Genetic Limousin sale at Brive-la-Gaillarde, France in August 2011. Froufrou was sired by Casimir and out of Manille, a daughter of Grigou.

**Semen from Froufrou will soon
be available from
www.semenstore.co.uk**





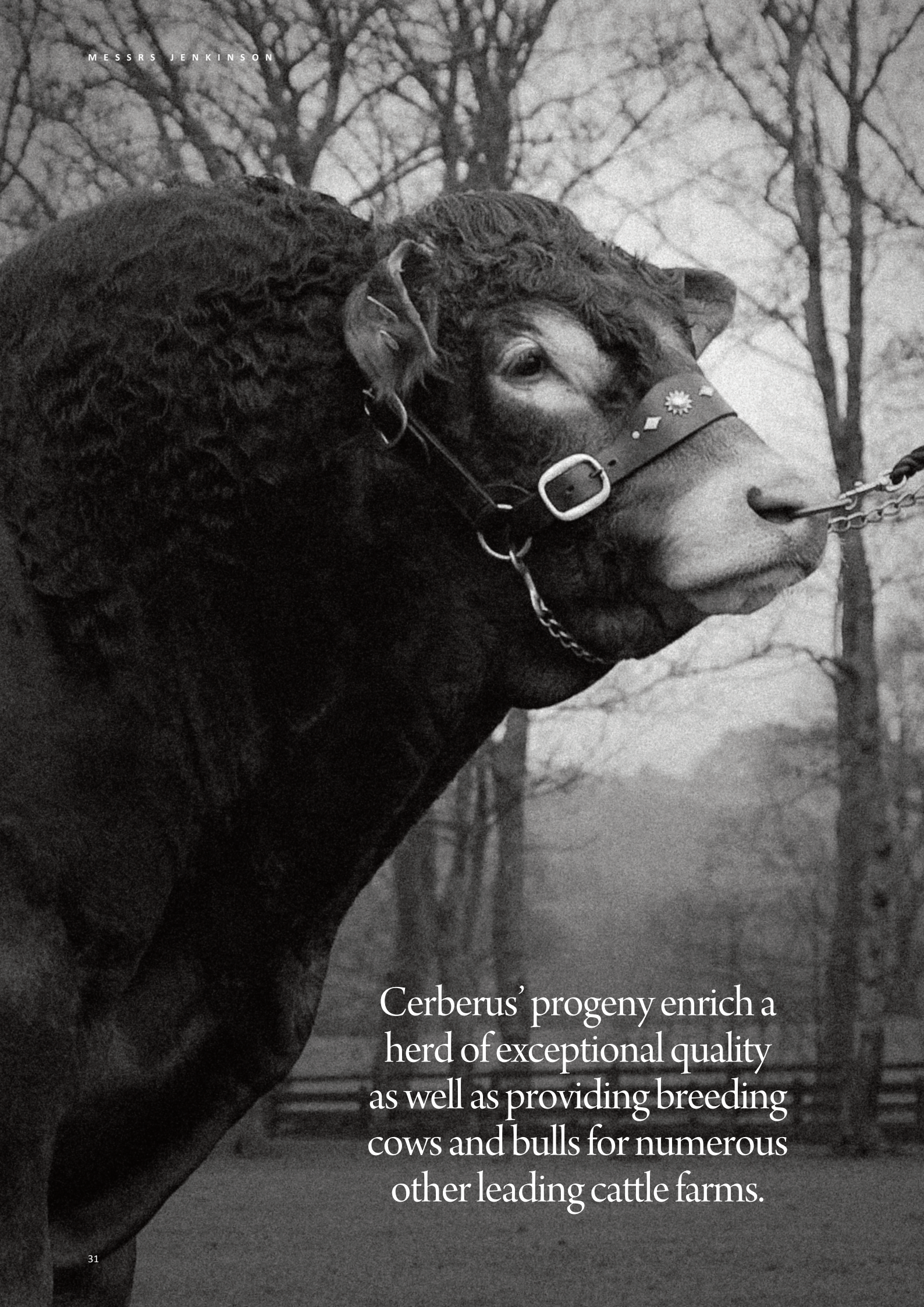
CATTLE

Jenkinson's maintain around 150 pedigree Limousin females, which produce a significant number of high quality calves each year.

Animals that go to market are in high demand with farms throughout the UK aiming to enrich their own herd with the injection of top pedigree blood into their stock.

As with every area of the Messrs Jenkinson's farming operation, IT plays a valuable role in recording the health, development and history of each animal. Data is stored both centrally, and directly on the animals themselves using an additional chipped tag that is scanned with a hand-held unit to upload or download information instantly.

The Jenkinson system extends far beyond the statutory requirements of modern cattle rearing to give a complete record of medical history, breeding and calving. This total picture is an important factor in planning the nutrition, supplements, treatments and future breeding mix of each animal in order to develop the finest herd possible.



Cerberus' progeny enrich a herd of exceptional quality as well as providing breeding cows and bulls for numerous other leading cattle farms.



IN PARTNERSHIP WITH NATURE





SHEEP FARMING



As with so many North Country holdings, sheep farming is a core activity for Messrs Jenkinson. The lush Eden valley is well suited to breeding quality sheep for meat.

The Farm maintains a standing flock of some 3,000 North Country Mule/Texel cross ewes. These sheep are covered by Texel rams to produce around 5,000 lambs each year.

Each year a number of rams are sourced from trusted breeders, refreshing the Farm's stock and ensuring the exceptional quality of the Jenkinson flock is maintained.

Lambing takes place under the cover of a series of purpose-built sheds that offer spacious, low stress surroundings that keep the young lambs safe from exposure, predators and disease, achieving excellent early development and keeping mortality to a minimum.

The cross-bred stock offers high quality meat, whilst at the same time offering ewes with the excellent maternal instincts of the Mule; helping ensure the lambs go to market in exceptional condition.









EWE LAMB SALES

In 2011 Messrs Jenkinson commenced the marketing of its premium quality Ewe Lambs for breeding at North West sales as well as privately.

The lambs are both half and three-quarter bred Texels, selected for their excellent maternal and carcass characteristics.

**For further information on
Messrs Jenkinson breeding sheep
contact 01931 712 644**





During the cold months of early spring, ewes are brought in off the fields into the well-lit, dry environment of the Farm's extensive modern lambing sheds. Comfortably bedded on fresh dry straw, the ewes have easy access to water and feed, and ample space to move around and settle in readiness for lambing. When their time comes, the ewes are moved into individual lambing pens alongside the main enclosures to deliver.







ARABLE FARMING

Around 700 acres of the Messrs Jenkinson Farm are given over to an arable rotation each year. Crops are grown, maintained and harvested entirely by the Jenkinson team using the Farm's fleet of wholly-owned top specification Claas and John Deere tractors and machinery.

Livestock feed provision is a key consideration in deciding what is grown on the holdings. The key crops are Winter Wheat, Oilseed Rape, Spring Oats, and Winter and Spring Barley. As a result, the Farm is almost self-sufficient in feed production, with a surplus of Wheat, Barley and Oilseed Rape being sold on the open market.

Jenkinson's arable farming activities benefit extensively from the latest integrated GPS-referenced IT. Variations in soil nutrient balance are highlighted through targeted analysis by the Farm's agronomist. Evidence of disease or lack of nutrients is pinpointed within a specific area of a field and targeted directly with cutting-edge computer-controlled variable rate spreading technology.

Applied in conjunction with manure from the Farm's over-wintering stock, this close control of localised fertility helps ensure maximised production, whilst minimising use of agrochemicals and artificial fertilisers; cutting the risk of potentially damaging run-off to local water courses.

Arable Crops

Centred on providing enough animal feed to make the Farm almost self-sufficient throughout the year, Messrs Jenkinson operate an arable crop rotation on around 700 acres of the total 1,800 acre holding.

Four complementary plantings are alternated to reduce the stress on the land that monoculture can cause, with surplus product going to market.

Winter Wheat

Planted in the autumn to allow it to germinate before the first frosts which make the crop dormant until the soil warms in Spring, Winter Wheat is ready for harvest in mid-late summer.

Oilseed Rape

The instantly recognisable lemon yellow fields of Rape are today a common sight in the UK. Oilseed rape is grown to provide a vegetable oil that is suitable for use in animal feed, cooking and food processing. Rape oil is also increasingly being processed for use as a biodiesel.

Spring Oats

Grown as part of the Whinfell Park sheep feed ration, Spring Oats are sown during early spring, they are normally harvested towards the end of August and early September.

Winter and Spring Barley

Sown in autumn, Winter Barley is Messrs Jenkinson's major grain feed crop. Spring Barley is sown in early spring and will typically be ready for harvest a few weeks later than Winter Barley.





The Arable Year



1

September Minimum Tillage Cultivation

Modern minimum tillage cultivation plays an important role in maintaining moisture content and soil structure; breaking stubble into the topsoil to add organic matter.



2

September Sowing

Mid-autumn sees the fields sown with Winter Cereal varieties. Tractors with satellite-controlled steering ensure efficient drilling of seed in good time before the first of the winter frosts.



8

October Grain In-Store

Harvested Grain is dried to achieve optimal moisture levels and is kept in the Farm's extensive Stores. Cereals are utilised for winter Cattle, Sheep and Game Feeds, with any surplus going to market throughout the winter months.



7

August Baling

After the grain has been harvested, the Straw is collected and packed into modern high density bales which speed collection time and minimise storage requirements. Straw goes for winter bedding and feed in the Lambing and Cattle Sheds, with surplus material marketed locally.



3

October Post-Emergence Spraying

When the Winter Barley and Wheat sprouts it's time to apply herbicides to protect the crops from competitive weed species. Careful monitoring by the Farm's agronomist ensures that application of chemicals is kept to the minimum.



4

April Fertilizer Spreading

Nitrogen, Potash and Phosphate-based fertilisers are spread as the ground starts to warm in spring; giving the over-Wintered cereal crops an early boost. The carefully targeted GPS-controlled application of fertilisers is kept at optimal levels through regular, close monitoring as the crop starts to grow.



6

August Combine Harvesting

The last days of summer bring the harvest before the weather turns. Messrs Jenkinson utilise their own high specification Combine Harvester.



5

July The Crop Ripens

The heat of the Cumbrian summer sees crops planted in the preceding autumn rapidly come into maturity. As the seed ripens the fields turn from green to gold signalling the arrival of harvest time.





THE WHINFELL SHOOT

The opportunity to attend a well-run privately owned shoot in such beautiful surroundings is much sought after and, in addition to a number of local Guns, corporate guests visit from across the UK.

The Shoot was not developed solely for corporate entertainment, but has evolved in common with the other aspects of the Messrs Jenkinson business to work in harmony with the environment, recognising the responsibility to manage that environment for future generations.

The rearing of game birds for shooting represents an important and valuable source of income for many farms, and extensive naturalised areas are maintained for their needs. These areas also provide food and cover for a large population of wild birds and mammals.







The Shoot Management Team



John Norris *Shoot Principal*

Shoot Leader, John is owner of John Norris of Penrith, one of the UK's leading suppliers of premium brand quality fishing equipment, tackle and country clothing.

Established over 35 years, the shop is a mecca for serious fishermen and followers of country pursuits from across the UK and beyond.



Nick Scholefield *Shoot Captain*

Manager of the Messrs Jenkinson farm holdings and the property holdings of A.W. Jenkinson, Nick has been intimately involved in the Whinfell Park Shoot since its inception some eight years ago.

Nick's close involvement in the day-to-day development and welfare of the birds and the land on which they range plays an important part in ensuring the quality of the sport for the shoot's guns.



Allan Jenkinson

Allan is owner of A.W. Jenkinson Forest Products and the Messrs Jenkinson holdings that play host to the Whinfell Park Shoot.

Allan grew up on the land around the shoot and has an intimate knowledge of the special requirements of a premium quality shoot.



Thomas Dent

The fourth member of the Whinfell Park Shoot Management Team, Thomas Dent is owner of leading Cumbrian haulage and farming business, Dent Company.

He has a long history as a sporting gun and a well-deserved reputation as an excellent shot.



Plucky, Fully Naturalised Birds

The French Partridge and Ringneck Pheasant raised for shooting are comparable to poultry bred for the table, yet in stark contrast, once they've been released from their breeding pens, these Game Birds live a fully wild existence on land specially improved to meet their needs - the true 'free range' bird for the table.

Messrs Jenkinson are responsible for bringing on their own birds from bought-in poults. Released in summer, the young birds mature, aided by the provision of the planted feed crops, feeders and watering points. By autumn, when the season starts, the Pheasants and Partridge have dispersed throughout the Estate's woodland and areas of specially provided cover.



Ringneck Pheasant

This pheasant is native to Asia, but has become a naturalised British resident. Several hundred years of selective breeding has produced numerous variations of the common pheasant, but the original Ringneck remains the bird favoured by the Whinfell Park Shoot guns, having great holding characteristics, being a superb flyer and providing ample meat for the table.



Grey Partridge

Numbers, nationally, have declined over the years and Messrs Jenkinson have embarked on a programme to re-establish this native game bird on the extensive holdings by managing the land in a way that encourages its return to the area, for example by leaving over-wintered stubbles to provide feeding grounds.



French Partridge

The French or Red-Legged Partridge is another species that has been specifically introduced for the purposes of hunting. The stocky little bird is much more robust and breeds more freely than its Grey English cousin. Partridge usually present themselves as single birds or groups of two or three, making them an excellent shooting bird.





Whilst the shoot has a number of regular guns, Jenkinson's prestigious Corporate Shoots provide a great opportunity to meet and network away from the office; allowing serious business to be conducted in a relaxing, friendly atmosphere.

A day's shooting provides a great chance to meet friends, to swap sporting stories and relax with a glass of Champagne and a bite to eat at the purpose-built Shooting Lodge between drives.

The Messrs Jenkinson holdings offer a broad spectrum of carefully maintained habitats. Ranging from woodland and natural scrub to planted cover crops and open fields, they make for an exciting and varied day's action.

The shoot works closely with a large roster of regular beaters, who know the land well and play a key role in ensuring a constant stream of action for the guns in attendance.







Stewardship of the Land

At the core of the Jenkinson approach to farming is a genuine recognition that we are all merely stewards of the land; borrowing it from our descendents. This respectful approach informs every activity within the huge area encompassed by the Jenkinson Estate. As a result every farming decision aims to improve the soil, buildings, enclosures, stock or the wider natural environment.

Wildlife

The Farm has a number of specially constructed features aimed at promoting bio-diversity throughout the holding. The fully naturalised wildlife ponds exemplify this approach. Set in uncultivated natural areas, they provide a healthy natural habitat for amphibians, wildfowl and bird life of all sorts.

Despite the high productivity of the carefully improved and maintained land, the Farm has turned over a number of broad swathes to game feed crops such as sunflowers and maize. These areas not only improve shooting by providing food and shelter for game birds, but also encourage a broad spectrum of other wildlife, becoming densely populated with song birds as the seeds ripen in autumn.

Dry Stone Walling

Jenkinson Farm demonstrates that exceptional high efficiency can go hand-in-hand with solid traditional land husbandry. Wherever possible, field and property boundaries are established with traditional Westmorland walling. An expensive choice nowadays, nonetheless the Farm prides itself on maintaining old walls, adding character to the holdings, as well as providing an excellent enclosure for sheep and cattle.

Sympathetic Development

The construction of large scale steel sheds and storage facilities are essential for servicing the modern farmed environment. In line with Messrs Jenkinson's holistic approach to the holdings, buildings are carefully designed and positioned to make minimal visual and physical impact in their environment. Screened by trees and pocketed in valleys out of sight, their gables are wide; the shadow giving an impression of a much smaller building.

Technology and the Land

Though steeped in the traditions of North Country farming, the Jenkinson holdings are anything but a time capsule. The farm is one of the most technologically advanced in the region. Crop yields and quality are automatically recorded during harvesting and cross-referenced with GPS co-ordinates. This data is used to identify areas of reduced fertility or potential disease which can then be addressed during treatment with fertilisers and pesticides later in the year; the information playing an important part in reducing the expense and possible environmental damage that results from over-use of chemicals and artificial fertilizer.



Nick Scholefield
Estate Manager.

Visitors are always welcome by appointment. Please contact Estate Manager, Nick Scholefield:

Messrs Jenkinson

Clifton Moor Farm, Clifton, Penrith, Cumbria CA10 2EY.

Mobile: 07979 757 282 Tel: 01931 712 644

Email: nick.scholefield@awjenkinson.co.uk

www.awjenkinson.co.uk/whinfellpark



Iain Scott
Farm Manager.



Printed on environmentally friendly paper.

Recycled

Printed on 'Revive' Carbon
Neutral paper; 75% recycled,
25% from renewable sources.



Cert No: TT-COC-2142 ©1996 Forest Stewardship Council