



International Limousin Congress

20<sup>TH</sup> – 28<sup>TH</sup> AUGUST 2016  
[WWW.ILC2016.COM](http://WWW.ILC2016.COM)

IRELAND – THE COUNTRY  
OF 100 THOUSAND WELCOMES  
**AWAITS YOU**



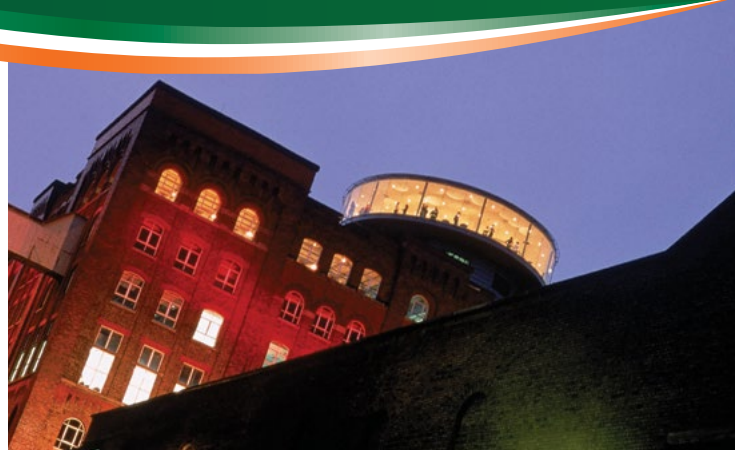
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We look forward to welcoming you to the  
**22nd International Limousin Congress**  
Hosted by Irish Limousin Cattle Society

[www.ilc2016.com](http://www.ilc2016.com)

BOOK NOW  
FOR THE  
WORLD'S PREMIER  
LIMOUSIN CATTLE  
EVENT





## IRISH LIMOUSIN - THE FACTS

Without dispute the Number 1 beef breed in Ireland.

# NO. 1

- Suckler dam
- AI beef sire
- Choice of continental beef sire in the dairy herd
- Largest pedigree beef breed

Limousin has earned the reputation of the Farmer's Choice. Join the winning Limousin team.

## ILC THE WORLD'S PREMIER LIMOUSIN CATTLE EVENT

The International Limousin Council is the world parent organisation for Limousin Associations around the globe. This event has a huge standing in the Limousin calendar going back to 1973.

Every two years an International Limousin Congress (ILC) is hosted in a different country. It represents the world's premier gathering of Limousin breeders and Limousin enthusiasts where friendships are forged, ideas are exchanged and lasting memories are created. In 2014 a strong contingent from Ireland attended the congress in Argentina. The Congress is the perfect vehicle to exchange breed views, research, market and technical information.

August 20th to 28th 2016 sees the event hosted in Ireland by The Irish Limousin Cattle Society. Showcasing world class cattle to a worldwide audience.

We promise a full, varied and great **value** programme and a memorable trip to Ireland.

## IRELAND 2016

The congress will showcase the very best Ireland has to offer: our rich, diverse countryside, our culture and our outstanding Limousin Cattle.

An Opening Ceremony and Banquet in Athlone, a one-day Technical Conference in Grange, and a nationwide travel programme will culminate with the much anticipated National Limousin Show, Parade of Champions, Elite ILC Sale, Gala Banquet and Closing Ceremony in Kilkenny.

“WE LOOK FORWARD TO WELCOMING YOU”

## PARTICIPANT PROFILE

ILC 2016 will be attended by delegates from all over the world. Presently there are 26 countries, across the five continents affiliated. The delegates (International and National) are primarily high-profile, well-established experts in their field, professionals in the food and agri business sector.

The delegates are interested in experiencing new cultures, new ideas and new opportunities. The quality of the congress is a key attraction for them. With our close proximity to the UK and France where Limousin is extremely popular we envisage substantial representation from these countries. For many visitors the congress forms part of an extended visit.

This event will attract thousands of Limousin enthusiasts from home and abroad.



“ We are immensely proud to be hosting this world-class event in Ireland ”  
Paul Sykes, Irish Limousin Cattle Society.





## CONGRESS PROGRAMME

The congress will be based out of Athlone from Saturday 20th August to Tuesday 23rd August and Kilkenny for the remainder of the event.

### SATURDAY 20<sup>TH</sup> AUGUST



Arrive in Athlone. **The Opening Ceremony** and banquet, parade of flags and live performance of traditional Irish music, song and dance will kick off the 8 day itinerary in spectacular style!

### SUNDAY 21<sup>ST</sup> AUGUST



**Technical Conference** hosted by Teagasc Grange which is Ireland's centre of excellence in beef research and technology.

Delegates will break for a visit to **Brú Na Bóinne Visitor Centre**. The interpretative centre for the Neolithic monuments of Newgrange, Knowth and Dowth.

A visit to a modern, commercial **Limousin herd** will round off today's activities.

An alternative tour will run for partners and delegates who prefer not to attend the Technical Conference. A cruise on the River Shannon will be enjoyed before visiting **Clonmacnoise**. The **River Shannon** is Ireland's longest river, and one of Ireland's most spectacular destinations. Clonmacnoise is an Early Christian site founded by St. Ciarán in the mid-6th century on the eastern bank of the River Shannon.

## CONGRESS PROGRAMME

### MONDAY 22<sup>ND</sup> AUGUST



This morning's highlight is a visit to **John McNerney's** award-winning 'Drummin' Limousin herd in Co. Clare. This will be followed by a trip to **Bunratty Castle**, the most complete and authentic medieval fortress in Ireland.

A walk along the magnificent **Cliffs of Moher** will capture hearts. The Cliffs are Ireland's most visited natural attraction, standing at 214m.

The drive this afternoon will incorporate part of the "**Wild Atlantic Way**", which is the world's longest defined coastal touring route, running the length of the Atlantic coast from Donegal to Cork.

Making our way to the **Teagasc Centre in Athenry** where delegates, joined by 'Northwest' and 'Clare' Limousin Clubs, will enjoy a meal and an evening of Irish traditional music and dance along with a display of their finest Limousin cattle.

### TUESDAY 23<sup>RD</sup> AUGUST



A relaxed start this morning; delegates will visit the **Newbridge Silverware Visitor Centre**. An excellent shopping opportunity, the centre houses the complete range of silverware products, a restaurant and the Museum of Style Icons.

One of the headline events of the conference is the group's visit to **Ardlea**, Ireland's foremost Limousin herd. After viewing this magnificent herd, delegates will experience a fun evening of Irish fare and live musical entertainment.





## CONGRESS PROGRAMME

WEDNESDAY 24<sup>TH</sup> AUGUST



Today will commence with a visit to **Virginia Show** in Co. Cavan, one of Ireland's most popular agricultural shows. From Cavan the group will travel to Dublin to visit the **Guinness Storehouse**. Housed in an old fermentation plant, this seven storey visitor experience brings you on an unforgettable welcome and a magical journey deep into the heart of the world famous Guinness brand and company.

THURSDAY 25<sup>TH</sup> AUGUST



Stopping first at the famous **Rock of Cashel** for a photo opportunity. A short drive will bring us to the world-renowned **Coolmore Stud**, the headquarters of the world's largest breeding operation of thoroughbred racehorses.

An afternoon visit to **Blarney Castle**, an historic castle most famous for its stone, which has the power of conferring eloquence on all who kiss it!

Another highlight here is **Blarney Woollen Mills**; a retail store housed in one of Ireland's oldest and most authentic Irish woollen mills.

Finally the group will enjoy a visit to the prestigious **Roundhill Pedigree Limousin** herd of Tim and Doreen Corridan where a BBQ meal and entertainment awaits.

## CONGRESS PROGRAMME

FRIDAY 26<sup>TH</sup> AUGUST



Today's highlight is our **National Limousin Show** which takes place in The Hub, Cíllin Hill, Kilkenny. Over 2,000 people will attend to see the best of both pedigree and Commercial Limousin.

SATURDAY 27<sup>TH</sup> AUGUST



Back to Cíllin Hill today for the Parade of Champions, the Anglo Irish YMA finals and **ILC Elite Sale**.

The **Gala Banquet** and Official Closing Ceremony will take place in The Hub tonight.

SUNDAY 28<sup>TH</sup> AUGUST

Delegates will depart Kilkenny today, being transferred to Dublin Airport or their Dublin hotel if they have decided to extend their trip.

“ *Limousin outperforms,  
ticks all the boxes* ”  
*Douglas Murray,  
Suckler Farmer, Carlow*

