Jay Holland - Alpaca Judge (Halter and Fleece)

Contact Details:

Park Meadows, Pennymoor, Devon. EX16 8LB

+ 44 7789 257222

jay@purealpacas.co.uk

Judging Qualifications: BAS Certified Judge and Judge Tutor

BAS Status: Certified 2010 and Recertified

My wife, Hilary, and I first came across alpacas in 2004 when my mother, who was house hunting in Devon, found some “genetically modified sheep” with long necks for looking over Devon hedges?! We had just moved to a property with 3 acres and, after some research, thought that alpacas looked like an interesting “hobby”. Little did we realise how addictive these wonderful creatures were and, in 2007, ended up changing our lifestyle, after my mid-life crisis, so that we now have around 60 alpacas on 20 acres and a full-time business.

We have an equal split of both huacaya and suri within our herd but run the full spectrum of colours. We are concerned with breeding healthy, happy and calm alpacas and have imported alpacas to improve our bloodlines.

Having always had a keen interest in genetics, fibre and animal behaviour, I continue to attend, seminars and courses on these subjects and am privileged enough to have been able to teach and lecture on these and other subjects, across Scandinavia and Europe.

I enjoy passing on my knowledge and love being able to run and teach all the BAS courses and to see how much the attendees gain. I have also run courses, both in the UK and Europe on confirmation, fleece, stock selection, husbandry and have taught numerous groups to shear in the UK, Spain, France and Poland.

My involvement and passion for alpacas has drawn me into becoming a member of the BAS Board, becoming involved with the UK Regional groups as a committee member of the West Shires Alpaca Group, South West Alpaca Group and the Suri Network (UK) Group. As a member, I have been involved in setting up and running numerous shows and events which gives me a great perspective as to the amount of work that goes into such events.

Being an advocate of all things alpaca, I firmly believe that shows are a great place in which to raise awareness of alpacas to the public, whilst helping exhibitors to learn where they are with their own breeding and in which to educate, hopefully, everyone. In being a judge, I am privileged to be able to compare other people’s alpacas and do so respectfully so that we can all enjoy the showing of alpacas.

Recent Show Judging experience:

**2025:**

**Zurich Alpaca Show – Halter**

**North West Alpaca Show - Halter**

**Swedish Alpaca Show - Halter**

**Cornish Camelid Association Show - Halter**

2024:

Midland Halter Show

SWAG Fleece Show

AALA Fleece and Halter Show (Lithuania)

2023:

Italian Alpaca Show – Halter and Fleece

2022:

South of England Alpaca Show

East of England Alpaca Show

Danish Alpaca Show

Previous 3 years before Covid:

BAS National Show – Halter

BAS National Show – Fleece

Alpagas de Salon – Halter Show France

Swedish Fleece Show

North Somerset Halter Show

SWAG Fleece Show

Heart of England Fleece Show

East of England Fleece Show

Yorkshire Alpaca Halter Show

Polish National Fleece Show

Somerset County Fleece Show