

Sheep Used in National advertising campaign...

We replied to an advertisement in the Farmers Weekly, looking for sheep farmers with fields that bordered the railway lines.....and ended up with working with a national marketing company and Trainline.com to create a web advert and be involved in their advertising campaign.

On a very wet morning in April this year a film-crew and marketing team arrived on the farm, armed with “coats” for the sheep! We spent the early morning dressing the ewes in their new outfits, and then moved them to the fields beneath Ranmore which border the railway line.

With the help of Meg, the sheepdog, and a lot of sheep-food as bribery, the sheep posed for the camera’s as the trains between Reading and Gatwick whistled past.

Despite the rain, and coats which slipped sideways if the sheep ran too fast, the crew got all the film and photo’s that they needed.

Once they were un-dressed, the sheep returned to their fields.....unaware that they were now newspaper and website media stars!!

They did get some extra food as a reward for being so patient!!

The campaign was featured in several national newspapers, as well as videos on the internet. The company is looking at doing similar advertising campaigns next year, to catch the eye of train passengers gazing out of the windows.



Michelle and Maddy with the dressed-up sheep!

Some Different Crops...

Last Autumn, we planted 2 new crops on the farm, as part of a trial for different types of forage crop (animal food).

We have planted Lucerne (also known as Alfalfa), which is a leguminous (nitrogen-fixing) crop, which we make into silage to feed to the sheep, cattle and horses over the winter.

We have also grown a blend of chicory and clover, which the sheep graze. The lambs grow very fast eating such good forage.

The meat quality and tenderness from these lambs is excellent, as a result of the varied diet and good quality milk their mothers produce eating this crop.

The **BIG** Bash!



Beginning of the evening at The Big Bash

The “Big Bash” attended by over 500 people...

For the second year running, the “Big Bash” summer party event has been held in the meadows behind Dorking. Attended by 500 people this year, the event which is held to raise money for charity, was a great success.

Over £2500 was raised which has been given to Farm Africa and Kids for Kids charities. Kids for Kids provides livestock for families living in rural Northern Darfur and Farm Africa supports rural African communities by investing in their agriculture.

A “chill-out zone”, marquee featuring the live band and disco, as well as the ever-popular complimentary curry supper, were joined this year by expanded camping area, and Orgasmatron tent!!

The whole field was decorated with pink and purple bunting and flags, and the fields and trees were illuminated, once it got dark, with candles and the huge bonfire.

The party is organized by Nick Russell and if you would like details for next years event please email: nick@thebigbash.net



Lamb grazing on chicory field