

For immediate release
2006

February 21,

A DAY TO MILK FOR ALL IT'S WORTH

A North West farm is taking the plunge into tourism by allowing visitors to the farm to literally muck in with what the young farmer normally gets up to during the course of a day's work.

Carl Davis, aged 37, who runs Gorstage Green Farm, based in Northwich, Cheshire, is rapidly becoming one of the North West Farm Tourism Initiative's most innovative farms, thanks to his creation of a "Farmer for a Day" package.

Thanks to support from the NWFTI, Carl is now appealing to all the people who've always secretly fancied being a maid-a-milking, or running the gauntlet of the raging bull, by bringing visitors on to his dairy farm to mingle with and manage his herd of 80 pedigree, Holstein milking cows.

The Farmer for a Day package offers the visitor the chance to spend a day, or half day, on the farm, shadowing the farmer and doing exactly the same work they are carrying out, in the course of their normal working day. This could see them milking the cows, trimming their feet, rounding them up, or even enjoying the dubious pleasure of mucking out the bull, as they mingle with Crosshillocks Bluebell and her bovine pals, on Carl's farm.

Depending on the time of year, they also potentially be fencing the fields, spreading fertiliser, or stacking straw bales, according to their wishes. The only certain thing is that, if they opt for the full day package, they will be tucking into a typical farmer's lunch down at the local pub, with their mentor in tow, turning perhaps the normal ploughman's lunch into a dairyman's platter.

The idea for the experience came from Carl Davis's search for a means of farm diversification, to help boost his farming income. Through the North West Farm Tourism Initiative, he met up with a business mentor, in the shape of Farm Tourism Officer for Lancashire and Cheshire, John Dickinson, who helped him form a plan of action that would give him a unique offering on his farm. From this came the concept that is now already making waves amongst the general public.

Visitors to the farm can milk this unique experience costing from £100 for the full day, or £60 for the half day. They go away with not just the 'been there, done that' feel good factor, but a memento that will be a lasting memory of a day spent down on the farm.

Carl Davis comments: "The visitors we have had here so far have been delighted with the experience that they have enjoyed and have really got stuck in to the workload I have given them. For many, the farm environment is an escape from the office desk, the usual routine and the claustrophobia of the inner city. They are usually pretty reluctant to leave, by the end of their time here.

"It has surprised me how many people want to be a farmer for a day, living a childhood ambition, or just doing something that is completely off their normal radar, but it's proving a wonderful idea and one that is now contributing to the farm's income."

People who do want to escape the fenced in feeling, by banging in a few panels themselves, or calling in the cows in for milking, can contact Carl via his website at www.farmer4aday.co.uk It really is the answer for anyone who's tired of being a mover and shaker, or

should that be moover!!

- ends -

Press calls: Jane Hunt/David Aaron, Catapult PR, 01253 851188