



## Press Release

### Producers announce first reality TV birth

Although rumours of a bright Christmas star over the fields of South West England are greatly exaggerated, fans of internet sensation Big Udder may have noticed some changes in the cow shed. Heralding a reality TV first, the show's producers are pleased to announce the arrival of a new herdmate just in time for Christmas. The latest addition to the cast of Jersey cows was delivered yesterday and mother and baby are doing fine.

Orchard Floral Tribute gave birth to a bouncing 40lb female calf. To ensure the mother's privacy the calving wasn't broadcast live. However, for anyone who wants to see the action, edited highlights are available to view at [www.bigudder.co.uk](http://www.bigudder.co.uk).

Via his frequent updates on Big Udder's Little Udder, show presenter Dermot O'Creamy will be keeping a watchful eye on the new edition to the Big Udder happy family and in the true spirit of audience participation avid viewers are being invited to log on and nominate a name for the newest herdmate. The winner will receive a hamper of Jersey and Guernsey dairy product goodies.

Launched at the end of September and broadcast 24-7 via the web, Big Udder is a live feed from a real dairy farm, the location of which is a closely guarded secret. The breed, renowned for producing the most sumptuous milk in the world, is not a clue to Big Udder's location, as Jersey herds and their nearby relatives Guernseys, can be found all over Great Britain, and indeed the world.

Big Udder promises to provide satisfying viewing over the festive period. Just like Big Brother, people logging on to [www.bigudder.co.uk](http://www.bigudder.co.uk) can follow the action via a series of hidden cameras.

As winter has now set in most of the action is being revealed via the Barn and Milking Parlour cams.

Christian Fox, chairman of Big Udder's creators – the Jersey and Guernsey Forum (which exists to support the development of the market for Jersey and Guernsey dairy products), says: "Jersey and Guernsey milk is known throughout the world for its great taste, but what isn't so well known is the true dedication that goes into producing the very best quality dairy products from the milk.

"Given the UK's continued enthusiasm for reality TV and its passion for Big Brother we couldn't think of a better way to show the journey of milk from happy, healthy Jersey cows, via the milking parlour to top quality products that are enjoyed by so many. Now you can enjoy a dollop of Jersey or Guernsey cream on your Christmas pud, settle back and maybe watch the girls who produced it."

Each of the cows on the Big Udder farm produce a calf each year, that's 109 deliveries still to come! Pictures of the youngsters will be posted on the site over the coming weeks. Cows are pregnant for about 9 months and calves join a 'toddler' group after about 48 hours, live together in their own pasture and continue to enjoy their mother's milk as they are gradually weaned. Mother's milk is best! Once the young cows reach about 28 months old they are ready to calve (which starts the milk producing process of course) and join the main group, becoming fully-fledged herdmates and producing their own delicious and versatile Jersey milk.

**Ends**

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## **Notes to editors:**

### **About the Jersey & Guernsey Forum**

The forum is a representative body created for, and run on behalf of and by, producers and processors of milk from the Jersey and Guernsey breeds of cattle and is supported by the MDC. The forum exists to support the development of the market for Jersey and Guernsey products.

### **About the Milk Development Council**

The Milk Development Council (MDC) was set up in 1994 (after the disbanding of the milk boards) to pick up essential services for dairy farmers that would not otherwise be provided. These services include the genetic evaluation of dairy breeding stock, research and development into better ways of producing milk, and the stimulation and development of the market for milk.

The MDC is funded entirely by milk producers, via a statutory levy on all milk sold off-farm, at the rate of 0.06p per litre. This provides an annual income of around £7m. The MDC's current focus is on improving the profitability of dairy farming by focusing on three specific areas:

- Innovation and consumer education to stimulate demand and create more value in the dairy 'category'
- Better supply chain relationships that ensure farmers as well as processors and retailers can enjoy a sustainable share of the profits
- Competitive milk production to help farmers realise better margins in the short term and increase their ability to compete in European markets in the long term.

The MDC co-funds the industry's nutritional and issues management resource – The Dairy Council – with the processors' trade body Dairy UK.