



Pull the udder one ... Big Brother with cows!

Big Brother is finally over and for many not a moment too soon. Fan or not of the seven-day-a-week series, there's no denying that its absence leaves a void, whether that's watching the show or moaning about it. Stepping in to plug the gap – with arguably a more intelligent line-up and definitely higher quality content – is Big Udder.

Launching on September 26th, the show – broadcast 24-7 via the web at www.bigudder.co.uk – is a live feed from a real dairy farm, the location of which is being kept secret.

While Big Udder presenter Davina McCow is rumoured to have been paid a three-figure sum for the series that will run for 12 months, the real stars of the show will be the 'herdmates' - 110 Jersey cows.

However, 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 the world.

Just like Big Brother, people logging on to www.bigudder.co.uk will be able to follow the action via a series of hidden cameras. The Field Cam will capture them chewing the cud in a beautiful, pastoral setting; the milking Parlour Cam and Barn Cam will show the rest of the action, including bedtime when the girls go to sleep on their luxury straw beds. And, although it's unlikely there will be as much tension in the herd as there was in the house, Terry the dairyman can let off a little steam in Big Udder's Dairy Room.

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To top it all, those unable to watch the action live needn't worry - Dermot O'Creamy will be making frequent updates on Big Udder's Little Udder.

Christian Fox, chairman of Big Udder's creators – the Jersey and Guernsey Forum, 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. “

After Big Brother, Big Udder promises to be a sensory treat. But with an all female line-up the audience may be left wondering if Big Udder will ever be as racy as its counterpart. As yet unfounded, rumours suggest that there may be some secret shed-mates waiting in the wings, including a couple of local bulls that could set bovine hearts fluttering...

Ends

For press information, photography or to set up interviews please contact:

Harriet Chapman or Sam Purnell

Bray Leino PR

T: 0117 973 1173

F: 0117 906 4542

E: jandg@brayleino.co.uk

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.