

# WORLD SHEEP DOG TRIALS FOOD & COUNTRY FESTIVAL 2011



## World Sheep Dog Trials sponsorship tops £35K

Over £35,000 has to date been pledged in sponsorship for this autumn's International Sheep Dog Society (ISDS) World Sheep Dog Trials, Food & Country Festival.

However, the local organising committee is still looking to attract additional financial support, including a main headline sponsor, to help towards the £200,000 required to stage the four-day event, which is being held in England for the first time amid the picture postcard surroundings of the Lowther Estate, near Penrith, in Cumbria from September 15 to 18.

The current major sponsor is Welsh-based CSJ Specialist Canine Feeds, of Bodfari, Denbighshire, run by international sheep dog trialist and judge Ceri Rundle. The company also sponsored the last World Trials held in Wales in 2008.

Another regular World Trials supporter, dog food manufacturer Gilbertson & Page (Gilpa), based in Welwyn Garden City, Herts, has agreed to sponsor again this year. Also included in their support package is a solid gold shepherd's whistle for the competitor crowned world champion on Sunday, September 18.

The first overseas sponsor is Albert Scheper, of Scheper ClinMon, which is based in Meeden in The Netherlands. The company provides solutions for pharmaceutical companies, including trials with new study drugs and new medical devices. Mr Scheper is involved with the sheep dog world as chairman of the trial committee of the Dutch Border Collie Club.

Other keynote UK-based sponsors already in place include:

- Penrith & District Farmers Mart.
- A.W. Jenkinson Forest Products, Clifton, Penrith.
- Lord Lonsdale, Lonsdale Estate.
- Eden District Council.
- Nigel Davis Solicitors, Burton-in-Kendal – Nigel is chairman of the 2011 World Trials organising committee.
- Armstrong Watson Accountants, Carlisle.
- Scotpen Sheep Handling Systems, part of DCH Farm Sales, Lauder, Berwickshire.

ISDS English president Tim Longton, of Rooten Brook Farm, Quernmore, Lancaster, said: "We are extremely grateful to all companies, organisations and individuals who have already provided or pledged sponsorship in what are difficult economic times.

"We are continuing our negotiations with a number of other potential major sponsors - and a couple of potential headline sponsors too, but still need to attract additional financial support, whatever the sum, to help us stage what is going to be one of the largest events of its kind ever seen in this part of the country, or, indeed, in England.

"We confidently expect upwards of 40,000 people to attend from all parts of the world, providing a multi-million pound boost to the local and regional economy."

Full details of sponsorship opportunities can be obtained from World Trials secretary Clare Savins on 01931 712516, or by e-mail at [clares09@btinternet.com](mailto:clares09@btinternet.com).

Full details are posted at the event website - [www.worldsheepdogtrials.org](http://www.worldsheepdogtrials.org)

ENDS

**Further information:** Competitors at the World Sheep Dog Trials will be coming from England, Ireland, Scotland, Wales, Australia, Austria, Belgium, Brazil, Canada, the Czech Republic, Denmark, Faroes, Finland, France, Germany, Italy, Netherlands, New Zealand, Norway, Portugal, South Africa, Sweden, Switzerland, USA and - for the first time – Japan.

Most of the 240 qualifiers are already in place.

Qualifying rounds will take place on three separate fields on the first two days of the trials, with the top seven from each field on the opening days going forward to the semi-final on Saturday. The top 16 of these qualify for the final on Sunday, from which a world champion will emerge.

#### **Further sponsors' information:**

**CSJ Specialist Canine Feeds** was established in 1998 by international sheep dog trialist and judge, Ceri Rundle. She was the first lady to appear on the BBC2 TV series 'One Man & His Dog' and the first to represent Wales in the inaugural Young Handlers competition at the Supreme International Championships in 1980. Ceri went on to become the first lady to qualify for the Welsh National Team in 1996. She stood reserve in 1997 and later earned two further Welsh National caps, making her debut at the World Trials in Ireland in 2005. She was also the first lady to be elected on to the panel of National judges for Wales, allowing her to adjudicate at trials in USA, Europe and Scandinavia. She is a former chair of the North Wales Sheepdog Society. CSJ Specialist Canine Feeds has become one of the fastest growing dog food brands, with its products used by many top dog handlers. The company has also expanded and diversified its product ranges to incorporate food and supplements for other dogs.

Ceri explained: "While breeding, training and competing with so many dogs over the years, I had continuously been on the lookout for an affordable, top quality dog food that suited our own dogs, but with little or no success.

"With the help of vets, herbalists and the UK's leading nutritionist in the dog world, we developed and introduced my own range of range of natural canine feeds, herbal supplements and treats specifically tailored to the requirements of working dogs."

**CSJ.K9 Ltd, Bwlch Isaf Farm, Bodfari, Denbighshire, LL16 4HS. T: 01745 710470. [www.csjk9.com](http://www.csjk9.com)**

**Gilbertson & Page (Gilpa):** Pet food manufacturer Gilbertson and Page remains the major sponsor of the International Sheep Dog Society (ISDS), having recently agreed a three-year extension of their support. In fact, Gilbertson and Page, founded in 1873, has sponsored the society since it first heard of the organisation's search for a major link 12 years ago. The company concentrates on the agricultural, rather than the domestic market, aiming, according to general sales manager David Watson, to provide a wide range of products that combine premium nutrition and sensible prices.

Gilbertson and Page also donate cut crystal presentation sets for the singles and brace winners of the International Trials, silver and gold whistles at the Nationals and World Trials respectively, prizes for the Young Handler competitors, and bags of dog food all round.

**Gilbertson & Page, 45-55 Brownfields Welwyn Garden City Hertfordshire AL7 1AN. T: 01707 367900. [www.gilpa.co.uk](http://www.gilpa.co.uk)**

**Armstrong Watson** is a firm of accountants, business strategists and financial advisers based predominantly in the north of England and south-west Scotland.

The company has 14 offices, seven of them in Cumbria, with agricultural specialists based in Carlisle, Kendal, Penrith, Wigton and Workington.

The specialist agriculture team at Armstrong Watson provides accountancy, tax and financial planning advice to farming businesses. They are experienced people, many from a farming background, and all with an appreciation of the farming way of life.

Steve Pinguey, partner and head of agriculture at Armstrong Watson, said: " We are pleased to sponsor the World Sheep Dog Trials, as we have been providing accountancy services to farmers since 1867.

"Most of our agriculture accountants come from a farming background and fully appreciate the fantastic skills that shepherds use to manage their flocks, along with the great contribution that sheepdogs make to the efficient running of sheep enterprises."

**Armstrong Watson, Birbeck House, Duke Street, Penrith Cumbria CA11 7NA T: 01768 222030. [www.armstrongwatson.co.uk](http://www.armstrongwatson.co.uk)**

**Penrith & District Farmers' Mart** came about due to the threatened closure of the local auction mart. It is now a well-established partnership of over 200 mainly local farmers, providing a vital service to the agricultural community of Cumbria.

David T Crowden, chairman & general manager, said: "Lowther Park Farms are a valued client and lend us a great deal of support. We are, therefore, very keen to sponsor the World Sheepdog Trials 2011, to be held at Lowther in September. We hope the event is a huge success. "

**Penrith & District Farmers' Mart LLP, Auctioneers & Valuers, Agricultural Hall, Skirsgill, Penrith, Cumbria CA11 ODN. T: 01768 864 700 [www.penrithauction.com](http://www.penrithauction.com)**

**A.W. Jenkinson Forest Products** and its subsidiaries handle over 2 million tonnes of green waste, roundwood, chips, sawdust, bark and other timber co-products each year, collected from forestry sites, sawmills and other wood processing industries throughout the UK.

A.W. Jenkinson's services link forestry, sawmilling, wood processing, building and demolition sectors with the demands of pulp, paper and panel manufacture, energy generation, agriculture, horticulture and amenity markets in an environmentally responsible cycle that makes maximum use of the world's dwindling resources. The business's processing, trading and related services are underpinned by a large in-house haulage and logistics operation backed-up by a modern fleet of specialised vehicles. A.W. Jenkinson owns and operates in excess of 270 vehicles, with over 100 subcontractors also under permanent hire to the business's transport team.

**A.W. Jenkinson Forest Products, Clifton Moor, Clifton, Penrith, Cumbria CA10 2EY. T: 01931 712644.**  
[www.awjenkinson.co.uk](http://www.awjenkinson.co.uk)

**Eden District Council**, the district where the Sheep dog trials are being held, is the 8<sup>th</sup> largest in England, but has the lowest population density. It has four corporate priorities, which are made up of the four most important issues to the people of Eden: Affordable Housing, Quality Environment, Economic Vitality, and Quality Council. As a District Council, Eden occupies the layer of local government between Cumbria County Council and Parish Councils. It is responsible for wide-ranging services, including economic development, leisure services and tourism.

*'Eden, in Cumbria the Lake District, takes its name from the beautiful River Eden. Discover the area's dramatic landscapes of Ullswater in the Lake District, Alston and the North Pennines and the Eden Valley. Close to both the borders of Scotland and the Yorkshire Dales, this secluded and unspoilt destination will inspire, rejuvenate and refresh you at any time of the year.'*

**Eden District Council, Town Hall, Penrith, Cumbria, CA11 7QF T: 01768 817817 [www.eden.gov.uk](http://www.eden.gov.uk)**

**Lonsdale Estates** is the home of Hugh, 8th Earl of Lonsdale, his wife Elizabeth (Liz) and family. The 30,000 acre estate consists of fell land to the south at the Howgills and Blencathra to the North, as well as nine miles of foreshore on the Solway and Duddon Estuaries.

Within the Lowther and Eden Valleys, there are 20 let farms and 50 cottages, three limestone quarries and 600 acres of commercial forestry. This traditional rural estate provides opportunities for many to live and work within its spectacular landscape.

**Lonsdale Estates - Resident Agent John Turner. T: 01931 712 671 [www.lonsdale-estates.co.uk](http://www.lonsdale-estates.co.uk)**

**Nigel Davis Solicitors** is one of the UK's leading agricultural law practices, dealing with all issues affecting farmers, farming, rural communities and agri-businesses. Nigel himself has more than 35 years experience in the field and most of the other team members come from farming backgrounds and/or have hands-on farming experience.

The firm's two offices on the southern edge of the Lake District and on the southern edge of the Derbyshire Peak District respectively are both located in converted farm buildings.

Founder Nigel Davis is Chairman of the organising committee for the World Trials 2011. He has been involved in the regional sheep dog trialling world for almost 30 years. He is presently secretary of the Dovedale Sheep Dog Society, was secretary for the English National Trials held at Dovedale, Derbyshire, in 2008 and also legal advisor and general advisor to the International Trials held at Lowther Park in 2009. His PA, Rachel Capstick, is also a member of the organising committee.

**Nigel Davis Solicitors, The Stable Yard, Dalton Hall, Burton-in-Kendal, Cumbria, LA6 1NJ. T: 01524 784260. Email: [nigeldavis@agriculturalsolicitors.co.uk](mailto:nigeldavis@agriculturalsolicitors.co.uk) or [rachelcapstick@agriculturalsolicitors.co.uk](mailto:rachelcapstick@agriculturalsolicitors.co.uk)  
Web: [www.agriculturalsolicitors.co.uk](http://www.agriculturalsolicitors.co.uk)**

**Scotpen Sheep Handling Systems** is part of DCH Farm Sales, based in the Borders of Scotland. The company provides machinery for farmers throughout the UK, acting as agents for Rolland Trailers, Rabaud Equipment, Appin Woods Machinery and Filson Livestock.

The company's founder Clive Houldey comes from a farming family. He and his wife Jayne and family moved to Scotland in 1998. In 2003, Clive designed and arranged the manufacture of the Scotpen mobile sheep handling equipment, with sales of this safe, strong, reliable and durable equipment increasing every month.

The Scotpen was awarded the Royal Agricultural Society of England Silver Medal at the Royal Show in 2008, being hailed as a product that has 'important new features, outstanding advantages for the user and is a major item of equipment.'

**DCH Farm Sales, The Dods, Lauder, Berwickshire TD2 6SD. T: 01578-722272. [www.dchfarmsales.co.uk](http://www.dchfarmsales.co.uk)**

**Further media info:** World Trials PRO Robin Moule, Moule Media, on 01756-794027, mobile 07976-559961, e-mail: [robin@moulemedia.com](mailto:robin@moulemedia.com)

For interviews, World Trials president Tim Longton can be contacted on 07968 313119 and chairman Nigel Davis on 01524 784260.