



#miltastic @MoretonShow



The Moreton Show and Moreton Young Farmers Club are joining forces to support Britain's dairy farmers with #miltastic @MoretonShow - a milk drinking challenge.

The challenge will take place on social media and at The Moreton Show on Saturday, September 5th.

Molly Gaden, secretary of Moreton YFC, which is celebrating its 80th anniversary, said: "Britain's dairy farmers are suffering real hardship at the moment because of the global slump in milk prices and we wanted to do something that is positive to promote British milk.

"Gloucestershire is in the heart of dairy country and Moreton Show is a great place to tell everyone what a great product milk is."

Moreton Young Farmers will be posting photos of themselves drinking milk on social media and challenging other Young Farmers' Clubs to do the same.

At The Moreton Show, they'll be running a Top Gear-style leader board to see who can drink a pint of milk the quickest. The milk for The Moreton Show challenge has been donated by local farmers, Julian and Susan Hughes Garbett from Holmleigh Dairy in Donnington, near Moreton in Marsh, Gloucestershire.

Britain's dairy industry is facing unprecedented pressure because of falling milk prices. Farmers have been protesting in supermarkets and at milk distribution centres.

Molly added: “We hope that visitors to Moreton Show join with us in supporting our brilliant dairy farmers. Milk is a great product and we want to encourage everyone to buy British and drink British milk to protect the industry for future generations.”

Moreton Young Farmers would like people to post photographs of their milk drinking on Twitter using the #milkastic hashtag and the @MoretonShow Twitter address. Said Molly: “It would be fantastic to see people drinking milk on Twitter and Facebook. It would be a great boost to our dairy farmers to have that support and vote of confidence.”

Ends...

**For tickets and details about the Moreton Show, go to www.moretonshow.co.uk.
Holmleigh Dairy at Donnington is at www.holmleighdairy.com
For more Information, contact Tom Knight on 07836 298874**