

Renewed impetus for The Addington Fund's 'Top 1 Ewe' campaign

Skipton-based Craven Cattle Marts has launched a new initiative in support of national farming charity, the Addington Fund's 'Top 1 Ewe' fund-raising campaign.

Skipton Auction Mart was one of the first to support the ground-breaking scheme when it was launched in September last year, enabling sheep farmers to donate live sheep through participating auction markets around England and Wales, and nominate the sale proceeds to the charity.

Now, 12 months on, Craven Cattle Marts general manager Jeremy Eaton has devised a new idea in a bid to give renewed impetus to the campaign. It involves purpose-designed rosettes so potential purchasers can clearly see which sheep are being sold in aid of the Addington Fund.

Mr Eaton explained: "The theme is that a farmer wishing to donate a lamb simply attaches a rosette to one sheep and we will do the rest commission free. We suggest prime and store lambs, but farmers may choose to donate from any sheep sale by attaching the rosette. All they need to do is let us know ahead of each sale."

Ian Bell, chief executive of the Addington Fund, which has its headquarters in Barford, Warwickshire, and offers a vital lifeline and safety net to farmers in desperate need of housing or emergency funds, has warmly welcomed Skipton's new, forward-looking initiative.

He said: "Livestock marts and farmers have always been incredibly supportive of our charity and we are particularly grateful to CCM Auctions for their ongoing support. One year down the line, this latest project should provide a timely boost to our fund-raising. The proceeds will be sent to us direct from the mart and, importantly, the funds raised will again support farming families in the region of the market."

The Addington Fund has a local trustee in Christine Ryder, who farms with her husband Chris – himself a familiar face at Skipton Auction Mart – at Scaife Hall Farm in Blubberhouses. The couple have themselves raised some £25,000 over the years for the cause through charity breakfasts staged at their award-winning bed and breakfast accommodation.

Mrs Ryder said: "The Addington Fund continues to do sterling work in helping to maintain the economic and social fabric of UK farming communities. Once again, every penny raised will be used to support Yorkshire farming families."

For more information, visit www.addingtonfund.org.uk
ENDS

Pic caption: Pictured at the launch of the latest fund-raising initiative are, from left, Skipton Auction Mart's general manager Jeremy Eaton, Addington Fund Trustee Christine Ryder and Craven Cattle Marts director Kevin Wilson, of Blubberhouses.

A picture outlining the new initiative is also attached.

If using pics, please credit **Adrian Legge Photography**

Media Enquiries: Skipton Auction Mart – Robin Moule 01756 794027, robin@moulemedia.com
The Addington Fund – **Ian Bell** 01926 620135, enquiries@addingtonfund.org.uk