

**COOPER  
AND  
TANNER**

**DOUBLE  
PAGE  
SPREADS**

# IT'S (BEEN) SHOW TIME IN

## THE MID-SOMERSET SHOW



Nick Oliver auctioning the cheese

This year's Mid-Somerset Show kicked off with the pre-show party traditionally held on the Friday before show day, a party that has become so popular that tickets for the 2017 event sold out months in advance. The event gives organisers, members and sponsors came together to let of steam before the big day on Sunday! The day itself was another resounding success with attendance up on last year and very close to the records set at the 2015 show, the good early morning weather certainly helped draw the crowds. All our staff were kept very busy on the day, Associate Partner Fiona Boomer presented the Cooper and Tanner shield to this year's winners of the increasingly popular scurry race.

The winning cheese from the South West Cheese Awards was auctioned off in a packed food hall by Managing Partner Nick Oliver. Business was brisk with the champion cheese selling for well over 20 lbs per kilo.

Our marquee was once again located in a prime spot right next to the main arena, our seating area provided a great viewing spot so seats were hot property throughout the day! It is always such a great pleasure to see friends, as well as clients past, present and future, the day also allows us to continue to build on our strong, incredibly important local business relationships. A great result and one that should stand us in good stead for next year's show!



Show secretary Christine Barham judging the children's colouring competition

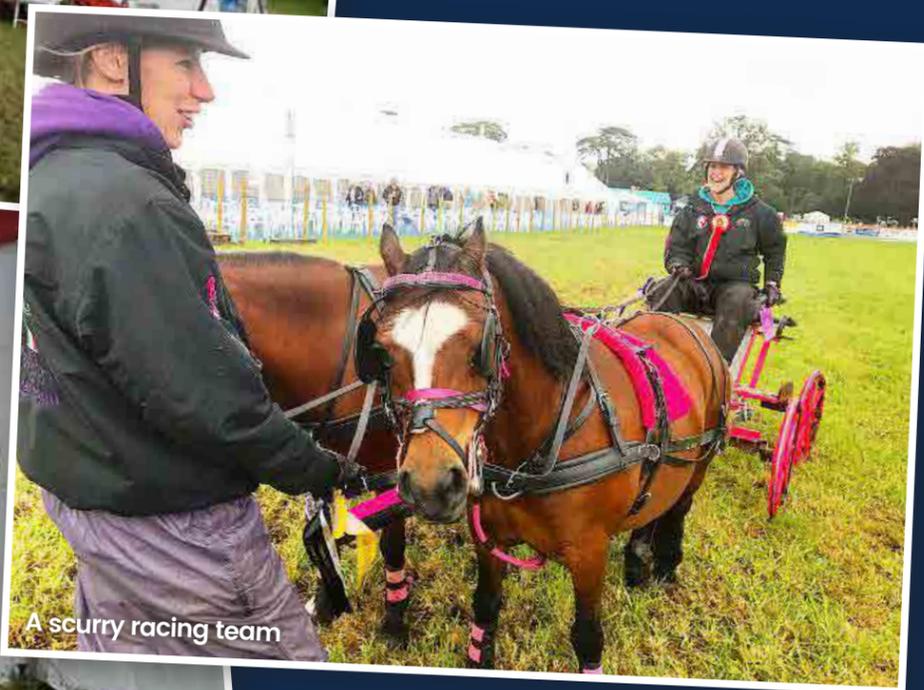


Blue skies, red tractor – no rain!

Our vintage tractor is now in its fourth year as a feature on our show stands. Young and old love to sit on this piece of farming history – if you see it at an upcoming event, please feel free to have a go in the driving seat (no, you can't have the key).



Our ever popular vintage Fergie



A scurry racing team

# SHEPTON MALLET & FROME

## THE FROME SHOW



Frome Agricultural and Cheese show is steeped in history and has become one of the largest one day agricultural shows in the country and also the longest running Cheese Show. It is a hugely important date in the diary for many, including Cooper & Tanner. On the Thursday evening a couple of members of the Cooper & Tanner team attended the pre-show dinner which included the annual Global Cheese Awards. Over 1100 cheeses had been entered coming from as far a field as Italy and Canada as well as some lovely local producers. The Champion Cheese Award was given to Long Clawson Dairy from Leicestershire.

Cooper & Tanner's stand this year was set up opposite the Cooper & Tanner Village Green and was manned by staff from each of our departments. Throughout the day the marquee was a hive of activity with our Sale Room display attracting a lot of interest as well as people looking for sales and lettings advice, views on commercial properties, thoughts on land sales and purchases and new contacts made. Occasionally the heavens opened and tried to dampen spirits and for a time it was standing room only. Michael Joyce, Partner, took up the rostrum to auction off some of the cheese at the end of the day – not all 1100 of them I hasten to add!

Gareth Wasp, our valuer and auctioneer at our Sale Rooms, was busy all day advising people on their antiques. He picked up one or two interesting instructions to sell at our next specialist sale.

All in all a really lovely day with clients old and new and we look forward to 2018!



The global cheese awards display



Our stand with Robert Tettmar, John Phillips and Gareth Wasp ready to meet the public



Our Sale Rooms display



Some pony action in the Cooper and Tanner ring



Michael Joyce auctioning the cheese

## WE THOUGHT WE WOULD SHARE WITH YOU THIS ARTICLE ORIGINALLY BY LAURA BOWYER OF THE FARMERS GUARDIAN...

Selling 42,000 store cattle each year through its Friday sales, Frome is one of the biggest markets of its kind in the country. **Laura Bowyer** reports.

# Commercial stock at the heart of Frome

**H**aving now been at its out-of-town site for 25 years, the sheer numbers of stores heading to Frome when neighbouring markets Yeovil, Somerset, and Chippenham closed led to an additional sale day to handle this category, which now sees up to 1,400 animals forward per sale.

Store buyers make the journey to Frome from Newcastle, Durham, Northampton, Oxfordshire, Shropshire, Suffolk, Herefordshire, Wales and Devon, with cattle sourced from a large area.

Sales are catalogued, with the youngest going through the ring first. The auctioneers say younger and older cattle attract different buyers, so people know what time to arrive for their desired type.

### Traditional

The traditional market sale is held on a Wednesday and stock regularly travels from Devon, Dorset, Somerset, Wiltshire, Sussex, Hampshire, Kent and the Isle of Wight. The market is run by Frome Livestock Auctioneers which is jointly owned by Cooper and Tanner, and Symonds and Sampson.

With lots of smaller dairy farms in the area and attracting suckler producers from the Salisbury Plain, Frome is much more focused on cattle than sheep. However, 35,000 sheep pass through the market each year and pigs are a growing section, selling 150 per fortnight.

The monthly organic store sale is

### Sale times

- 10am Sheep
- 10:30am Calves
- 11am Dairy
- 11:30am Fat cattle



Live markets are so important as they set the trend and everything is based on this. Without them there would be no competition

TREVOR ROWLAND

one of the biggest of its kind as 250 stores go through the ring and its TB sale is also unrivalled in terms of throughput.

On a weekly basis about 15 fat cattle buyers are represented at the ringside, plus about 10 for sheep. Trevor Rowland, cattle auctioneer, says in the past six months there has been an increase in local butchers, particularly from farm shops, visiting the market.

### Service

He says: "We offer a good service, providing the right quality of stock. It is a modern market with a traditional feel. The facilities and atmosphere are good and we build a trade on the back of this. We have an excellent complement of buyers.

"Live markets are so important as they set the trend and everything is based on this. Without them there would be no competition. And for the vendors, if you can get in front of such a big number of buyers it is simple. If you can attract the cattle, you can attract the crowd."



Florence Mannerings leading a lot in their Dairy Shorthorn dispersal.

### Who sells what?

- **Mark Northcott:** Fat and barren cattle
- **Greg Ridout:** Fat and barren cattle
- **Andrew Doble:** Sheep auctioneer and fieldsman
- **Will Wallis:** Pigs
- **Trevor Rowland:** Dairy and store cattle
- **Lester Williams:** Store cattle
- **Bradley Towell:** Store cattle
- **Tim Hector:** Calves

### Weekly throughput

- 40 dairy cows and heifers
- 100 fat cattle
- 150 cull cows
- 200 calves
- 500 stores go through a Monday orange market
- Frome also hosts a monthly sale of suckler cows and calves, entries dependent
- A collective machinery sale is held twice-a-year, in spring and autumn

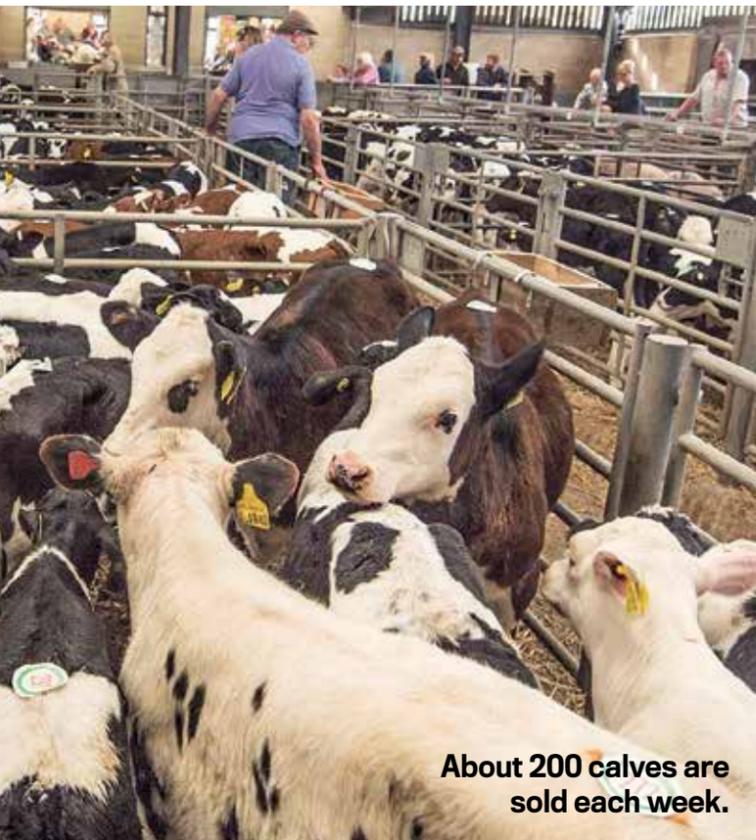


Pigs are a growing trade for the mart.

# FROME MARKET PROFILE



Will Wallis selling pens of weaners.



About 200 calves are sold each week.



About 35,000 sheep are sold through Frome each year.



## Market facilities

- The market's on-site restaurant, the Standerwick Suite, is also offered as a functions facility
- Eight units on-site which are manned on market days
- Three cattle rings, including a purpose-built calf ring
- 23 loading bays
- Eight wash points
- A farmers' market featuring up to 30 stalls also takes place on Wednesdays



Trevor Rowland and Attwood herd owner Susannah Mannerings.

# The Mid-Somerset Show

Sunday 19<sup>th</sup> August

## SHOWTIME IS HERE AGAIN!

Well, here we are once again in the rural show months. Coming up in September is the Frome Show, however first up we have the main event in the Shepton Mallet diary - The Mid-Somerset Show. Now well over 150 years old, this fantastic day out has evolved over the years, but still retains its country charm. If you have never been before do come along, you will have a super day out.

If you are a regular then you can guarantee one or two new surprises. We will be in attendance again this year to meet clients old and new and hope to see you on the day.



"Over recent years the team who arrange and set up the annual show have done a sterling job in growing it into the 'not to be missed' event every August looked forward to by an ever growing number of local people. Free pedestrian entry remains a key factor to the success and this is only possible through the generosity of many local businesses such as Cooper and Tanner who not only help through sponsorship but also provide our roadside signs - vital to publicising the show. We are both grateful and delighted to have Cooper and Tanner as a long term sponsor."



Ian Harvey, Chairman



Rich Watts, 3 Solutions Ltd

'Being from Shepton Mallet, I have been visiting the show for over 30 years and as a child always enjoyed looking at the classic cars, I still enjoy this today when attending with my family. The show has certainly grown since I was a child and is a great free family day out, with something for everyone.'

'I have lots of fond memories attending the Mid Somerset Show. A personal favourite was watching my dad getting thrown around the ring when he tried to show a Dexter. I spent the rest of the day trying to disown him as I was so embarrassed.'



Martin Law, Shepton Vets



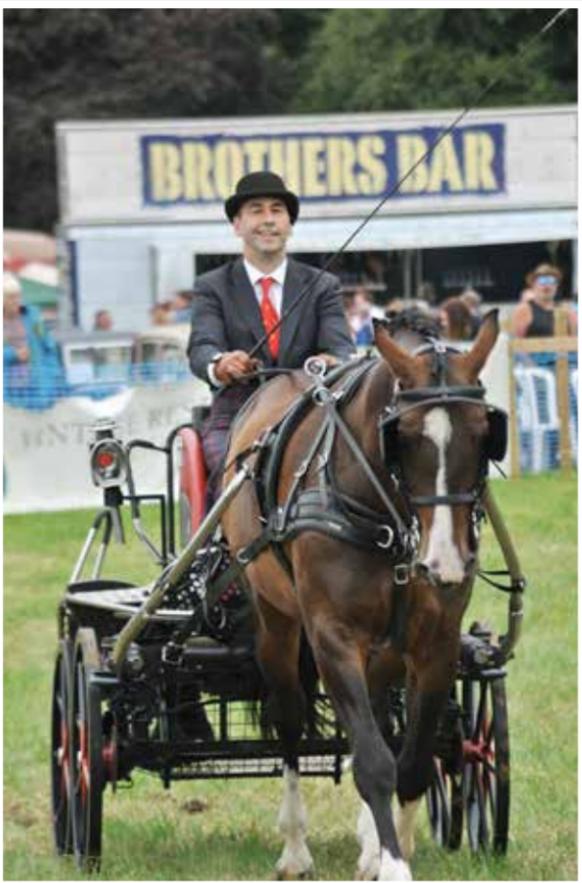
*Some proud champion cheese makers at an early show*

# Somerset Show

August 2018

## What to look out for on the day:

- Livestock classes including sheep, pigs and cattle
- Equine classes
- Showjumping
- Poultry classes
- The South West Cheese Awards
- The Somerset Cider Championships
- Honey, Flower & Veg Show
- Floral Art Show
- Home Craft Classes including: baking, handicraft, photography, art and children's classes
- Dog Show: Open and Companion
- Vintage and Classic Vehicle displays



## Elsewhere around the site you can see a variety of attractions:

- Meet the Meerkats
- The Sheep Show
- Terrier Racing
- Bird of Prey Display
- Scurry Racing
- Interhunt Relay
- Duck Racing
- Cookery Demonstration
- Paws for Thought Dog Display Team
- Punch and Judy
- Acoustic Stage

A wide selection of trade stands including food, handmade craft and shopping areas and rural craft displays.



Please enter our competition on **Facebook** to win lunch tickets for two.

Cooper and Tanner are heavily involved once again in this year's show. We will be offering a grand stand view from our stand at M84 and Nick Oliver will be auctioning the cheese again this year. Don't forget to enter our Facebook competition to win two tickets to lunch for two.

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