



# Driffield Agricultural Society Newsletter



Spring 2007

Issue 18

## Introducing the new Society President - Paul Richardson

Mr Richardson was born in Driffield in 1937 and was educated at Pocklington School. After leaving school he spent a short time working for Richardsons, before joining the Royal Navy for National Service in 1955.

On completing his National Service Paul returned to work at Richardsons in Driffield, and was employed in the maintenance and repair of agricultural tractors and machinery.

In 1958 he opened the company's new agricultural tractor and machinery business in Holderness which held the Ford, Ransomes and New Holland franchises, which he managed for the next 30 years. Mr Richardson introduced the first 4 wheel drive tractors into the area in the early 60's.

In 1968 Richardsons purchased the old established Ford dealership of Ripleys in Bridlington, and Paul was appointed Managing Director.

In the 1980's Paul was appointed Chairman and Managing Director of the group, a position he held until 2002, when he retired from full time employment.

Paul has attended the show for over 60 years with many of these as a tradestand



Mr Richardson, the new Society President at Richardson Ford, Driffield

## Members Evening 2007 - Rural Question Time

This year the evening will start at 7.30pm on Tuesday 13th March at the Driffield Rugby Club and there is to be a new twist to the traditional Members Evening. Question Time comes to the East Riding. A panel of 5 will be available for questions and to debate on points raised by the audience on the night, (questions must be sent into the office in advance) with the chairman of the evening Mr Howard Petch maintaining order. The panel will consist of five members;

Arthur Hill - farmer, writer and Chairman of the NFU Cereals Committee,

Ed Sweeting - Nuffield Scholar - farmer and Managing Director of "Fruit Face" Healthy Food Products

Angela Booth - Product Development Director of Allied British Nutrition

Sarah Falkingham - Producer of BBC Farming Today

Colin Wright - Agricultural Manager of Birds Eye Frozen Foods

During the evening the Mountfield award will again be presented and with the auction of the 'Grand Parade' it should be a superb evening with the usual hot buffet and drinks, it is the perfect opportunity to catch up with old friends from the Society.

If you would like to either ask a question or raise an issue in advance then please send it into the Society Office, using the reply slip below.

Tickets cost £7 each, so please purchase early to avoid disappointment

### The Grand Parade 2006

The 'Grand Parade' is based on the 2006 show and was kindly donated to the Society for auction by the local artist Mr Hector Fraser. It will be going under the hammer during the evening, with all proceeds going towards the Development Fund for the future of the Society.



### Members Night reply slip

I would like ..... number of tickets and I enclose a cheque for ..... to cover the cost of the evening.

I would like to propose the following questions:

1. ....
2. ....

Name .....
Address .....
.....
.....

## Sponsorship and Marketing Opportunities for Drifffield Show 2007

2007 sees the launch of the Ringside Sponsors Lounge and a new sponsorship package.

We plan to offer a large range of branding opportunities all based around the Drifffield Show, these will include, adverts in the Show schedules and catalogues, 'YOU ARE HERE' boards, banners around the show rings, and a raft of other opportunities to showcase companies at the Drifffield Show 2007. With a 5 year average of over 23,000 visitors this is a superb opportunity to be seen supporting the Drifffield Agricultural Society.

If you or anyone you know may be interested in the Sponsorship and Promotional Opportunities at the Drifffield Show then please call the Society Office for more details.

## Drifffield Show 2007

We continue to plan for the 2007 Show, with exciting new areas under development including the Environmental Zone and the Sponsors Lounge. We have received over 400 tradestand requests for the day with negotiations taking place at the moment for all other aspects of the show.

As the **ev** enterprise village enters its fifth year of service to the Society, we will see several changes to its format.

During April, May and June the Society in conjunction with Leader + will be holding 5 training sessions aimed at assisting new rural businesses to develop and promote their wares, with the main event at this years Drifffield Show.

If you are a new rural Business and would like more information please contact the office.

## School Farm Visits

This year the visits are set to go ahead the week starting 14th May.

The Education Committee intend to build upon the success of previous years, by inviting up to 600 students from surrounding schools to visit Eastburn farm. Again students from Hull will be joining us during the week, giving most of them their first opportunity to see a working farm and the environment that works around it.

2006 saw for the first time a display of the crops that are produced on a farm with a more physical hands on display that the visitors could really get involved with and this was extremely popular with both the children and the adults.

The support from the Members at the 2006 Visits was superb, with over 25 farm guides leading the school parties around the farm.



Chris Byass demonstrates Shearing a sheep during the 2006 Farm Visits at Eastburn Farm

If you would like to be involved as a Farm Guide for 2007 please contact the office on 01377 257494

## New Horticultural Secretaries

Mrs Jane Butterworth decided that 2006 would be her last show as Secretary of the Horticultural Section, and we would once again like to thank Jane for all her commitment and hard work over the last 8 years. We can now announce that Mrs Gill Butler has taken over the role, with Mr Ed Robinson going into his second show running the tradestand section.

## Members Farm Walk

Last year during the School Farm Visits Week, we were given the opportunity for all non farming members to tour Eastburn Farm, the evening was designed to show the workings of a modern farm from the laymans perspective, and this worked extremely well. We plan to run this evening again this year. Dates and times to follow.



The Society Chairman and Mike Phillips working on the second phase of roadside developments in preparation for the 2007 show season