

Norbrook named as new sponsor for Kelso Ram Sales

Kelso Ram Sales, the largest sheep sale in Europe, has secured the backing of one of the world's leading pharmaceutical companies.



The event, now to be known as Closamectin Kelso Ram Sales, draws vendors, buyers and crowds of approximately 8,000 people from around the UK and Europe, and is held at the Border Union Showground at Springwood Park in the Scottish Borders.

Norbrook, a global leader in the development of revolutionary veterinary and animal health medicines, has signed as the main sponsor for the next three years. Chris Geddes, Marketing Manager of Norbrook, said: "We are thrilled to be sponsoring this major international event in the agricultural sector.

"Norbrook is committed to supporting the farming community, particularly during this tough economic climate and we believe that this substantial investment in the Ram Sales will advance the event even further."

Last year the Sales boasted 5,689 rams entered and 4,313 rams sold for a total of £2,633,875. This year will mark the 179th year of the Ram Sales, which will be held on September 9, 2016.

Ronald Wilson, Secretary of the Border Union Agricultural Society (BUAS), which has organised the event since its inception in 1838, says: "We are delighted to have Norbrook as our new sponsor. We see Norbrook as a very exciting company and it's a great opportunity for them to get involved and also an opportunity for BUAS to progress the development of future Closamectin Kelso Ram Sales."

According to BUAS there has been a significant increase in the number of cross-bred rams entered for the Sales with an average of 14-16 different pedigree breeds entered last year.

"Everyone should experience the Ram Sales, a unique event, at least once in their lifetime," says Mr Wilson. Norbrook's sponsorship helps us maintain costs and ensures the event stays free of charge for the public."

