

The Farmers' Country Showdown Returns to BBC One

The BBC One popular daytime series, **The Farmers' Country Showdown**, is set to return for a fourth series starting on January 6th, BBC One at 3:45pm. This year, we have travelled the length and breadth of the UK to celebrate the agricultural industry, delving into everything from traditional livestock and potato vodka to artisan food and pygmy goats.

Produced by **Sidney Street Productions**, the hit show will follow the journeys of inspirational farming families as they showcase their produce and compete to win awards at some of the most prestigious farming events.

Each episode will feature two families who are getting their livestock ready to compete in the same major event on the agricultural calendar, or who have similar produce prepped and ready to sell at one of the countries many food fayres or markets. Some families are multi-generational, carrying on a legacy going back hundreds of years whilst others are new to the land, but equally as passionate.

The show will shine a light on the UK meeting farmers from a variety of specialist industries to discover what success and survival means to them. For some, it is making the big step of exhibiting for the very first time as they try to make an impression and begin the journey towards fulfilling their farming dream. For others it is about the pressure of maintaining success to retain precious silverware.

Viewers will also enjoy an exclusive look behind-the-scenes at the British Farming Awards, where the cream of the farming crop will battle it out to win the Against the Odds Award. This year, for the first time, we also gained access to the much-coveted Family Farming Business of the Year Award.

Commissioning Editor for the BBC, Helen Munson says "I'm delighted to be showcasing these truly inspirational farmers and their families from across the UK. This series gets to the heart of what it takes to be a farmer in Britain today - passion, dedication and often entrepreneurial spirit".

Lucy Shepherd, Executive Producer, Sidney Street Productions, said: "In this series we travelled from deepest Devon right up to the glorious Scottish Highlands to meet more than forty inspirational families, farming and producing everything from pigs to crisps with the first ever 100% compostable bags. We were lucky enough to film at some of the country's finest agricultural shows, farmers markets, and award ceremonies and follow the graft, passion and commitment that goes into being able to survive as a farmer in the UK today. We hope that viewers will enjoy this unique and heartwarming look into an industry that is the backbone of Britain, and that they will love watching it as much as we loved making it.

The third series was hugely popular, peaking with 1.8 million viewers tuning in to enjoy the show.

The 20 x 45' series is being made by Sidney Street Productions and was commissioned by Head of Commissioning for BBC Daytime, Carla-Maria Lawson. Commissioning Editor is Helen Munson. Lucy Hards from Sidney Street is the Series Producer, with Karen Ross and Lucy Shepherd as Executive Producers.

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