



NSA search for the new face of Love Lamb

Guidance notes:

- Please submit a short video to accompany your application form
- The video must be no longer than 2 minutes in length
- The video should contain the following:
 - An introduction of yourself
 - A brief explanation of your sheep farming enterprise or work
 - An explanation of why you would be a suitable candidate to act as the face of the Love Lamb campaign
 - A brief plan of how you would promote the campaign via its social media accounts

We are looking for an enthusiastic, engaging sheep farmer to take on this challenge and therefore encourage you to show your personality within the video.

Applicants must be 18 or over and make their living from work in the UK sheep sector.