

Press Release

4th August 2015

Dairy Show set to be the biggest and best yet

This year's Dairy Show promises to be bigger and better than ever, with increased interest from Companies booking trade stands and 50% more booked space in the Dartmoor Pavilion.

New this year will be the Cow Clinic, which will offer Farmers advice on a range of bovine health matters

Farmers will also be able to see live robotic milking demonstrations with the Lely Astronaut, and visit more than 300 trade stands to view cutting edge technology and hear the latest advice on nutrition and animal health.

“Dairy farming is in dire straits at the moment, with milk prices on the floor amid global oversupply,” says Alan Lyons, Head of Shows. “Farmers will clearly be keen to discuss milk prices with processors at the Show, and the Speakers Corner offers an ideal platform for public debate on how to take the industry forward.

“However, they will also be examining how to improve efficiencies to survive and thrive in the future. With exhibitors ranging from nutritionists and dairy vets to parlour manufacturers and business consultants, visitors will have everything they need to improve their business under one roof.”

There will also be an opportunity to compete for the prestigious interbreed dairy championship, with around 300 cattle on show. “Schedules for the competition classes are now available online, and entries close on 21st September says Mr Lyons. “We’re also very pleased to welcome the English Guernsey Cattle Society’s National Show, which will feature top Guernsey breeders from across the country.”

On the eve of the Show, NFU president Meurig Raymond will be the keynote speaker at the Dairy Industry Dinner. Taking place after the showmanship and calf classes, the dinner culminates with the annual Dairy Industry Award and Dairy Vet of the Future which recognises the nation’s most promising veterinary students.

- The Dairy Show will be held on 7 October at the Royal Bath & West Showground. Schedules for show classes are now available online, and advance saver tickets can be purchased from www.bathandwest.com or via the ticket hotline - 01749 822222.