

Press Release

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Showcasing the future of UK dairy at the Dairy Show

The largest dairy show in the UK is gearing up to showcase the best of the best to producers across the country, from top genetics to cutting-edge innovations and advice.

With dairy incomes on the up but great uncertainty around the corner, farmers need to be focusing on making their business as efficient as possible, whether through maximising herd health or utilising the latest technology. "Whatever your business needs, you will find it at the Dairy Show," says head of shows Alan Lyons.

Boasting more than 300 cattle entries, visitors can compare the best bloodlines to advance their own herd genetics, while the seminar programme will be focusing on optimising animal health and reducing antibiotic use. In addition, the show; sponsored by Pearce Seeds and Micron Bio Systems, will feature more than 300 exhibitors across 1.4 miles of trade stand frontage.

"Whether you're considering changing to robotic milking, looking at extended grazing, or simply want advice on winter rations, we have the contacts you need," says Mr Lyons. "The rich diversity in trade stands, from both UK and international companies, gives dairy farmers an unmissable opportunity to sample the very latest innovations."

The dairy industry is changing rapidly, and nowhere is that more true than in the world of animal health, which is the theme of this year's seminar programme. "The industry is moving away from treating sickness to trying to prevent it, and our professional veterinary speakers will explore everything from reducing antibiotic use to adopting an holistic approach to building a healthier herd," explains Mr Lyons.

Of course, dairy cattle remain at the heart of the show, with a huge number of top-class entries set to impress even the toughest judge. Exhibitors will compete through the breed and interbreed classes, with the aim of being crowned supreme champion. The show will again be host to the Guernsey National Show, with this year's entries anticipated to outstrip past competition.

"We are also delighted to announce that the Dairy Show will be home to the Jersey Cattle Society's National Show, attracting entries from across the UK and a well-respected judge from Canada; Robert Jarrell," says Mr Lyons. "These beautiful cattle will be a focal point of the Dairy Show this year and hosting the Society's National Show will give them the precedence they deserve."

Dairy calf and showmanship classes will again be held on the eve of the show, followed by the Dairy Industry Dinner. “This year, Minette Batters, NFU deputy president, will be speaking at the dinner, while the prestigious Dairy Industry Award will be awarded to the person who has made the greatest contribution towards the development of the industry.”

In addition, the Dairy Industry Vet of the Future award will be presented to the most outstanding and upcoming veterinary student at the show, adds Mr Lyons. “Animal health and how we manage it is changing as quickly as the rest of the industry, so it is important to recognise the individuals who are helping to bring about and shape the future.”

- The Dairy Show will be held on 4 October at the Royal Bath & West Showground. Schedules for show classes will be available online from August, and advance saver tickets can be purchased from www.bathandwest.com.

About the Royal Bath & West of England Society

The Society was founded in 1777 in Bath by a group of philanthropists led by Edmund Rack. We are a registered charity organisation (Registered Charity Number 1039397). The Society was formed with the aims of encouraging agriculture, arts, manufacture and commerce.

Our charitable activities provide:

- Agriculture, veterinary, educational and art scholarships
- Technical events and Seminars
- Practical farming advice and conferences
- Countryside Education
- Diversification advice for farmers
- Education for children
- A market place for countryside products
- Plus all the events run by the Society and Bath & West Enterprises Ltd.

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