

## **Press Release**

26th July 2016

### **Farmers to find answers at the Dairy Show**

Between the downturn in the milk market and Brexit, dairy farmers have a lot of uncertainty to contend with but this year's Dairy Show hopes to bring the industry together to find some answers.

The topical seminars at Speakers' Corner are likely to be heavily attended as they will offer guidance and advice from top experts on how to prepare for the changes the industry is likely to see post Brexit.

“The show is an essential occasion for farmers to get together and discuss where the industry is headed and how to capitalise on any opportunities ahead,” says Head of Shows Alan Lyons. “With more than 300 trade stands farmers will be able to get all the information they need to create a profitable, robust business for the years ahead. On top of this the event is an ideal networking opportunity for dairy producers.”

Robotic milking demonstrations will be held at the show again this year, with the latest cutting-edge technology on display. Trade stands will cover every aspect of dairy farming, with a huge range of products and displays from which to gain information and ideas. “Exhibitors will be in attendance from across the dairy sector; from vets, AI companies and consultants to equipment and machinery dealers,” adds Mr Lyons. “The show is not just a shop window for farmers, it provides a hub of guidance and advice for the future too.”

As always, dairy cattle are at the very centre of the show, with some of the most prestigious awards in the country handed out to the best on show. “We are delighted that for the second year running the English National Guernsey Show will be held at the Dairy Show, giving Guernsey breeders the opportunity to showcase the best of the best,” says Mr Lyons. Schedules for the show will be released in August, detailing the time of events and competitions.

- The Dairy Show will be held on 5 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](http://www.bathandwest.com) or via the ticket hotline - 01749 822222.

### **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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