

Society NEVS

News and information for Members of the East of England Agricultural Society



Kids Country

Food & Farming Day, now in its 5th year, attracted just short of 7,000 children

Winter Stock Testival

Celebrating its 10th year on 1st and 2nd December

Farming Conference

'Grow or Go', the conference will present novel farming approaches and ideas

Just Dogs Live

Great event for dog lovers

Welcome to our Autumn edition of the Society News

I am writing this after a long and protracted harvest which when we began back in July looked like it was going to have an early conclusion, but the weather had other ideas and it very nearly lasted into September. I hope other areas faired better than North Bedfordshire and the coming autumn allows for a farming friendly start to the new arable year.

The summer brought many Society events to the Showground creating some truly memorable days. The Food and Farming Day goes from strength to strength each year and it is an enormous credit to all the staff and volunteers who ensure the continued success of this fantastic event that is so greatly enjoyed by all who attend. I understand Equifest was a resounding success despite the torrential rain on its opening day. It is on days such as these when the true professionalism and dedication of everyone becomes even more apparent.

I hope Members that have visited the Showground during the summer appreciate the long over due refurbishments of the Peterborough and Cambridge Suites and agree what a tremendous difference these improvements have made. It was an appreciated endorsement of everyone's efforts to have people comment to me at the Festival of Hunting how smart and well presented the Showground looked compared to previous years.

I am looking forward to meeting many of you at the rest of the Society's annual events, be it at the Autumn Show, the Winter Stock Festival, the Peterborough Dinner or the East of England Farming Conference. If you have not attended the Conference before please put the date in your diary and come along to what guarantees to be an interesting and informative day.

Thomas Beazley

Chairman, East of England Agricultural Society



The summer brought all the usual Society events to the Showground creating some truly memorable days. The Food and Farming Day goes from strength to strength each year and it is an enormous credit to all the staff and volunteers who ensure the continued success of this fantastic event that is so greatly enjoyed by all who attend.

Dates for your Diary 2017/18

October

- 8th Food & Farming Country Fair
- 26th Jane King (CEO of AHDB) Cultiv8 Talk

November

- 2nd East of England Farming Conference
- 16th Peterborough Dinner
- TBC Dodson and Horrell Cultiv8 Visit
- 29th & 30th CROPTEC Show

December

- 1st & 2nd Winter Stock Festival
- 7th Members Christmas Social
- 14th Cultiv8 Christmas Social

January

• 17th & 18th - LAMMA

February

- TBC Cultiv8 Ball
- 8th Bedfordshire Dinner

Equifest

Equifest 2017 marked its 10th anniversary

Cultiv8

Read about the upcoming Cultiv8 events

Showground Services

EEAEC has been awarded AIM accreditation by the Meetings Industry Association.

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The biggest social event in the hunting calendar, find out what went on.

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Summary from Jeremy Staples.













Kids Country

Kids Country Food and Farming Day 2017

Food & Farming Day, now in its 5th year, attracted just short of 7,000 children from 70 primary schools. The main aim of the event was to teach children about food provenance and the importance of farming and the countryside, through a host of hands-on, interactive activities and exhibitors.

Top British athletes
Heather Fell and Laura
Sugar attended the event.
Both athletes understand
the importance of eating
British food produced to the
highest possible standards
and how vital it is to have
a nutritious, balanced diet.
They were the perfect role
models for the children
in attendance.

The annual day saw the Showground transformed into 12 interactive zones. Over 100 leading organisations from across the agricultural sector attended the event, including the sponsor, Central England

Co-operative. They said "Farming plays a vital role in everyone's lives and needs to be supported and maintained. It's crucial everyone understands how it works, its high standards, and the pride farmers have in the food they produce. We want children to feel empowered and able to make informed choices about what they eat, in terms of healthy eating and the impact on British farming."

All of the organisations that attended recognised the importance of educating tomorrow's consumers.

Children got the chance to grind flour and cook bread rolls, see how popcorn is grown and taste the end product, milk goats and cows, take part in demonstration vet surgeries and team up with RAF chef's to ice biscuits. There were also extensive displays of farm machinery and livestock including cattle, sheep, donkeys, poultry, pigs and even ostriches.



Other activities included ones aimed at helping children understand the fabric that makes up the countryside, such as hands-on dry stone walling, thatching and willow weaving. In addition, children were given the opportunity to explore an African Village, constructed by visiting Marshal Papworth students, which illustrated the differences in farming, food and lifestyle between the UK and African countries.

The day would not have been complete without the 100 plus volunteers who joined the team to make the event a day to remember, so finally we would like to say a very big thank you to them and all of those who were involved.

Grow your own Potatoes

Over 350 children from Peterborough and surrounding areas attended this years 'Grow your own Potatoes events'. In March children came to the showground to Plant their own potatoes and then returned in June to see the fruits of their labour.

The children harvested their Potatoes and Beetroot and then set to work making their own potato salad.

Happy Chicks Day

This ever popular event was attended by 144 school children. The local 'Happy Chick company' and Sacrewell Farm kindly came along to teach the children about all things poultry whilst letting the children handle young chicks.







Equifest 2017 marked the 10th anniversary - a milestone that we were determined would mark a happy and successful show. Due to a new event at the showground - Soul Survivor - Equifest had to move forward by one week, which resulted in a very tight build up and break down. With almost perfect weather conditions the showground was transformed from Faith to Equifest to Soul Survivor almost seamlessly - aided by Herculean efforts from the East of England ground staff and contractors.

Weather conditions continued to be mostly favourable, except for Wednesday when we had light rain for most of the day. The classes were all well filled and

culminated in packed evening performances every night. The highlights in the evenings are always the Supreme Championships - but the most fiercely competed for class is the Fancy Dress which takes place on Thursday evening. The job of judging this fell to Jo and Philip Baker, who had to decide between 30 top quality costumes, ranging from Chitty Chitty Bang Bang, Cinderella and Bo Beep with her Sheep. All of these were accompanied by their long-suffering family ponies, dressed up in a variety of costumes.

The weather continued to improve throughout the week which ensured that the ground stayed almost perfect and classes remained well-filled. Variety is the name of the game at Equifest and the evening performances were filled with both fun and serious classes. Hackneys, Heavy Horses, Concours D'Elegance classes, Scurry Driving and Shetland Pony racing fitted in between the serious showing championships which gave the audience plenty to cheer about.

Saturday saw the finale of the show with the Saturday Evening Performance. The Supremes of the Show were judged by Mrs Pearl Underwood, a well-known producer and competitor who has produced all types of horses and ponies

from her Suffolk yard. From a strong mixture of Lead Rein ponies, Mountain & Moorlands, Hunters, Hacks, Cobs, and Riding horses, Pearl selected a stunning Lead Rein Hunter Pony - Toya Mission Accomplished ridden by Daisy May Allen - as her Supreme - previously winner of the Supreme Novice and Supreme Non-Native.





THE PETERBOROUGH Festival of Hunting

An enthusiastic crowd of over 7500 hunting and countryside supporters attended The Festival of Hunting at The East of England Showground, with festival organisers reporting that there was a 25% increase in attendees compared to the previous year.

Jeremy Staples, Secretary of the Peterborough Royal Foxhound Show Society, commented that "the organisers were delighted with this year's event and this fantastic increase in the number of visitors reflects the positive interest in traditional country activities."

This year's Festival encompassed the 129th

running of the Peterborough Royal Foxhound Show and is widely renowned as the most important event in the world for foxhound breeding.

The event was blessed with good weather and there were fantastic results across the well supported classes for Harriers, Beagles, Bassett Hounds, Drag Hounds, Fell and Stag Hounds, Terriers and Coursing Dogs as well as a thrilling Inter-Hunt relay and a range of equine showing classes.

Key highlights of the day included the inaugural Festival of Hunting Horn Blowing competition sponsored by Lycetts which was won by Nicholas Map. The competition was open to entry for all guests, bar professional hunt staff, and the winner received an engraved hunting horn, donated by The Hunting Shop, to commemorate the occasion.

The Festival of Hunting was delighted to welcome for the first time, fashionistas Martha Sitwell, Margo Stilley and Sarah Byrne who were the guest judges for the festival's 'Best Dressed Lady' which was won by Scarlett Goodall. The Best Dressed Lady was sponsored by Fairfax and Favor, Frimble, County Equestrian Jewellers, Butler Stewart and Teddy Edward, who donated a selection of fantastic prizes for the winner on the day along with an exclusive gift donated by Alice Naylor-Leyland, Vogue Contributor.

Insurance and financial services group Lycetts were the headline sponsor for the 2017 Festival which was the second of their three-year partnership and they hosted a generous drinks reception in the evening which was attended by guests from throughout the hunting community where the very competitive horn-blowing competition provided a fitting round up to the day.

Following their second year of sponsorship, Lycetts Chief Executive, Angus Keate commented;

"It is a privilege for those who follow hounds to cross land owned by farmers and landowners and likewise Lycetts is privileged to be associated with an event that is so clearly thriving and which has become such a key part of the Summer calendar for so many of our clients and contacts, we look forward to being part of this again next year."





Come and see us at the Autumn Food and Country Fair

As a Member of the Society you will get FREE ENTRY to the Fair on the 8th October 2017. The Society will have a stand in The Atrium and we invite you to come and join us for a cup of tea and chat!

PETERBOROUGH DINNER

Our annual Peterborough Dinner will be once again held at The East of England Showground on the 16th November at 7.30pm.

The dinner brings together society Members, friends and supporters to celebrate agriculture in the Eastern region by presenting the Farm Business, Tony Whitsed and Long Service awards.

Tickets are £40 plus vat which includes a delicious three course meal. The menu for the evening will start with a Cream of

vegetable soup, followed by hand carved Rib of beef and finished with a Caramel, apple and raisin crumble. Individual tickets or tables of 10 can be purchased.

For those of you whom wish to purchase tickets, forms are enclosed. Alternatively email DFrame@eastofengland.org.uk with your details and she will get in contact.

We look forward to you joining us for another memorable evening.

Long service awards

The Long Service Awards offers
East of England Agricultural Society
Members the chance to recognise
the long term employment of staff
members. This applies to employees
that have been working for the
same employer, or alternatively
employees working for different
companies, but on the same land.
The award is open to agricultural
workers, estate workers, forestry
workers and gamekeepers.

What is on offer?

Certificates for 25 Year service. 40 Year Medal, with 50, 60 & 70 year bars to follow.

To get involved please contact Ruth at the Society on RTrolove@EastofEngland.org.uk or 01733 234 451.



For those of you that might be new to the Society or have not heard about us before, Cultiv8 are a membership group within the Society made up of young professionals in Agriculture and the allied industries. Below are a few of the things we have been up too over the last few months;

Rural Crime Talk - Stefan Gidlow from Cambs Countryside Watch and Sergeant Richard Jackson came to talk to the group about rural crime prevention. It was a great talk that certainly sparked some debate.

Johnsons of Old Hurst - Our May visit was to a farm that is a fantastic demonstration of diversification and public engagement. With a farm shop, steak house, ostriches, buffalo and crocodiles the Johnson

family have certainly looked outside the box with their enterprise selection.

Milton Estate Hunt Kennels and Stables - We had a fantastic summers evening for our visit to Milton, courtesy of Joint-Master Philip Baker. It was interesting to hear about the hunt past and present and the relationship with farmers and land owners.

Cultiv8 Members have also attended special interest groups, including a tour of Dawn Meats at Cardington and an evening with Syngenta about improving efficacy of sprays through nozzle choice.

What's coming up?

21st September Visit to CN Seeds

29th October Jane King, CEO of AHDB Talk

TBC November

Visit to Dodson & Horrell

14th December

Chairman's Social

We have also started a Cultiv8 Benchmarking Group in partnership with the AHDB which will offer our Members the opportunity to improve their farm businesses through benchmarking and critical analysis of data.

Our 2018 calendar is taking shape, new members are always welcome. For more information email cultiv8@ eastofengland.org.uk, call 01733 234451 or visit our website www.eastofengland. org.uk/cultiv8'



FARM BUSINESS AWARDS

Results

Class 1 Class Winner: Andrew & Judith Jacobs, Moor Farm Harry Horrell, Pode Hole Farm Countryside Management: Class 2 Class Winner: Charlie Reynolds, Courteen Hall Farms Countryside Management: Peter Bennett & Michael Goody, Babraham Farms Young farmer Class Winner: Ben Stroud, Stroud & Son, The Grange Countryside Management: Sam Topham, Caldecote Manor farm Supreme championship Supreme Champion: To be announced at the Peterborough Dinner, 16th November Countryside Management To be announced at the Peterborough Dinner, Champion: 16th November

Farm Walk

The East of England Agricultural Society Members were treated to a Farm Walk at last year's Supreme Champion Farm, Thurlow Estates. The thought that goes into managing the estate was inspiring for all of those in attendance and the barbecue afterwards gave us time to take it all in and get caught up with people we hadn't seen since last year's farm walk! Congratulations once again to Thurlow Estates and thank you for your hospitality.





WINTER STOCK

FESTIVAL

FRI 1ST & SAT 2ND DEC 2017

Winter Stock Festival celebrates its tenth year



Returning for its tenth year, the 2017 East of England Winter Stock Festival will take place on Friday 1st and Saturday 2nd December.

Held at the East of England Showground, Peterborough, the Festival showcases the very best of commercial and pedigree livestock, along with the latest trends and technologies in agriculture.

"The 2017 Winter Stock Festival will build upon its previous success to deliver a modern event, that caters for everyone with an interest in livestock production," says William Haire, Festival Show Director.

"Along with a 120 cattle classes and 38 sheep classes, we are delighted to announce the new addition of 25 classes for pigs, and can confirm an excellent line-up of judges."

Colin Phillips, highly respected stockman and renowned judge, will lead the commercial cattle judging. Mr Phillips, who farms in Herefordshire, has achieved great success in the show ring and has judged at many of the country's leading agricultural shows.

Commercial sheep will be judged by Tom Elliot, of Elliot's Butchers and Delicatessens, Northamptonshire. He brings experience as both a farmer and a butcher, giving him an invaluable combination of market insight and commercial understanding.

With the introduction of pig classes for the first time, Rodney Philips joins the line-up as commercial pig judge. As a wholesale butcher, Mr Philips brings a wealth of knowledge on market demands, putting him in good stead to judge the new classes.

As part of the Winter Stock Festival's commitment to helping the industry respond to challenges through collaboration and innovation, the 2017 event will also feature an expanded area dedicated to knowledge exchange. Welcoming some of the industry's top experts, this area will include seminars, demonstrations, and trade exhibits.

Also firmly established in the festival's programme is the highly coveted College Challenge and Young Stockperson of the Year competitions. Both competitions have become hugely popular since they were first introduced in 2011, with a record 30 teams competing in last year's College Challenge.

"Preparations are well underway for this year's festival with many new attractions, 2017 promises to deliver the best event yet," says Mr Haire.

"We look forward to bringing together the industry to celebrate the best of British livestock, as well as to share knowledge and innovations, which is particularly important in a post Brexit era," he concludes.

Further event details, including trade stand applications, are available online at www.winterstockfestival.co.uk.



The East of England Farming Conference is returning for its third year on Thursday 2nd, to the East of England Showground. Entitled 'Grow or Go', the conference will present novel farming approaches and ideas to encourage resourcefulness in British farming.

The conference, aimed at those involved in Agriculture and allied industries, will be split into three distinct sections; 'Science, people and politics', case studies of 'Farmers with flair' and 'Building the British brand'.

Thomas Beazley, Chairman of the East of England Agricultural Society comments: "We are passionate about offering farmers inspiration to drive their businesses forward in a sustainable way, ensuring our farming industry is fit and healthy in 2020 and beyond." Speakers include: Charles Shropshire, G's Fresh; Alec Mercer, Packington Free Range; Jack Stilwell, Get Jack Farming; Minette Batters, NFU; Peter Melchett, Soil Association and Colm McKay, British sugar.

For the full speaker line up, further information and to purchase tickets, go to www. eoefarmingconference.co.uk

Discounted ticket prices are available for East of England Agricultural Society Members, Cultiv8 Members, students and Young Farmers. Please contact membership@eastofengland.org.uk.





William Haire

Leaves have started falling and the evenings are drawing in but there is no winding down at the showground.

May and June were busy with Young Farmer shows and rallies, the Society having a presence at three local county events. I was master judge on a number of occasions which is enjoyable and a great way to get the Society known amongst the next generation of Members. One of our ambitions is to engage with young people in the agri food industry which is a part of the thinking behind Cultiv8, but also includes YFC's and local agricultural colleges.

Please put the 2nd of November in your diary for our Farming Conference and if you are a Society Member, take advantage of a discounted ticket to this must attend event. We have an illustrious line up of speakers, all of whom are doing something different or unique and challenging the status quo.

For those with an interest in livestock, don't forget the Winter Stock Festival on the 1st and 2nd of December. This year we welcome pigs to the timetable, but as ever we would welcome any assistance you can provide regarding sponsors and we can always use more stewards to assist with running the event!

We all look forward to seeing you at the showground this autumn.

William Haire

Agricultural Business Development Manager



Tour of Cambridgeshire signs up with Arena for three years

The East of England Arena and Events Centre (EEAEC) has announced that Golazo Cycling Ltd – organiser of the Tour of Cambridgeshire Festival, has committed to holding the international cycle racing and cycling event at the venue for the next three years.

The Tour of Cambridgeshire Festival, which attracts thousands of competitive cyclists and cycle enthusiasts from all over the world, forms part of a global calendar of 17 events where competitors qualify for world championship cycle races.

Malcolm Smith, managing director of Golazo Cycling, explained the decision to commit to the venue for three years, saying, "We've held the festival at the arena for the last three years, and with each successive year we've discovered yet more features and facilities we can use to improve the next edition of the event."



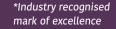
The Carole Nash MCN Festival of Motorcycling will remain at the East of England Arena for the annual two-day event until 2019.

The MCN Festival launched in 2015 as the ultimate-outdoor motorcycle event, with test rides, live action, bargains and manufacturer stands. Since then the event has grown each year and in 2017 even featured a full round of the UK Speedway Championship.

East of England Arena and Events Centre secures AIM accreditation

The East of England Arena and Events Centre (EEAEC) has been awarded AIM accreditation* by the Meetings Industry Association.

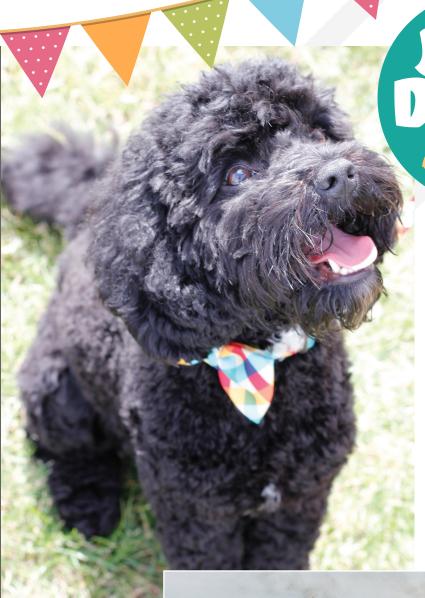
EEAEC has achieved the UK's nationally recognised standard for service providers in the meetings, conferences and events industry, after a panel of independent industry assessors assessed the venue against a robust checklist of criteria. The process includes legal compliance, accessibility and quality checks of its facilities as well as its customer service proposition and experience, ethical codes of conduct and best practice standards.



GALLERY 13



UST DOGS LIVE 2017



be great for the future of the event.

Agility and Flyball had a great show and were up on numbers yet again, both are growing in popularity.

We are delighted to have raised £1,000 from the spectator's dog that came to the event; this will be donated to the National Search and Rescue Association which will be coming along to receive the cheque.

Just Dogs Live would like to say thank to all who were involved, we couldn't do it without your support.

We had a wonderful three days – re-uniting Just Dogs Live and the East of England Championship Dog Show over one weekend, resulted in a terrific event for dog lovers.

The event was a great success, with record entries for the East of England Championship Dog Show and record visitors through the turnstiles. Even the weather was on our side, in fact it was a bit too hot at times but the Dogs and their owners kept their cool.

We had great feedback from the Dog Show Committee saying it was the best show so far. The event received an "excellent" from the Kennel Club which will





Another season seems to have flown by and a number of our Members have had a very lengthy harvest this year. On the Showground we have had a very busy summer and there is no sign of any let up in the build up to Christmas and the New Year.

The Society can be very proud of its Food and Farming Day which continues to grow each year. I think we can modestly say we are probably one of the top children's education events in the country for agricultural education, the 7,000 children that attended this year's event all had a fantastic day.

Marshal Papworth students built their African village as usual and the Taste of Africa Drinks Reception was again a huge success. The Marshal Papworth Scholarship makes a huge difference to both individuals that come to the UK and the communities in which they live.

The Cultiv8 Group continues to go from strength to strength with a huge variety of activities and presentations available to this group and I know it continues to grow.

The Peterborough
Foxhound Show and
Festival of Hunting was
again a huge success. We
managed to expand the
number of packs entering
and the very proactive
social media campaign
resulted in a number of
very positive articles which
reflects well both on the
festival but also on the
East of England Agricultural
Society.

Elsewhere in the Society News there are details of the up and coming events on the Showground for the Society and I look forward to seeing Members at all or some of these events over the next few months.

Finally, I would like to thank our Trustees, Council Members, Committee Members, Members and Volunteers for all of your help and support over the past 12 months. We could not do what we do without you and we look forward to seeing you on the Showground during the autumn.

Jeremy Staples CEO

This newsletter we put staff member Ruth Trolove in the hot seat.

1 Name, Address, Pets:

Ruth Trolove is 24 years old and lives in Holme with her springer spaniel Radar.

2 Job role:

Ruth is the Agricultural Administrator and has been with the Society since 2014 when she came for work experience. She organises lots of the agricultural events including Winter Stock Festival, the Farm Business Awards, the Long Service Awards, the Shuttleworth Lecture and Cultiv8.

3 What's your favourite part of the job?

"Event days when you see all of your hard work come together"

4 What are you proud to have achieved so far?

"Becoming captain of my hockey team and graduating university with a degree in Agriculture."

5 What are your passions and hobbies?

"I love hockey and play for Huntingdon Ladies hockey club. I also love canoeing, baking and I'm passionate about farming."

6 If you won the lottery, what's the first thing you would buy?

"I would definitely buy a farm with a vineyard. I'd have a small herd of Dexter cattle as well as a hockey pitch and water park."

7 What's your guilty pleasure?

"Definitely anything that is mint chocolate flavour, oh and pasta of course!"

8 What are three things on your bucket list?

"I would love to produce my own sparkling wine, from my vineyard when I win the lottery obviously! I would also like to travel to New Zealand as well as commit sometime to charity work."



The East of England Agricultural Society was formed by a merger of the Agricultural Societies of Bedfordshire (1801) Cambridgeshire & Ely (1863) Huntingdonshire (1837) Northamptonshire (1848) & Peterborough (1797) Registered Charity No. 283564 - A Company limited by guarantee - Registered in England - Certificate of Incorporation 1589922.

Thank you for your continued support and we look forward to seeing you at the events.

