



# Society NEWS



News and information for members of the **East of England Agricultural Society**

Winter Stock Festival,  
read about the event  
on page 10



## Kids Country

4

Kids Country have been flipping their way to a healthier start to the day.

## Succession Planning Guide

9

Greenwoods GRM give us their top tips for Succession Planning.

## Interview with Small Robot Company

13

Agri-tech start up, Small Robot Company is on a mission to change the course of British farming for the future.

# Welcome to the Spring edition of the Society News

As I sit in the loader writing these musings and waiting to top up the sower with more fertiliser, we are in the middle of a glorious early spring with unseasonably dry conditions underfoot – what a complete contrast to this time last year and the 'Beast from the East'. Life is so much easier both for the farmer and the showground proprietor when the weather is working with, rather than against you!

The agricultural industry will undoubtedly go through fundamental changes in the next decade, due in part to the political situation but also responding to the effects of climate change. The Agricultural Societies of the country were originally founded to help disseminate new ideas and practices and I firmly believe that in the years to come the East of England Agricultural Society will be well placed to be at the forefront of this role with its exciting and promising future. It is vital that we take the opportunities that are currently available to us to secure the long-term future of the Society so that it can continue to build on its illustrious history.

As my term as Chairman at Peterborough draws to a close it would be totally remiss of me not to take the opportunity to thank everyone who has assisted me during my tenure. First and foremost I would like to thank my

fellow Trustees and Directors, they have been a great support and certainly without their dedication and tireless efforts we would not be in a position to be able to begin to make the monumental transformation of the Society and the way it will operate. The staff at the Showground continue to work extremely hard on our behalf whether that be on the commercial side generating the funds or on the charitable side ensuring that those funds are spent in a financially sound way. The continued development of our varied events programme is a credit to all those involved and many would not be successful without the continued support of our volunteers, to whom I am also extremely grateful.

Finally I would ask you all to put the afternoon of the 26th June in your diary. Our President Bishop Steven will be hosting a service for our current Marshal Papworth students at Haddon Church followed by afternoon tea at the Martin's farm. Please let either myself or Sandra Lauridsen know if you are able to attend, we don't want to run out of scones!

It has been a great privilege to chair the Society over the last three years and I look forward to seeing it go from strength to strength.

**Thomas Beazley**  
Chairman, East of England  
Agricultural Society



## Dates for your diary 2019

### MAY

- 8th - Happy Chicks Day
- 8th - AB Agri CEO - José Nobre (limited spaces)
- Date TBC - Daniel Kindred & Syngenta (Special interest group)
- 18th - Bedfordshire Young Farmers Rally
- 23rd - NEW Outdoor Classroom Day
- 25th - Northamptonshire Young Farmers Rally
- 29th - Farm Walk

### JUNE

- 2nd - Cambridgeshire County Show
- 5th - Grow Your Own Potatoes
- 9th - Open Farm Sunday
- 12th - 13th - Cereals
- 26th - Marshal Papworth Student Certificate Presentation
- 28th - Food & Farming Day

### JULY

- 5th - 7th - Just Dogs Live & Championship Dog Show
- 17th - Lycetts Festival of Hunting

### AUGUST/SEPTEMBER

- 29th August - 1st Sept - Equifest

### OCTOBER

- 12th - 13th - British National Ploughing Championships
- 19th - 20th - All Breeds All Britain Calf Show
- 28th - Winter Warmer Soup Challenge

### NOVEMBER

- 5th - 6th - Breakfast Week
- 14th - East of England Farming Conference
- 21st - Peterborough Dinner
- 29th - 30th - Winter Stock Festival

## Cultiv8

Cultiv8 announce upcoming events.

## 8

## Winter Stock Festival

Read about Winter Stock Festival from 2018 champions to new additions for 2019.

## 10

## Shuttleworth Lecture

Sarah Hendry joined us as the guest speaker at this year's Shuttleworth Lecture.

## 12

## Members Marketplace

A NEW benefit for members. Find out more on page 14.

## 14



# What's Inside

## Education

- 4 & 5 Kids Country
- 6 Marshal Papworth:  
Ghana Trip

## Agriculture

- 7 Open Farm Sunday
- 8 Cultiv8
- 9 Succession Planning
- 10 Winter Stock Festival 2018
- 11 WSF College Challenge
- 12 Shuttleworth Lecture  
& Farm Walk
- 13 Interview with  
Small Robot Company

## Members

- 14 NEW Members Marketplace

## Showground Services

- 16 Arena Update

## Our society in photos

- 18 Gallery

## Society Update

- 19 CEO Update  
& Our New Trailer



p4



p6



p10



# kids Country

## Breakfast Week

Kids Country started the year with a sizzle, visiting three Peterborough schools to celebrate Breakfast Week. Activities included making pancakes and sausages, meeting a real life farmer and understanding the inputs and outputs of a square metre of farmer's field. Over 400 local children learnt how the ingredients in their food are produced and can now cook their way to a healthier start to the day. Due to the popularity of the event, Kids Country will be back on the road in November to deliver more Breakfast Week events.



## Cubs & Beavers

This year's Cubs & Beavers event focused on nature and the outdoors. Children had the opportunity to meet farmer Emily and her pedigree goats, test their survival skills by using natural resources and tarp to build dens, understand the important role dragonflies play in terrestrial and aquatic habitats, and learn to identify native trees. Each year, the event takes on a different theme with interactive activities on offer so the children can obtain skills for badges.

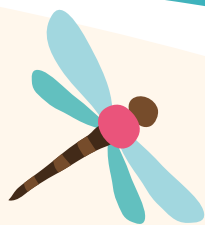


## Grow Your Own Potatoes - Planting

6 local schools visited the East of England Showground in March to plant potatoes with Kids Country. The spud-tastic event teaches children about the history of the potato, the growing process on the farm, and then gives children the chance to plant their own tubers to grow at school or home. The schools are invited back to the Showground in June to harvest their potatoes and learn about the healthy eating plate, nutrition and how to cook simple potato dishes.







## Our Education Area

The Willow Maze in the Kids Country Education Area received its annual cut-and-blow-dry in January.

Corporate volunteers from MyFresh and Caterpillar worked hard over two days to cut and twist the willow into tunnels and dens that will be enjoyed by over 6,000 children this year.

The Kids Country outdoor Education Area is buzzing with life thanks to its bug hotel, dragonfly pond, wildflower meadow, and hidden in a little corner, the bee hives. The area received a transformation over the winter, just in time for the Bee Observatory Visits which will start again next month and carry on until July.



## Kids Country call for help with transport



This year Kids Country are trying to help local Peterborough school children attend the annual educational Food & Farming Day event held on Friday 28th June 2019. To enable more local children to attend this event, Kids Country are

trying to rallying together transport to shuttle the local Peterborough school children to and from the event in order to experience a hands-on day of learning all aspects of food, farming and the countryside.

### Can you help?

If you are able to help in supplying transport along with a driver for a few hours on Friday 28th June or if you would like to make a donation towards transportation aid, please get in touch at [slauridsen@eastofengland.org.uk](mailto:slauridsen@eastofengland.org.uk) 01733 363514.



You can find out more about sponsorship opportunities and Kids Country's events at [www.kids-country.co.uk](http://www.kids-country.co.uk)

# Marshal Papworth Measuring Impact trip to Ghana

In October 2018, Marshal Papworth Fund coordinator, Sandra Lauridsen, and three committee members, Alice Townsend, Matthew Naylor and Tom Arthey, travelled to Ghana to embark upon a landmark measuring impact study with Marshal Papworth Alumni from Ghana, Nigeria and Burkina Faso.

The trip was a great success with the team meeting 11 Marshal Papworth alumni in total during their visit. The key aim of this trip was to measure the impact of both the Masters and Short Courses that the Marshal Papworth Fund offers to its students.

Along the way the team had the chance to experience the bustling Kumasi market and visit Blue Skies. These visits created the chance for the Marshal Papworth team to see first-hand the culture and environment that their students derive from.

However, the pinnacle of the study tour was the measuring impact conference held with the Marshal Papworth alumni. The feedback and growth of the alumni since returning to their home countries was

overwhelmingly positive with many now at the forefront of supporting their communities to grow out of hunger.

Rashida, one of the past students who the team were able to meet during their trip, is now working with 35 communities to identify pests and diseases as well as making sure the land suits the proposed crop to improve nutrition level. Chemical use is now better controlled for correct withdrawal periods and only used when necessary rather than habitually. Changes to planting have increased productivity, with demonstration plots showing the benefit of planting seed in rows, not haphazardly. 99.5% of farmers now apply the row method.

Another of the Marshal Papworth alumni, Haruna, has been able to demonstrate his learnings using farmers own saved seed resulting in better yields and improved profitability since returning home. The 300 farmers that he works alongside are now adopting use of certified seed, translating into higher yields and income. Being able to sell part of their seed as certified seed also means that



farmers can cater to basic needs e.g. healthcare. Haruna told the Marshal Papworth team that *"without the course I wouldn't have been able to identify the importance of certified seed and its impact on food security. Through my efforts and the course, at least 300 farmers and their families are now food secure."*

The measuring impact trip was a great accomplishment for all involved and now the team have collated the data of their visit they will be able to adapt the Marshal Papworth Fund to suit the next generation of Marshal Papworth students.

Find out more about  
Marshal Papworth at  
[www.marshalpapworth.com](http://www.marshalpapworth.com)





# OPEN FARM & Vintage Weekend



**Saturday 8th  
& Sunday 9th  
June 2019**

**NEW**  
entrance  
for this year.  
Please  
follow the  
**AA** signs.



**Farm Safari Country Crafts  
& Farmers Market Kids Zone  
Meet the Animals Sheep Show  
Food Hall Farming Displays  
PYO Spuds Peterborough  
Farm Machinery  
Preservation Society  
& much more...**



**FREE ENTRY 10am - 4pm**

**Discover  
life on your  
local farm**



**Tel: 01733 270298**



**[www.parkfarmthorney.co.uk](http://www.parkfarmthorney.co.uk)**

**Park Farm, Sandpit Road, Thorney, Peterborough PE6 0TF**



## What a fantastic few months it has been for Cultiv8!

Since the last edition of the Society News we have been very busy. December entailed a visit to the Headquarters of Roundwood Gin where company founders Emily and Rupert talked us through how they got started and the process behind making their gin. This was of course followed up by the obligatory tasting session!

January's talk was given by Jake Freestone, who could be described as 'twitter famous' in the farming community with 10.7K followers! Jake is farm manager for Overbury Hall farms and he talked us through what he has implemented since becoming farm manager at Overbury, including his introduction of no-till farming and his integrated approach to soil management with the inclusion of livestock.

In February we tackled the daunting subject of Succession. Our key speaker was Sian Bushell, who spoke positively and enthusiastically about the succession process, this was then backed up by our panel of industry specialists; Tom Arthey, Clare Harris



and Francis Hudson who helped answer all of our audience questions.

We were joined by local farmer Steven Briggs and Agricology's Katie Bliss for our March meeting, who spoke about the work of Agricology and the projects they are involved with, one of which is Stephen Briggs' agroforestry farm. Stephen grows rows of late maturing apple trees between his rows of conventional cropping as a way of extending his harvest season, reducing soil displacement and improving soil structure.

**Looking forward we have two more Cultiv8 session planned for May:**

**8th May - AB Agri CEO - José Nobre (limited spaces)**

**Late May - Daniel Kindred & Syngenta (Special interest group)**

**Take a look at the EEAS website event page for more information and confirmation of dates**  
[www.eastofengland.org.uk/all-events](http://www.eastofengland.org.uk/all-events)

### BENCHMARKING

Cultiv8 run a business benchmarking group in partnership with the AHDB, if you would be interested in joining the group and benchmarking your farm please contact [Cultiv8@EastofEngland.org.uk](mailto:Cultiv8@EastofEngland.org.uk)







GREENWOODS GRM



# Keeping the farm in the family

We offer **specialist legal advice** to individuals and rural business on all aspects of succession planning.

Our team all have **personal experience** working on a farm and within the agricultural sector.

For a service which is **bespoke**, personal, and right for you, please get in touch.



CLARE HARRIS, ASSOCIATE

CAMBRIDGE

01223 785289

CEHARRIS@GREENWOODSGRM.CO.UK



EMILY PUMFREY, SOLICITOR

PETERBOROUGH

01733 887644

ERPUMFREY@GREENWOODSGRM.CO.UK

# Top tips for passing on the family farming business

## *Greenwoods GRM's top tips for passing on the family farming business*

A familiar statement heard in farming circles is that less than 50% of farmers have a plan in place to pass the farm on.

There is no easy answer and it is certainly not a case of one size fits all - you will require bespoke advice to ensure the needs to the family and the future of the farming business are secured.

Here are three of our top tips to get the process started and how to make a success of it.

### **1. Manage expectations at the outset by involving everyone in the process.**

Hold an initial meeting with all concerned to explain you are considering how to divide your assets and to manage their expectations about what they will receive.

This will also give everyone the chance to make any points they feel are important before you make any final decisions and will show them you are concerned that everyone is treated fairly.

Remember - it is never too early to start the process!

### **2. Involve professionals at an early stage.**

Yes, it will cost money but the advice you will receive will be invaluable in navigating the issues, avoiding potential pitfalls and reaching the best conclusion for all concerned.

Speak with your accountant or tax consultant. Consult your solicitor well in advance.

Make an appointment with your agricultural consultant, if necessary.

Instruct a specialist mediator who could be a useful resource to aid open and frank discussions.

Also remember, you will need to contact your bank if the land concerned is mortgaged.

### **3. Make a Will or review your existing Will.**

After the death of a family member, Wills are sometimes challenged by those sons or daughters working on the farm who claim that the deceased made certain promises to them about what they would receive.

The son / daughter may have worked on the farm for an extended period for little or no payment in the belief that they would inherit the farm.

Alternatively, they may have chosen a lifestyle or occupation based upon a promise of inheriting the farm.

To avoid distressing, time-consuming and expensive challenges to your Will after you have gone, do not make any verbal promises to children or family members without committing those promises to a valid Will.

**If you want to pass your family farming business to the next generation, putting off planning is the worst thing you can do. A good plan can ensure that you have the funds you need to retire and that the business you have built continues to thrive in the hands of the next generation.**

# Winter Stock Festival

The final event of the year for the Society took place on the 30th November and the 1st December 2018, and was a fantastic celebration of livestock.

With quality stock across the cattle, sheep and pig sections the competitive livestock classes were well supported with experienced judges having to make some tough decisions over the two days. The hard work and dedication paid off for the exhibitors who had attended as buyers were prepared to dig deep with Melton Mowbray Livestock Auctioneers in the sales to ensure there was some of the best produce on their shop counters over Christmas.

Supreme commercial cattle champion didn't have far to travel, Phil and Sharon Sellers from Lincolnshire were tapped out first with their Limousin heifer Fancy That, which then went on to sell for £5,500 to Kitson Butchers, North Yorkshire.

Staying with the prime cattle the baby beef champion which took place on the Saturday went to Alice Harrison aged only 16 with her Limousin cross Bootilicious. This was a fantastic achievement and it was her first ever visit to the Winter Stock Festival.

Leading the way with the commercial lamb classes and for the second year running the supreme champion went to Robert Garth and Sarah Priestley, North Yorkshire with their cross bred Beltex. Beltex then lead again with the lamb carcass championship going to the Geary Family. The hotly contested breeding ewe championship went to Graham Jackson, Bentham.

Over in the pig section under the watchful eye of judge Robert Bowring the modern pairs went to Kim Arden with their Landrace and Charles Bull taking reserve and supreme traditional pairs with his Berkshires. The crossbred and supreme pairs then went to Mark Wilson and his Pietrain/ Saddleback.

Finally in the ever popular pedigree calf show we saw the interbreed title go to Judy and Bridget Borlase, Herefordshire with their Simmental calf Perrywood Jasmine. Then the group of three being handed to a team of British Blues from Kevin Ludgate, The Geary Family and Barwood and Padfield.

Alongside the busy livestock rings the tension was building for the youth competitions, Friday's College Challenge saw the first and second place go to Newton Rigg College, Cumbria and third place to Hartpury, Gloucestershire.



The grand final of the Young Stock Person of the Year in the beef section to Norfolk based Anabelle Howell aged 17 and the sheep section to 15 year old Ryan Lee from Carmarthenshire.

The 2019 event will take place on Friday 29th & Saturday 30th November.

For a full set of results, view the image gallery and to find out more about the event visit [www.winterstockfestival.co.uk](http://www.winterstockfestival.co.uk)





# The College Challenge

## Sponsored by C. Alma Baker Trust

Keen to create a link to education through livestock, in 2011 the livestock show committee formed the idea of an inter-college competition and the Winter Stock Festival **College Challenge** was born.

### “So what is the College Challenge?”

The College Challenge is a stock judging competition, with its aims to encourage young agricultural students to connect with and learn about the livestock industry.

Agricultural and land based Colleges enter teams of 4 students and each team competes against other colleges. Judging is split into 4 areas which are, a pen of beef cattle, and pen of finishes lambs, a pen of gilts and new for 2019 fleece judging.

Before the students are allowed to judge these areas a professional appointed judge will place their choices 1st – 4th. Once the students have carried out each of their judging areas, placing their choices, they then have to give answers and reasons to the appointed judge.

The competition gives the students a chance to develop their public speaking and personal skills competing on the open stage. As well as learning from the professional livestock exhibitors and judges.

*Sponsors of the College Challenge* the C. Alma Baker Trust have been involved with the event for many years and really enjoy seeing the students getting hands-on with the livestock.

Simon Taylor, Trustee of the C. Alma Baker Trust said, “The College Challenge is a great way of giving students extra curriculum activities which unite with their passions and interests of the agricultural industry. These young students are the future of business and the production of livestock and it’s vital we give them these opportunities.”

“We enjoy being part of the Winter Stock Festival and the College Challenge as it links us well to our own Trust and working scholarship to New Zealand” continued Simon.

The purpose of The C. Alma Baker Trust is ‘the furtherance of the science of agriculture; the advancement of education; and such other charitable purposes as the Trustees shall from time to time think fit’. The Trust, which operates in New Zealand and the United Kingdom, draws most of its revenue from Limestone Downs, a large sheep, beef and dairy farm on New Zealand’s North Island west coast near Port Waikato. Management of the property is in the hands of C. Alma Baker Trust (NZ) Ltd, a wholly-owned subsidiary.



**Limestone Downs**



The Trust makes regular awards in support of research projects and postgraduate scholarships in the fields of agriculture, agriculture-related technologies, and the study of rural society.

**If you wish to apply for a travel scholarship you need to be a member of the National Federation of Young Farmers and applications will open from August/September 2019.**

**Further information can be found on the [www.nfyfc.org.uk](http://www.nfyfc.org.uk) and their social media channels.**

**More information on The C. Alma Baker Trust, its history, and farming operations at Limestone Downs, please visit their website [www.calmabakertrust.org/](http://www.calmabakertrust.org/)**



*College Challenge Students*

# Shuttleworth Lecture

The Society's annual Shuttleworth Lecture took place at Shuttleworth College on the 12th March with guest speaker Sarah Hendry.

Sarah's current post is Director General of the CLA, but for the Shuttleworth Lecture drew on her past experiences working in DEFRA

Sarah detailed the numerous policies she worked and negotiated on over the last 25 years, including the CAP reforms, fishing quotas, and the nitrates directive among many others.

Sarah then moved on to talk about the opportunities she sees for the future of our Industry.

Thank you to Andrew Davies for chairing the lecture and to all the members that attended. If you missed out, the lecture can be found in full on the Society YouTube Channel (East of England Agricultural Society).



## Farm Walk

We are delighted to announce that for this year's Farm Walk we will be visiting Park Farm at Thorney by kind permission of Michael Sly.

The visit will include a look round the farm which will also take us down to the Nene Washes followed by a barbecue.

Places are limited so please make sure to book early to avoid disappointment!

The farm walk will take place on the 29th May 2019 and is open to all Society Members and their guests. You can book your place today by visiting the event pages of our website, calling 01733 234451 or emailing Ruth at [RTrolove@EastofEngland.org.uk](mailto:RTrolove@EastofEngland.org.uk)



## The East of England Agricultural Society supports the Farm Safety Foundation

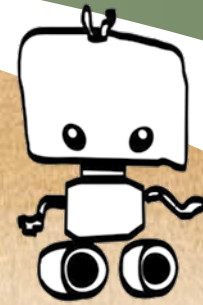
The Farm Safety Foundation is an award-winning charity established in 2014 by leading rural insurer NFU Mutual to raise awareness of farm safety among young farmers aged 16-40. The Foundation supports the physical and mental wellbeing of the next generation of farmers and, through its Farm Safety Week and Mind Your Head campaigns and

educational programmes, the charity is educating and inspiring young farmers to challenge and change the risk taking behaviours that continue to give agriculture the poorest safety record of any occupation in the UK.

To find out more visit [www.yellowwellies.org](http://www.yellowwellies.org) or like/follow on social media @YellowWelliesUK







# Interview with Sam Watson Jones Co-founder of Small Robot Company

Agri-tech start up, Small Robot Company is on a mission to change the course of British farming for the future. Swapping giant farm machinery for small robots has proven that farming can be more efficient, more precise, and kinder to the soil and the environment.

In our spring edition of the Society News, we spoke with Sam Watson Jones from the Small Robot Company who shared with us his vision for the company and the future of British farming.

## 1. Let's begin with your vision behind Small Robot Company and where the idea to go small started?

I'm a fourth generation farmer. Taking over the family farm after a few years working in technology with Accenture, I was struck by how inefficient farming methods still were. I was also struggling to make a profit while balancing environmental concerns.

Then I came across the work of Professor Simon Blackmore at Harper Adams University, the world's leading expert on precision farming. 15 years ago he had an idea. What if we didn't use tractors? What if we used lots of small robots instead? This would enable an entire new model for sustainable farming.

## 2. Do you think the innovation of smaller and more precise machines will affect the future of bigger farming machinery?

We're starting from the drawing board to create a new farming system that makes the very best use of today's technology. With all of today's technology at your fingertips, you would never invent the tractor. The tractor is about speed, not precision: and this has determined how we farm for more than fifty years.

This calls the big machinery model into question. This model is simply not working. Unfortunately, if you treat the whole field the same, waste



Tom monitoring robot prototypes

is inevitable. A more ecologically harmonious way of farming is vital for the future of our planet – and for farm profitability. We are reimagining farming with robots and Artificial Intelligence (AI) to improve the way that food is produced.

## 3. It seems the future of farming is set to be more concerned for the environment; how does the Small Robot Company aim to aid farmers in being kinder to our planet?

As a farmer, environmental stewardship is very important to me. Globally we know that farming is a huge energy user, a huge water user and, unfortunately, the source of a lot of pollution. A key theme that came out of my discussion with farmers was around

their frustration with their inability to do more to protect the environment.

Using robotics and artificial intelligence therefore brings a new level of precision which is completely beyond the hard limitations of tractors. This can reduce chemical usage and cultivation energy in arable farming by up to 95%.

## 4. We'd love to know more about your robots, can you introduce us?

Our three small robots Tom, Dick and Harry will take care of all the feeding, seeding, and weeding autonomously. Working in conjunction with Wilma, the artificial intelligence 'nervous system', they will only feed and spray the plants that need it, giving them the perfect levels of nutrients and support, with no waste, meaning farmers have a much better chance of making the right choices for their business.

## 5. And lastly, do you have a fun fact to share with our readers about the Small Robot Company?

Seven out of twenty of our Farmer Advisory Group farmers are called Tom! Our lead robotics engineer is also called Tom.



(credit Geoff Pugh)

Harry prototype robot together with Sam Watson Jones, co-founder, Small Robot Company, Andrew Hoad, Partner & Head of the Leckford Estate, and Joe Allnutt, Head of Robot Awesomeness

Read the full article on the Latest News page of our website  
[www.eastofengland.org.uk](http://www.eastofengland.org.uk)

# Members Marketplace

The Members Marketplace is a brand new space now open for members to share and find local member businesses. The Marketplace is an additional member benefit for all of our Society Members and allows you to share your business with over 750 other members as well as the general public who visit our website daily.

Members who would like to get involved and have their business showcased on the Members Marketplace section of our website ([www.eastofengland.org.uk/members-marketplace](http://www.eastofengland.org.uk/members-marketplace)) will also receive a feature across our social media channels.

Interested but want to know more? Our Agricultural Development Coordinator, Ruth Trollove talks us through the new concept for the Members Marketplace below.

## Ruth, can you tell us how this new Marketplace benefits our members?

The Marketplace is an online directory for members to promote their businesses to the wider Society audience.

There is no cost for a member to add their business to the Members Marketplace. The only restriction is that you need to be a current member of the East of England Agricultural Society.

Our website gets around 2,000 visitors per month and we can link from the Marketplace directly to members' websites. We hope to build this section of the website up to be the go-to place for people to visit if they need to find a specific type of business or service.

## If a member would like to sign their business up to the Members Marketplace how easy is it?

It's really simple! If you visit the East of England Agricultural Society website and head to the members tab at the top of the page you will

see Members Marketplace. From here it is just a case of filling out a short form with your business details.

If you would like to be one of the first members featured on the Members Marketplace, then please contact us on [membership@eastofengland.org.uk](mailto:membership@eastofengland.org.uk) or visit [www.eastofengland.org.uk/members-marketplace](http://www.eastofengland.org.uk/members-marketplace).

The Members Marketplace is now live, visit [www.eastofengland.org.uk/members-marketplace](http://www.eastofengland.org.uk/members-marketplace) to start searching for local member businesses today!



**EAST of ENGLAND FARMING CONFERENCE**

**THURSDAY 14TH NOVEMBER 2019**

[WWW.EOEFARMINGCONFERENCE.CO.UK](http://WWW.EOEFARMINGCONFERENCE.CO.UK)

East of England Showground, Peterborough PE2 6XE





UNDER NEW MANAGEMENT



**Cereals**  
THE ARABLE EVENT

12 & 13 JUNE 2019  
LINCOLNSHIRE UK

# Join Cereals 2019

**20,000+ ATTENDEES 400+ EXHIBITORS 40+ SPRAYERS**

Europe's Leading Technical Event For The Arable Industry

**NETWORKING EXHIBITION • CEREALS AHDB  
THEATRE • INNOVATION & TECH HUB • DRONE  
ZONE • SYNGENTA SPRAYS & SPRAYERS ARENA  
• FW INTERNATIONAL FARM SUPERSTARS  
SESSIONS • CONSERVATION AGRICULTURE  
SEMINARS • GRAIN MARKETING MEET & GREET •  
FARM GRANT Q&A AREA • RIDE & DRIVE • CROP  
PLOTS • SOIL PIT • WORKING DEMOS • COVER  
CROP DRILLING • HARPER ADAMS HANDS FREE  
HECTARE • GUIDED TOURS**

**EARLY BIRD  
TICKETS  
ON SALE**  
LIMITED TIME ONLY

**LEARN MORE AND REGISTER TODAY AT [WWW.CEREALSEVENT.CO.UK](http://WWW.CEREALSEVENT.CO.UK)**

Organised by:

**COMEX**POSIUM

Partnered with:

 Harper Adams  
University

 Syngenta  
Sprays &  
Sprayers

 AHDB

 FARMERS  
WEEKLY

 R.A.B.I.  
Supporting Farming Families

# Showground Services

While I haven't missed the grass damage in January without LAMMA I have missed the hustle and bustle at the start of the year however as soon as February came we've been busy with events and new bookings.

A few years ago we renamed the venue 'The East of England Arena & Events Centre' and pushed the venue nationally to get more business to come to us. Part of this was also refitting the Peterborough and Cambridge Suites to get more conferencing.

Three years later and our business has drastically risen and we are struggling to accommodate all the conference enquiries. Add to this the new exhibitions and concert business and our calendar looks very different to just a few years ago.

Our new trade web site is now live 'www.youreventspace.co.uk' and as a member I would hope that if you know of people looking for a venue for conferences, banquets and exhibitions please do point them to us.

Most of our time now is spent booking 2020 and 2021 however most recently we have booked in the return of Jack Whitehall for a large stand up concert this November and Jools Holland in October (our first music concert for some time). Keep checking our 'What's On' for new events coming to us.



This season will be a busy time with our own events and also Plantworx which takes place in June and is as big (if not bigger) than LAMMA. This will be a fantastic biannual addition to our calendar but also an important and valuable event for Peterborough with many millions spent onsite with plus all the local hotels and businesses locally benefitting from such a large business event on site.

I didn't mention New Wine. This is one of (if not the) largest festivals of faith staged in the UK. More than 12000 people staying for several weeks. August will be our biggest ever and further cements our position as a leading regional and UK venue.

**As a member I hope to see you at our shows this year**  
**Just Dogs Live (5th to 7th July) and**  
**Equifest (29th August to 1st September).**

**Your support is important and valued.**

Jason Lunn  
**Venue Director**







# A great day out for you and your best friend!

## JUST DOGS LIVE

Britain's Got Talent's  
**DISPLAYS INCLUDING TRIP HAZARD**

**HAVE-A-GO ACTIVITIES**

**FUN DOG SHOWS**

**COMPETITIONS**

**...and lots more including**

Expert advice from TV celebrity vet **MARC ABRAHAM**

**TICKETS  
AVAILABLE  
TO BUY  
ONLINE**

**Benji**

Winner of 'The Face  
of Just Dogs Live  
2019'

Incorporating  
**THE EAST OF ENGLAND  
CHAMPIONSHIP  
DOG SHOW**

### 5th, 6th, 7th JULY 2019

East of England Arena and Events Centre, Peterborough. **Sat Nav: PE2 6HE**

[www.justdogslive.co.uk](http://www.justdogslive.co.uk)



## 29th August – 1st September 2019

### East of England Arena & Events Centre

*The horse show for all of the family*

#### FOUR DAYS FILLED WITH COMPETITION AND FUN

Classes for all types of horses & ponies, including showing, working hunters, carriage driving, show jumping, Hackneys, Cleveland Bays, Irish Draughts, Rare Breeds, Foreign Breeds, Miniatures, Rescue Horses & Ponies.

**Spectacular Evening Performances**

For full details  
please contact:

Equifest  
East of England  
Arena & Events Centre

T: 01733 363500

E: [equifest@eastofengland.org.uk](mailto:equifest@eastofengland.org.uk)

[www.equifest.org.uk](http://www.equifest.org.uk)



# Gallery





# CEO'S UPDATE



Easter is nearly upon us and the grounds of the Showground have never looked any better and I feel it is a privilege when I drive through the grounds on the way to the office.

The attraction of new business grows from strength to strength and we are now in the enviable position of turning business away if the dates sought are inflexible and therefore clash with other bookings.

## Society Events

By the time you read this Kids Country Food & Farming Day on Friday 28th June will have all their exhibitors booked and plans in place ready for another noisy! fun-filled event.

Lycetts again are the main sponsors for the Festival of Hunting taking place on Wednesday 17th July and a warm invitation is extended to members to attend a drinks reception at the end of the day which starts around 5pm.

The Agricultural Team have already delivered a successful Bedfordshire Dinner and Shuttleworth Lecture and are set to attend the Cambridgeshire Young Farmers County Show with our new Society trailer in tow; we are also pleased to be sponsoring this year's Bedfordshire and Northamptonshire Young Farmers Rallies. Preparations are underway for the Farming

Conference and Winter Stock Festival once again taking place in November, and Cultiv8's calendar is filled with variety of interesting events.

I do hope you would be able to come to the Farm Walk on the 29th May which by Kind Permission of Mr Michael Sly is being held on Park Farm Thorney.

Just Dogs Live, incorporating the Championship Dog Show is being held on the first weekend in July with Equifest being held at the end of August this year and I would like to thank all the volunteers, stewards and judges without whose help we would struggle to hold either event.

Finally, on 26th June is Marshal Papworth's 2000th student celebration with a presentation ceremony being held at Haddon Church in the afternoon, followed by the Society AGM which is being held in the evening at the East of England Showground. Marshal Papworth Patron and Society President, The Rt Revd Stephen Conway, Bishop of Ely will be presenting the certificates at the Marshal Papworth presentation ceremony; if you would like to attend, please contact amy@artheyassociates.co.uk.

**Jeremy Staples**  
CEO

## Introducing the brand new EEAS exhibition trailer

We are delighted to finally be able to reveal the fantastic makeover that our new exhibition trailer has recently undergone.

Thanks to the help of local businesses, T.Rex Design and Blue Print & Display we have been able to give our trailer a new, modern lease of life.

We will be hitting the road this spring and visiting local shows with our trailer in tow. Keep an eye on our website & social channels to find out where we will be heading to next!



[www.eastofengland.org.uk](http://www.eastofengland.org.uk)



[/eoeagriculturalsociety](https://www.facebook.com/eoeagriculturalsociety)



[@EoEAgricultural](https://twitter.com/EoEAgricultural)



[@eoeagriculturalsociety](https://www.instagram.com/eoeagriculturalsociety)



[East of England Agricultural Society](https://www.linkedin.com/company/east-of-england-agricultural-society)



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

Visit us at  
Cambridgeshire County Show 2nd June  
Cereals 12-13th June

British National Ploughing Championship 12th-13th October

**Lycetts**  
Insurance Brokers

# FESTIVAL OF HUNTING



**Wednesday 17th July 2019**

**East of England Showground Peterborough**

**Advanced Tickets £15 | On The Gate £20**

**Children Under 12 FREE | East of England Members FREE**

**For advanced tickets and more information**

**E: [foh@eastofengland.org.uk](mailto:foh@eastofengland.org.uk)**

**[WWW.FESTIVALOFHUNTING.COM](http://WWW.FESTIVALOFHUNTING.COM)**

