

Bigger and better in 2012

It is the third year that the Dairy Event—now known as Livestock 2012—will be held at the National Exhibition Centre (NEC) in Birmingham. It runs from Tuesday September 4th and Wednesday 5th. Mike Green previews what you will be able to find at the event

Livestock 2012 will provide farmers with a great opportunity to get away from the farm and be inspired and challenged on how to drive forward their livestock enterprise whether they are farming dairy, beef, sheep, pigs or poultry.

"The rebranded Livestock 2012, the UK's largest business event in the sector, will be welcoming more than 16,000 farmers, their partners and their staff from the UK and beyond. With exhibitor bookings having achieved a record of more than 510, an additional sixth exhibition hall has been taken to provide the extra space required," explains Nick Everington chief executive of Royal Association of British Dairy Farmers (RABDF).

"Dairy farmer visitors con-



This year's event has attracted a record number of stands to the NEC.

tinue to remain dominant at the event and we will not be diluting the dairy content. However over

the past 10 years, as the number of UK dairy farmers has fallen by approximately 11,500 to 15,000, exhibitor numbers have increased by 70% and visitors by 42%. At the same time, we have widened the event's appeal to not only beef and sheep farmers, but also to our dairy farmer visitors, almost 60% of whom have additional livestock or arable enterprises.

"Consequently, Livestock 2012 will provide a comprehensive range of products and advice covering all technical, management and business aspects of the livestock sector, from feeding and genetics to recruitment, financial and environmental management.

And the event will continue to be divided into 13 clear product zones to help all visitors to find exhibitors more easily and make best use of their time. Innovation will be the key with exhibitors offering over 100 new products including more than 30 launched for the first time at the event, along with a range of practical working demonstrations."

Opening times have been extended to 10 hours on both days and with the best access of any agricultural event in Europe, the event will save time travelling. Access by car and drive either straight onto the M42 or M6 to free parking or travel by train or plane—Birmingham International station and airport are just 10 to 15 minutes walk away.

You can pre-book your Livestock 2012 tickets on line and take advantage of discounted rates. www.livestockevent.co.uk

National All Breeds Show

The National All Breeds Show is organised by the RABDF, managed by Holstein UK and sponsored by Pfizer Animal Health, has stall places available. The show schedule will run throughout the two day event.

Tuesday will feature the individual cow in milk classes.

The National Heifer Rearer of the Year 2013 launch

Join Volac for the official launch of the National Heifer Rearer of the Year at Livestock 2012 on Wednesday 5th September at 12:00 and find out more about winning the £12,000 worth of prizes at stake, including a Volac computerised feeding system.

Open to all British dairy farmers the award, now in its third year, is supported by XL Vets and *British Dairying* and designed to raise the awareness of good practice for rearing dairy heifer replacements.

"Getting the young stock off to a good start has never been more important, particularly since over 14% of heifers fail to reach their first lactation and the cost of rearing these herd replacements is more than £1,200," says Volac's John Reynolds. "Furthermore there is a general shortage of dairy heifers coming in to the national herd which is bringing a sharper focus to those first three months of a heifer's life."

The launch will also provide an opportunity to meet the current Volac National Heifer Rearer of the Year holders, Richard and Val Wedd, Burton on Trent, who were commended for their enthusiasm and willingness to take on and apply up to date calf rearing recommendations. Please join us on the Volac stand (FF-422).

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coloured breeds' judging will take place in the morning followed by Holstein in the afternoon. Each will culminate with their respective championship.

The prestigious interbreed award with £1,000 at stake will be made at Wednesday lunchtime. Wednesday commences with the showmanship classes, followed by junior coloured breeds' classes, and in the afternoon the junior Holstein classes. Each will once again culminate with their respective championships.

"We look forward to welcoming the National All Breeds Show to Livestock 2012 for the second consecutive year. Not only do the exhibitors enjoy the modern facilities including the purpose built milking parlour, but also the significantly larger audience at the ring side over the revised two day schedule," says RABDF's Nick Everington.

New Smithfield

New Smithfield, the feature designed to help all commercial beef

producers improve their enterprise margins is extending to the sheep sector at this year's Livestock 2012. Developed by the event's organiser, the RABDF in partnership with The Royal Smithfield Club, and sponsored by EBLEX, New Smithfield will feature displays for all beef and sheep producers and offer them an opportunity to meet with the leading meat processors.

A series of workshops will provide information on a variety of areas, from use of EID, beef AI, eliminating fluke, farming profitably without subsidy payments and how to get in to sheep farming. Beef from the dairy herd is the EBLEX focus at the event, examining rearing, rations and selection for slaughter as well as options for dairy bull calves. There will also be an opportunity to find out more about establishing a direct selling enterprise.

Foot trimming

This demonstration will feature the most popular foot trimming techniques and best practice to-

gether with the benefits of using a professional foot trimmer.

MilkMade

MilkMade is the focal point where producers and processors can find out more about milk processing, packaging facilities and cool storage technology. Visitors can also obtain advice to help them with

their business planning and market research.

Isuzu test drive

Isuzu will be offering visitors to Livestock 2012 the opportunity to test drive its newly launched D-Max pick up on a specially configured off-road course adjacent to the exhibition halls at the NEC.

NMR/RABDF Gold Cup finalists and presentation

This year's winner of the NMR/RABDF Gold Cup will be announced at Livestock 2012 on Tuesday September 4 on the NMR stand at 4.30pm. The winner of the Chris May Memorial Salver, which will be awarded to the Gold Cup qualifying herd with the highest average lifetime daily yield, will also be awarded.

The six NMR/RABDF Gold Cup finalists have been judged by David Cotton, Chairman, RABDF, Bryan Thomas, ex-director, NMR, and 2009 Gold Cup winner Geoff Spence.

The six finalists this year are:

- Lawrie Bros, Sandyford, Monkton, Prestwick, Ayrshire, Scotland.
- David and Louise Hodgson, Wormanby Farm, Burgh by Sands, Carlisle, Cumbria.
- Mike, Shan, Paul and Steve Miller, Greville Hall Farm, Evesham, Worcestershire.
- Neil Christensen, Steanbow Farms, Pilton, Shepton Mallet, Somerset.
- Tim Gue, Huddlestone Farm, Horsham Road, Steyning, West Sussex.
- Matthew Rowe, Great Tredinnick Farm, Two Waters Foot, Liskeard, Cornwall.