

# EVENT & CATTLE GUIDE

WEDNESDAY 11TH SEPTEMBER

2019

# UK DAIRY Day

THE INTERNATIONAL CENTRE, TELFORD, SHROPSHIRE, TF3 4JH

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

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# Welcome to the 6th UK Dairy Day



It is with great pride that I welcome you to UK Dairy Day 2019. Our industry faces great challenges; the negativity in the media, the financial pressure of milk prices and the uncertainty surrounding Brexit can leave every one of us bewildered on the future of our great product.

Today will remind us why we should all be very proud of what we do. All the facets of our dairy industry will be on display giving all visitors and exhibitors the opportunity to network, share knowledge, learn, and most importantly make business decisions.

Across internal and external exhibition areas are UK & international businesses where you have the opportunity to learn about new products, services and technologies on the market.

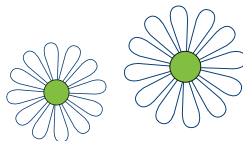
A leading line up of seminar presentations start at 10am on the first floor which features the Sharing Knowledge Zone with a Careers Board and table top displays promoting industry initiatives, training providers and charities.

Practical demonstrations include the foot trimming and knife sharpening, 'Beneath the Black and White' calf painting, Type Classification, Linear Scoring and new for 2019 is a Genomic Clinic. The Calf Rearing Zone, Innovation Zone and New Product Zone are also worth visiting.

I would like to take this opportunity to acknowledge the excellent support we receive from the dairy industry and thank you to all of our principal partners, associate and cattle class sponsors and, importantly, our trade exhibitors.

On behalf of the team, I hope you have a great day and please mark the diary for Wednesday 16th September 2020 when we return here for another UK Dairy Day.

**Sue Cope**  
Event Director



Over the last six years, I have watched UK Dairy Day grow to what is now an outstanding event for the dairy industry and I am proud to have been selected as the UK Dairy Day Cattle Show Director by the Holstein UK Board of Trustees. Thank you to

Carl Smith, who previously held this position and has supported the amazing organising team that deliver this event year on year.

The event welcomes the return of The National Ayrshire Show, The National Brown Swiss Show and The National Holstein Show along with classes for Dairy Shorthorn, Guernsey and Jersey.

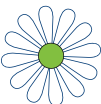
Our judges for the 2019 cattle show are all well experienced. We are very pleased to welcome Patrick Rüttimann as the National Holstein Show Judge, Gilmour Lawrie as the National Ayrshire Show Judge, Robbie Radel as the National Brown Swiss Show Judge, Seimon Thomas as Dairy Shorthorn Judge, Colin Glead as Guernsey Judge and Matt Pye as Jersey Judge.

We will welcome many international and domestic dairy farmers here today to view the show and in addition, many will watch the whole event remotely on our livestreaming portal. The cattle seen will reflect the standard of genetics we have in the UK, highlighting the fact that high type cows enjoy enhanced longevity and achieve great lifetime yields.

Thank you to the excellent support of the cattle exhibitors who travel from across the UK dedicating time to attend the event and show their animals. I must also thank Ian Gibson of Boundary Events and his infrastructure team who convert exhibition space in Hall 3 into cattle housing, build a parlour and washing area fit to house these fantastic cattle.

Finally, I would like to extend special thanks to the UK Dairy Day team who organise this fantastic event alongside their full-time roles within the Holstein UK group.

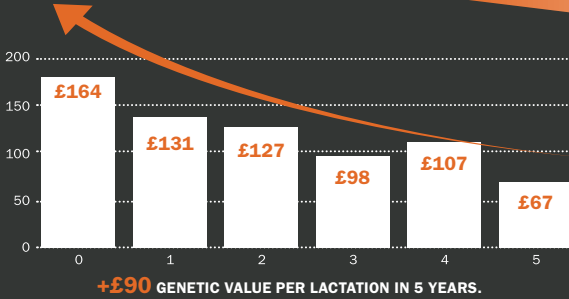
**Edward Griffiths**  
Cattle Show Director





# 0.89 ppl

Additional income.



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## Event Officials

### Cattle Show

Cattle Show Director	<b>Edward Griffiths</b>
Cattle Show Manager & Chief Steward	<b>Lynden Bustard</b>
Cattle Office Manager	<b>Lizzie Yates</b>
Ring Commentator	<b>Mark Davis</b>
Ring Stewards	<b>Ben Etteridge, David Gray, John Garnett, Alan Timbrell</b>
Ring Photographers	<b>Richard Hodgson, Han Hopman, Claire Swale</b>
Ayrshire Judge	<b>Gilmour Lawrie</b>
Brown Swiss Judge	<b>Robbie Radel</b>
Dairy Shorthorn Judge	<b>Seimon Thomas</b>
Guernsey Judge	<b>Colin Glead</b>
Holstein Judge	<b>Patrick Rüttiman</b>
Jersey Judge	<b>Matthew Pye</b>
Presentation Stewards	<b>Anthea Daw, Alwyn Jones</b>
Chief Line Steward	<b>Ally Bell</b>
Cattle Stewards	<b>Geoff Bone, Iwan Thomas, Luke Harris, Malcolm Dyson, Murray Cochrane, Oggie Smith, Phil Oliver, Michael Deakins, David Clarke</b>
Sponsorship Steward	<b>Marion Holliday</b>
Bio Security	<b>Ian Leach</b>
Veterinary Support	<b>Westpoint Farm Vets</b>
Ring Maintenance	<b>Andrew Swale, Jeff Daw</b>

### Trade Event

Event Director	<b>Sue Cope</b>
Event Manager	<b>Hannah Williams</b>
Event Coordinator	<b>Sarah Pope</b>
Marketing & PR Manager	<b>Rebecca Barningham</b>
Press Room & Event Social Media	<b>Clare Cooper</b>
Cattle Show Social Media	<b>Emma Yates, Claire Swale</b>
Trade Stand Officer	<b>Simon Gee</b>
Infrastructure Manager	<b>Ian Gibson</b>
Health & Safety	<b>Bob Maxwell</b>
Sharing Knowledge Zone & Seminars	<b>Cerys Petrie, Lizzie Bonsall</b>
VIP & Sponsors Stewards	<b>Melanie Harmitt, Meurig James, Janette Mathie</b>
Event Photographer	<b>Ruth Rees</b>

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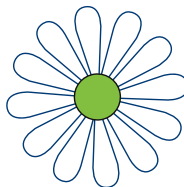
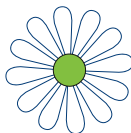
*Longer reproductive life*

\* With appropriate antibiotic therapy. ^ In calves over one week of age and in combination with oral rehydration therapy.

Reference 1. McDougall *et al* (2016) Addition of meloxicam to the treatment of clinical mastitis improves subsequent reproductive performance. *J Dairy Sci* 99(3): 2026-2042. Metacam® 20 mg/ml solution for injection for cattle, pigs and horses and Metacam® 40 mg/ml solution for injection for cattle and horses contain meloxicam. UK: POM-V. Further information available in the SPC or from Boehringer Ingelheim Animal Health UK Ltd, RG12 8YS, UK. Tel: 01344 746957. Email: [vetenquiries@boehringer-ingelheim.com](mailto:vetenquiries@boehringer-ingelheim.com). Metacam is a registered trademark of the Boehringer Ingelheim Group. ©2019 Boehringer Ingelheim Animal Health UK Ltd. Date of preparation: Jul 2019. AHD 12643. All rights reserved. Use Medicines Responsibly.

## Event Timetable

- 
- 8.00am** UK Dairy Day OPENS
- 8.30am** Trade stand competition judging commences
- 9.00am** Cattle show judging commences
- 'Beneath the Black and White' calf painting and Calf Rearing Zone demonstrations commence in the external trade stand area
- 9.30am** Foot trimming, blocking and knife sharpening demonstrations commence in the external trade stand area
- New Product Competition judging commences
- 10.00am** Seminar presentations commence in the Sharing Knowledge Zone on the first floor
- 11.30am** Type Classification and Linear Scoring commence in the NBDC Breed Village in the Concourse by Hall 3
- 1.30pm** Presentation of New Product Competition awards
- 2.30pm** Presentation of Trade Stand awards
- 3.00pm approx** Cattle show championship and interbreed judging commences
- 5.30pm** UK Dairy Day CLOSES - See you next year on Wednesday 16th September 2020
- 6.30pm** Event breakdown commences
- 7.30pm** Champions Dinner



## Cattle Show Judges



### *The National Ayrshire Show Judge:*

#### **Gilmour Lawrie**

Gilmour Lawrie is married to Caroline and farms in partnership with his brother Jim, milking 600 cows under the Brieryside prefix in South Ayrshire on two modern dairy units. Brieryside Ayrshires are one of the longest established Ayrshire herds in the world with the first records of registered stock in 1876, making the Brieryside prefix world renowned! Over the years, Gilmour has judged Ayrshires all over the United Kingdom at both county and national level along with many interbreed championships and competitions.

The Great Yorkshire, Royal Welsh, Royal Balmoral and the All Breeds All Britain Calf Show are just a few to mention. Gilmour held the prestigious position as President of the Ayrshire Cattle Society of Great Britain and Ireland in 2016 after spending several years on the Council of the organisation. Currently Gilmour is the Business Co-Ordinator for the Society.

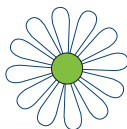
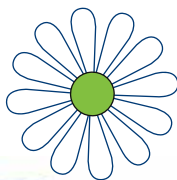
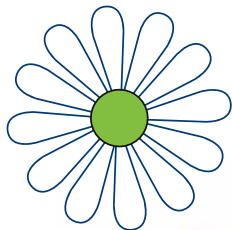


### *The National Brown Swiss Show Judge:*

#### **Robbie Radel**

Robbie Radel from Queensland Australia will travel to the UK to judge the Brown Swiss classes. Robbie is a fourth-generation dairy farmer and stud breeder, their stud being the oldest Illawarra stud in Queensland. He produces their own label milk which they deliver to a 300km radius of the farm. Robbie was privileged to attend The Mondial Brune 2016 (World Brown Swiss Congress) as a Keynote Speaker as well as judge at Sydney Royal, Adelaide Royal and Toowoomba Royal shows.

A highlight of his showing career is to have bred and exhibited the only Brown Swiss animal to ever win Interbreed Champion at the Royal Show Australia.



**Need Food  
& Drink?**

Catering area on  
first floor in  
Ironbridge Suite



## Cattle Show Judges



*The National Holstein Show Judge:*

### Patrick Rüttimann

Since 2010, Patrick has managed the family business in Switzerland, Ruegruet Holsteins, with his brother. The main focus of the farm is on the breeding and marketing of Holstein genetics. In 2013, the farm was selected as a Master Breeder, a special recognition of the Swiss Holstein Association. Patrick and the business have had around 30 years' involvement with the Swiss Holstein Association and youth organisation and Patrick has worked for over 10 years as a classifier at Holstein Switzerland. Patrick has judged competitions all over Europe, as well as competing himself in the show ring at prestigious events. His judging repertoire includes DHV Junior Show Germany, Schau der Besten Verden Masterrind Germany, Open Junior Show Cremona Italy, YMA National Calf Show Ireland, Muurikki Show Finland, Holstein Junior Show Austria, All Britain All Breeds Calf Show, Expo Holstein Gruyère Bulle Switzerland, Expo Holstein Sarine Bulle Switzerland and Expo Holstein Glâne-Veveysse Bulle Switzerland.



*The Dairy Shorthorn Judge:*

### Seimon Thomas

Seimon milks 700 dairy shorthorns in West Wales on the family farm with his wife Eleanor and two children, Sion and Hanna. He is very proud to have judged at all four Royal Shows as well as the Interbreed at the Great Yorkshire Show.

Seimon is currently president of the Dairy Shorthorn Society and the Royal Welsh Agricultural Society for 2019.



## Cattle Show Judges



### *The Guernsey Judge:*

#### **Colin Gleed**

Colin is a former President of the English Guernsey Cattle Society and has been on their judging panel since 1993, in which time he has judged 60 shows.

Previously herdsman at the noted Painswick and Sunninghill Park herds, Colin now works in processing and distribution of milk for the Beechgroves herd at Bolter End Farm, High Wycombe.



### *The Jersey Judge:*

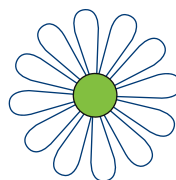
#### **Matthew Pye**

Matthew farms in partnership with his parents and sister in the Lune Valley in Lancashire. They currently milk 300 pedigree Jerseys under the Bayview prefix, along with 250 young stock.

With Bayview Jerseys, Matthew is a regular competitor at Westmorland County Show. In his judging career, Mathew has enjoyed judging several herd competitions across the UK, along with a variety of agricultural shows including The Royal Norfolk Show, Royal Bath & West Show and many regional shows.

### **Practical Demonstrations**

All day located in the external area, calf rearing zone and breed village



## Principal Sponsors

### Alltech & KEENAN

Alltech & KEENAN work hand in hand with feed, farming and food businesses to achieve performance targets. Visit stand H226 at UK Dairy Day, where they will be launching their pioneering advice service designed to help farmers drive profit margins through reducing feed waste and optimising input utilisation. You are also invited to attend their launch seminar titled 'Want to drive more margin from feed inputs?', on the first floor at 12pm.

[www.alltech.com/uk](http://www.alltech.com/uk)



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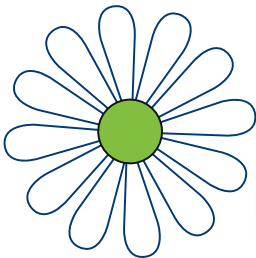
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Item Ref: 9915865 August 2019

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[www.fginsight.com](http://www.fginsight.com)

**Farmers  
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### Holstein International

Holstein International is the unique magazine for the Holstein industry. Unique because it has completely original, knowledgeable and unbiased content, crafted by its own dedicated professional and independent team of editors and photographers. Moreover, every issue is fully replicated and published in six different languages. Plus, it is uniquely enjoyed by over 45,000 readers in more than 66 countries. Hall 1 H132.

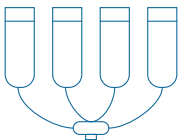
[www.holsteininternational.com](http://www.holsteininternational.com)

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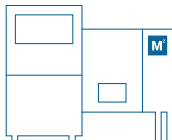


Visit us in  
**Hall 2**  
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**216a**

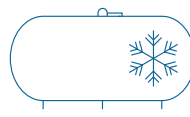
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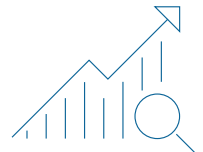
Conventional Milking



Robotic Milking



Cooling



Herd Management

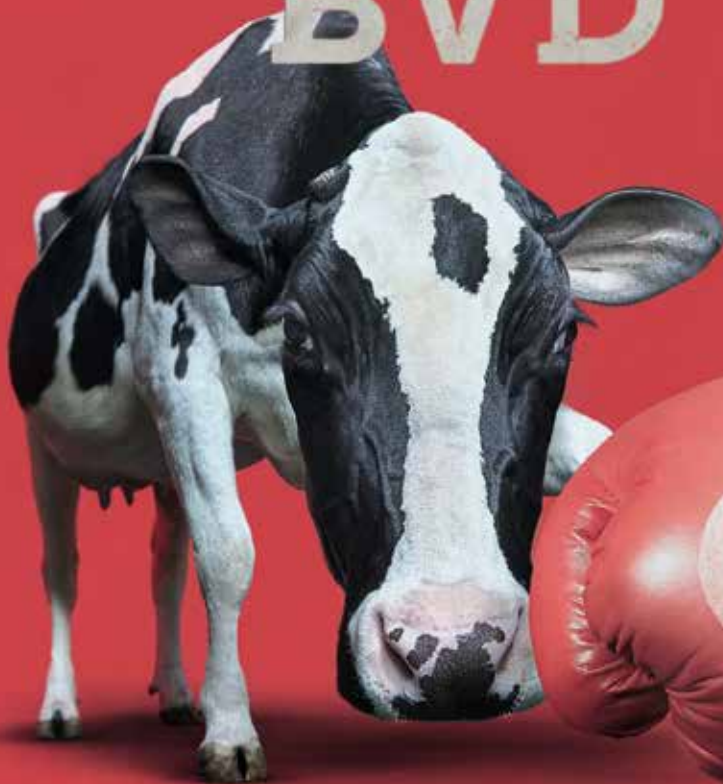
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★ When used as part of a comprehensive approach to BVD including culling of PIs and biosecurity.

References: 1. Yarnall and Thrusfield (2017) Vet Record doi: 10.1136/vr.104370 2. Kynetec (2019) BVD sales data by value. Full year 2018 3. For active immunisation of cattle against BVDV-1 and BVDV-2, to prevent the birth of persistently infected calves caused by transplacental infection.

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



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[www.approvedregisteredcattle.com](http://www.approvedregisteredcattle.com)



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## Associate Sponsors

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HETTLE ANDREWS

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#### Breed Village Sponsor

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[www.nbdc.uk](http://www.nbdc.uk)



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Northern Polytunnels is a thriving business servicing both the domestic and commercial horticultural markets but also seeing growth in the agricultural, automotive and construction industries. They manufacture and supply polytunnel calf & cattle houses from as little as £15/sqm. Calf Rearing Zone C1-C2.

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The International Centre, Telford, is a stand out venue centrally located in the heart of the Midlands with a modern and unbranded interior. Part of the Southwater Event Group, the venue comprises of an on-site production company, catering company and three hotels, two on-site and one in walking distance.

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[www.xlvets-farm.co.uk](http://www.xlvets-farm.co.uk)



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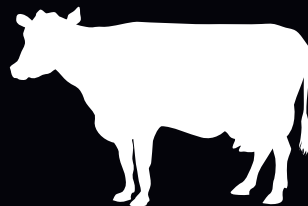
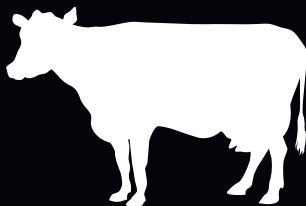
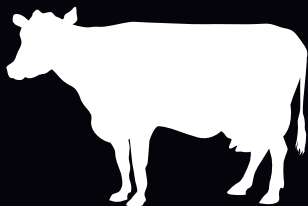
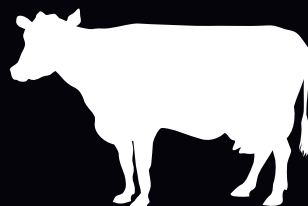
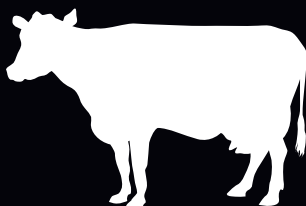
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**Ayrshire Intermediate**  
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**Dairy Shorthorn Heifer in Milk**  
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**Dairy Shorthorn Junior Cow in Milk**  
Uniform-Agri  
[www.uniform-agri.com](http://www.uniform-agri.com)

**Dairy Shorthorn Senior Cow in Milk**  
PHD Mail  
[www.phd-uk.com](http://www.phd-uk.com)

**Dairy Shorthorn Grand Championship**  
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### GUERNSEY CLASSES

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**Guernsey Senior Cow in Milk**  
The Cattle Information Service  
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**Guernsey Grand Championship**  
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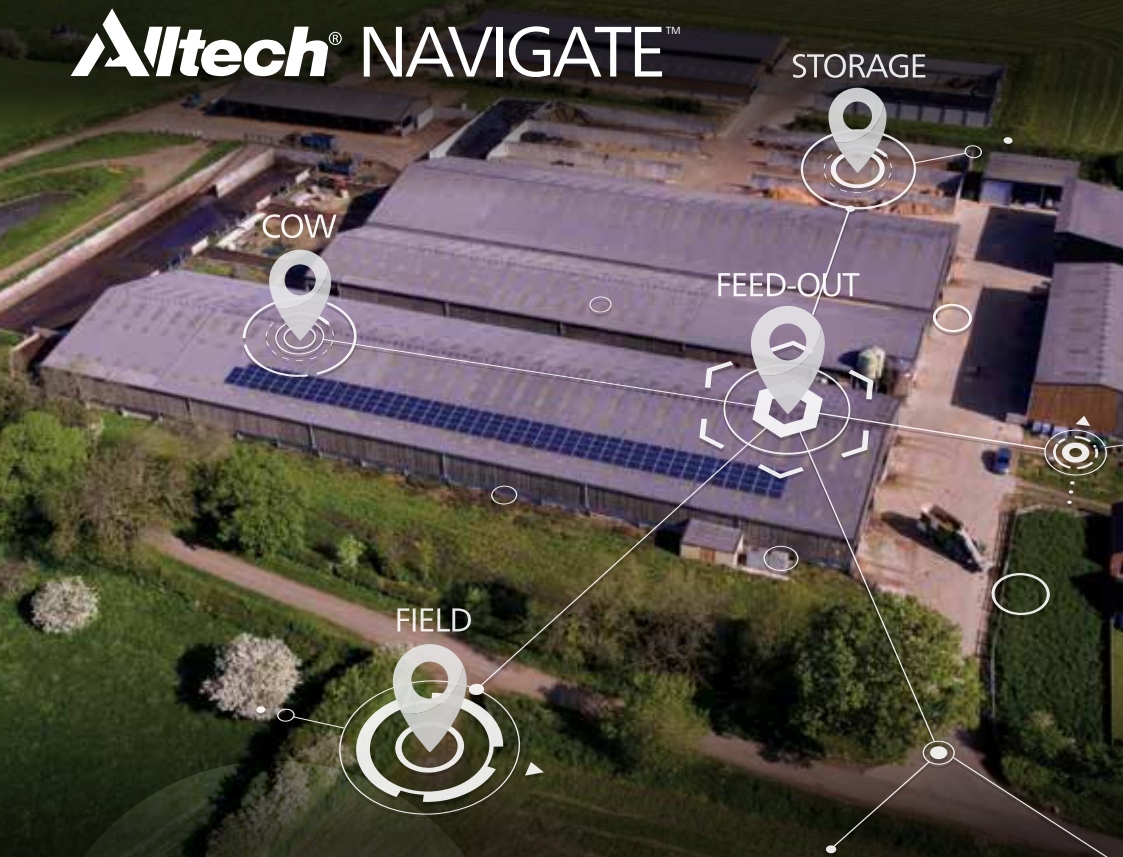
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**Holstein Senior 2 year old in Milk**  
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[www.shropshirefarmvets.com](http://www.shropshirefarmvets.com)

**Holstein Heifer Championship**  
Holstein UK  
[www.holstein-uk.org](http://www.holstein-uk.org)

**Holstein Junior 3-year-old in Milk**  
Morgan La Roche  
[www.morganlaroche.com](http://www.morganlaroche.com)

**Holstein Senior 3 year old in Milk**  
Farmers Guardian  
[www.farmersguardian.com](http://www.farmersguardian.com)

**Holstein 4-year-old in Milk**  
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Shrewsbury Market Office opens every Tuesday: 9:30am – 12noon

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## Sharing Knowledge Zone Exhibitors

Located on the first floor is a dedicated Sharing Knowledge Zone featuring:

- 13 seminars will cover a range of subjects related to dairy herds and farm business which will be engaging and educational.
- Careers board for exhibitors, sponsors and visitors to advertise vacancies or for individuals to advertise looking for work.
- Table top displays promoting industry initiatives, training providers and charities.



### Table Top Exhibitors:

- Action John's c/o RAFT Solutions Ltd
- Addington Fund
- AIC
- British Cattle Breeders Club
- British Grassland Society
- Catchment Sensitive Farming
- Coleg Cambria Llysfasi
- Dairy Futures
- Defra - Future Farming
- Defra iBTB & Catchment Sensitive Farming
- Department of International Trade
- Farm 491
- Forage Aid
- Harper Adams University
- IAgrE
- Milking Equipment Association (Parlour Safe)
- Myerscough College
- NatWest Bank
- The Prince's Countryside Fund
- Red Tractor Assurance
- Royal Agricultural University
- Rural Payments Agency
- SRUC - Scotlands Rural College
- University of Nottingham

## UK Dairy Day Seminar Timetable

On the first floor within the Sharing Knowledge Zone will be two seminar zones, sponsored by XL Vets, starting at 10.00am and concluding at 3.00pm.

The 13 seminar presentations presentations are 15 minutes followed by 5 minutes for questions.

### Seminar Zone Sponsor: XL Vets

XLVets is a community of independently-owned, progressive veterinary practices that work together to achieve the highest standards of veterinary care. Members of XLVets work collaboratively sharing knowledge, experience and skills, to achieve excellence in veterinary practice that ensures they deliver a high level of customer care and animal welfare. 01228 711788

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### Who are we?

A community of independent, farm-focussed veterinary practices, working together to deliver the highest standards of livestock health, care and welfare

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**Hall 1: Stand H155**

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





# UK Dairy Day Seminar Timetable

Time	Zone	Company	Title & Speaker
10.00am	Zone 1	Boehringer Ingelheim	<b>Calf matters 2019</b> By Ailsa Milnes, Ruminant Vet Advisor, Boehringer Ingelheim Animal Health
10.20am	Zone 2	XL Vets	<b>Future proofing your herd through the use of genomics</b> By Neil Eastham BVSc DBR MRCVS, Partner at Bishopton Veterinary Group
10.40am	Zone 1	Buitelaar	<b>Giving the Dairy Bull Calf a Life</b> By Adam Buitelaar, Managing Director, Buitelaar
11.00am	Zone 2	NWF Agriculture	<b>Clarifying the key points to a successful transition period</b> By Adam Clay, Head of Technical, NWF Agriculture
11.20am	Zone 1	Cogent	<b>Empower your dairy herd through innovation and technology</b> By Rudolph Linde, Global Business Development Manager, Cogent UK
11.40am	Zone 2	Trident Feeds	<b>Deforestation and other environmental impacts are challenging the use of soya in rations - are there alternatives and positive benefits for the dairy farmer</b> By Dr Michael Marsden, Head of Innovation, AB Connect
12.00pm	Zone 1	Alltech & KEENAN	<b>Want to drive more margin from feed inputs?</b> By Ian Leach, Programme Manager, Alltech & KEENAN
1.00pm	Zone 1	Red Tractor	<b>Where is the tractor heading and how do you ensure you are on board</b> By Kate Cross, Technical Manager - Dairy, Red Tractor and Angela Rhodes, Chairman Red Tractor Dairy Board
1.20pm	Zone 2	Dairy Insight	<b>Maximising your earnings through breeding efficiency</b> By Dave Gilbert, Dairy Insight
1.40pm	Zone 1	Livestock Information Programme (LIP)	<b>How the Livestock Information Service will be game changing for industry</b> By Simon Hall, Livestock Information Programme
2.00pm	Zone 2	NFU	<b>Contract Reform: What could it mean for you?</b> By Michael Oakes, NFU National Dairy Board Chairman
2.20pm	Zone 1	Boehringer Ingelheim	<b>BVD National Survey 2019</b> By Matt Yarnall, Brand Manager Bios, Boehringer Ingelheim Animal Health
2.40pm	Zone 2	Natural England	<b>Ammonia reduction on my farm, WHY, HOW and WHO can help?</b> By Alex Lowe, Agricultural Lead, Natural England and David Ball, AHDB



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## Careers & CPD

### Careers

UK Dairy Day will feature a Careers Board for exhibitors, sponsors and visitors to advertise vacancies or for individuals to advertise looking for work. The Careers Board will be located on the first floor within the Sharing Knowledge Zone and there will be two sections to the board:

-  Career Vacancies
-  Situations Wanted

### Dairy Pro CPD

UK Dairy Day is an accredited event with Dairy Pro and is registered for three CPD points:

-  Livestock Production Systems (LP)
-  Business Management (BM)
-  Personal Development (PD)



### BASIS CPD

UK Dairy Day is an accredited event with BASIS and registered for two CPD points:

-  Personal Development (PD)



To register for the Dairy Pro and BASIS CPD points, please complete the registration form held at the UK Dairy Day Visitor Information Desk on the ground floor in the Concourse.

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### Sunday 20<sup>th</sup> October 2019

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## Foot Trimming, Blocking & Knife Sharpening

UK Dairy Day is an accredited  
event for three CPD points



**The external area features practical demonstrations on foot trimming, blocking and knife sharpening. Tim Carter and Joe Kirby are qualified independent foot trimmers who will demonstrate the key to the success of any task is having the right tools for the job. The practical demonstrations on dairy cows during the day will also be streamed to a large TV screen with commentary so visitors can see first-hand the detail of the trimming, blocking and knife sharpening.**

The team will also be highlighting The Cattle Hoof Care Standards Board; a self-funding non-profit organisation aimed at improving the health, welfare and mobility of the national herd, through ensuring its members promote, achieve and maintain a recognised and validated standard of cattle hoof care.

The crush that will be used during the practical demonstration is a squeeze side, tip over crate mounted on a Man truck, complete with its own race, storage boxes and a mounted petrol pressure washer for easy cleaning. It is very quick to setup, pack away and easy to operate. It can be run fully on electric but also has the inbuilt battery power to trim around 25 animals when no electric is available. It is currently the only one of its kind in the UK and is built by DP Agri based in Devon.

### Times:

- 9.30am** Knife sharpening demonstration
- 10.00am** Foot trimming in an upright crush
- 11.00am** Foot trimming with a roll over crush
- 11.30am** Knife sharpening demonstration
- 12.00pm** Foot trimming in upright crush & correct application of a footblock
- 1.00pm** Foot trimming in an upright crush
- 1.30pm** The importance of having the right tools for the job - knives and skills
- 2.00pm** Foot trimming with a roll over crush
- 3.00pm** Foot trimming in upright crush & correct application of a footblock
- 3.30pm** Foot trimming with a roll over crush



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## Calf Rearing Zone

### Exhibitors in this area include:

- ☀ Dechra Veterinary Products
- ☀ Volac
- ☀ Northern Polytunnels
- ☀ Scarsdale Vets

The Calf Rearing Zone will cover all aspects of calf rearing from health to feeding to the environment in which they are reared.

The area will feature practical demonstrations throughout the day and trade stands for businesses promoting products and services relevant to calf rearing.

The Calf Rearing Zone will be covered by a calf house sponsored and supplied by Northern Polytunnels Ltd.

### Calf Rearing Demonstrations

- ☀ 'Beneath the Black and White' calf painting to assist the understanding of calf health and welfare.
- ☀ Painting of the calf head to demonstrate the disbudding nerve block, and calf chests and abdomens to talk about pneumonia and digestion.

### Calf Rearing Zone Sponsor - Volac

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### Calf Rearing Zone Polytunnel Sponsor - Northern Polytunnels

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# Scarsdale Vets

Farm



The Scarsdale Vets Farm Team consists of 13 farm vets providing a range of farm veterinary services throughout the East Midlands

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- Herd and flock health & production management
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[scarsdalevets.com/farm](http://scarsdalevets.com/farm)





## 'Beneath the Black and White' calf painting

Scarsdale Vets will be located in the Calf Rearing Zone to present their innovative and engaging demonstration using paint to visualise and understand calf anatomy.

Throughout the day there will be 'Beneath the Black and White' calf painting by the Scarsdale Vets team who will use paint to assist the understanding of calf health and welfare. They will also paint the calf head to demonstrate the disbudbing nerve block, and calf chests and abdomens to talk about pneumonia and digestion.

Scarsdale Vets provides exceptional veterinary care to farm animals, horses and pets. We pride ourselves on providing great customer service to you and top-quality care to your animals. Our farm and equine practice is based in Derby, with twelve dedicated farm vets covering the East Midlands.

01332 294929 | [info@scarsdalevets.com](mailto:info@scarsdalevets.com) | [www.scarsdalevets.com](http://www.scarsdalevets.com)

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- ✓ Starts with intranasal administration
- ✓ Protects against the latest BRD strains<sup>1</sup>
- ✓ Enables a flexible vaccination calendar

BRD is a relentless hacker, with direct impact estimated at £43 per dairy calf and £92 per suckler calf<sup>2</sup>. Make sure you have proven protection against circulating strains of BRD-causing pathogens<sup>3</sup>.



References: 1. Phillippe-Reversat *et al.* (2017) *Acta Vet.* BRNO 86: 325-332 2. Andrews AH (2000) Calf Pneumonia Costs! *Cattle Practice* 8(2)

Bovalto Respi Intranasal, nasal spray, lyophilisate and solvent for suspension contains Bovine parainfluenza 3 virus (PI3V), modified live virus, strain Bio 23/A 105.0 - 107.5 TCID50 and Bovine respiratory syncytial virus (BRSV), modified live virus, strain Bio 24/A 104.0 - 106.0 TCID50. Bovalto<sup>®</sup> Respi 3 Suspension for Injection and Bovalto<sup>®</sup> Respi 4 Suspension for Injection contain inactivated bovine respiratory syncytial virus, strain BIO-24, inactivated bovine parainfluenza 3 virus, strain BIO-23 and inactivated *Mannheimia haemolytica*, serotype A1 strain DSM 5283. Bovalto<sup>®</sup> Respi 4 also contains inactivated bovine viral diarrhoea virus, strain BIO-25. UK: POM-V. More information available in the SPCs or from Boehringer Ingelheim Animal Health UK Ltd, RG12 8YS, UK. Tel: 01344 746957. Email: [vetenquiries@boehringer-ingelheim.com](mailto:vetenquiries@boehringer-ingelheim.com). Bovalto is a registered trademark of the Boehringer Ingelheim Group. ©2019 Boehringer Ingelheim Animal Health UK Ltd. All rights reserved. Date of preparation: Jul 2019. AHD12542. Use Medicines Responsibly.

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## Breed Village & Demonstrations

**The NBDC Breed Village will feature a Genomic Clinic, practical demonstrations and breed society trade stands.**

### Type Classification & Linear Scoring Demonstrations

During the day, members of the NBDC Classification Team will run Type Classification and Linear Scoring demonstrations for the Ayrshire, Jersey and Holstein breeds.

At each practical demonstration, the audience has the opportunity to learn more about the services offered to dairy farmers.

☀ 11.30am ☀ 1.30pm ☀ 3.30pm

In conjunction with the Linear Scoring demonstration, a Virtual Cow demonstration will run on a TV screen. Virtual Cow is an educational tool which graphically illustrates the linear scale for cow conformation traits. This allows for improved understanding of dairy cow conformation and easy visualisation of anatomical differences within each trait across the linear scale.

### Neogen Genomics Clinic

New for 2019 the NBDC Breed Village will feature a Genomic Clinic sponsored by Neogen where experts will be on hand to offer advice on how to interpret genomic reports and results.

### Breed Societies

Representatives from the breed societies will be available in the NBDC Breed Village to promote their breeds, societies, services and advice for current and prospective members.

- ☀ Aberdeen Angus Cattle Society
- ☀ Ayrshire Cattle Society
- ☀ Holstein UK
- ☀ Jersey Cattle Society of the United Kingdom
- ☀ Montbeliarde UK
- ☀ Shorthorn Society of UK & Ireland
- ☀ The English Guernsey Cattle Society

### NBDC Breed Village Sponsored by NBDC



NBDC exists to develop industry-leading analysis of data for the improvement of dairy production in the UK.

[www.nbdc.uk](http://www.nbdc.uk)



# UK Dairy Day 11<sup>th</sup> September

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## Innovation Zone

The Innovation Zone, sponsored by Harper Adams University, is located on the ground floor in the Newport Suite, opposite the Ludlow Suite. The zone features businesses that can provide advice, innovation insight and solutions to support dairy businesses.

### Exhibitors in this zone:

- Antonelli
- Calf Barrow
- Business Finance Brokers
- Harper Adams University
- Hunters Bar Packaging Ltd
- Patchwork Technology Ltd
- PBD Biotech
- Plevnik Engineering & Production d.o.o.
- RSS Hereford
- Yew Tree Dairy

### Innovation Zone Sponsor

Set on a 635-hectare farm, Harper Adams is the UK's leading specialist university tackling the future development of the world's food production, animal sciences, engineering, land management and sustainable business. With a reputation for excellence and innovation, the campus offers state-of-the-art facilities and courses for undergraduate, postgraduate and lifelong learners.



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\*UK studies show that using milk samples for automated pregnancy confirmation (70 -110 days post-insemination) could significantly improve reproductive performance

“

*The test is a very good management tool. It helps veterinarians to concentrate more on herd health and invest their time on the farm in a more efficient way.*

Mr and Mrs Phillips, 184, Jerseys and Holsteins

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## New Product Zone & Competition

The New Product Zone, sponsored by IDEXX, is located in the Concourse and will feature 12 new product displays for the finalists who have launched a new product into market over the last 12 months, since last year's UK Dairy Day.

The 12 finalists for 2019 are:

- ☀ **Afimilk Cockpit**  
Afimilk - Hall 2 stand number H204
- ☀ **Alltech® Navigate™**  
Alltech & KEENAN - Hall 2 stand number H226 and External Area stand number E2
- ☀ **Agriton PowerGrain®**  
EM Agriton Ltd - Hall 1 stand number H163a
- ☀ **CLARIFIDE® Plus**  
Zoetis - External E34
- ☀ **Evanza Milking Cluster**  
DeLaval Ltd - Hall 1 stand number H151
- ☀ **Feed Alert**  
Collinson - Hall 2 stand number H210
- ☀ **Fibraque (Oriane)**  
Celtlait - Concourse stand number F17
- ☀ **The High Health Unit**  
Buitelaar - Hall 1 stand number H167a and External Area stand number E9
- ☀ **LACTORGANIC 26-16**  
The Calf Company - Hall 1 stand number H118
- ☀ **Optima Climate Calf Barn (OCCB)**  
The Calf Company - Hall 1 stand number H118
- ☀ **Total Transition**  
Premier Nutrition - Hall 1 stand number H135
- ☀ **Youngstock Application**  
Allflex Livestock Intelligence - Hall 1 stand number H166

The judges for 2019 are Rachael Fawkes and Paul Coyne from IDEXX and Henry Richardson from NBDC.

Award cards will be presented to the Winner and Highly Commended after lunch on the relevant trade stand.

### 2019 New Product Zone & Competition Sponsor:

IDEXX Laboratories, Inc., is the global market leader in diagnostics and information technology solutions for animal health, water and milk quality.

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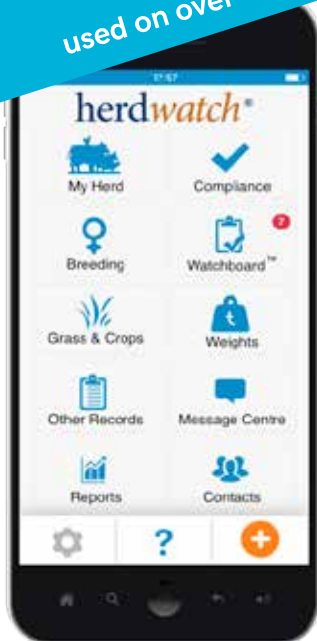
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UK  
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Day

**WED 11th  
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**7.30PM - Late**

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## Trade Stand Overview

UK Dairy Day welcomes UK, European and International businesses exhibiting over 15,000 square feet at The International Centre.

*The areas featuring trade stands include:*

- Hall 1 and 2, with the cattle show ring in Hall 2
- Hall 3 with cattle lines
- Ludlow with access to the external trade stands and practical demonstrations
- Newport opposite Ludlow featuring the Innovation Zone
- Concourse areas including lower area with NBDC Breed Village and access to Hall 3 cattle lines
- External area accessed from main entrance and Ludlow
- First floor Sharing Knowledge Zone and seminars

## Trade Stand Awards

The trade stand competition is kindly sponsored by Hettle Andrews.

Judging for the Trade Stand Awards will take place during the morning of the event by representatives from Hettle Andrews who will review stands, looking at attractiveness of each stand, staff presentation and interaction, clarity of branding and graphics, layout and stand tidiness.

*Awards will be presented for:*

- **Best Small Internal Trade Stand**  
0 to 9m<sup>2</sup>
- **Best Medium Internal Trade Stand**  
10 to 36m<sup>2</sup>
- **Best Large Internal Trade Stand**  
37m<sup>2</sup> plus
- **Best External Trade Stand**  
Any size and excludes demonstration areas

A fold out event map is positioned after the front cover of this guide, detailing stand numbers and locations.



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## Exhibitors A – Z

### Abbey Machinery Ltd E41 in the External Area

One of Ireland's largest and oldest agricultural equipment manufacturers, with machine technology that caters for the 'Total Cow'.  
00 353 (67) 26677 | [info@abbeymachinery.com](mailto:info@abbeymachinery.com)  
[www.abbeymachinery.com](http://www.abbeymachinery.com)

### Abbeyle Direct F21 in the Concourse

Abbeyle Direct has been supplying professional farmers nationwide since 1997.  
01 335 347788 | [mail@abbeyle-direct.co.uk](mailto:mail@abbeyle-direct.co.uk)  
[www.abbeyledirect.co.uk](http://www.abbeyledirect.co.uk)

### Abbi-Aerotech B.V. F25 in the Concourse

Manufacturer of Dairy fans & ventilation systems.  
+31 184711344 | [info@abbi-aerotech.com](mailto:info@abbi-aerotech.com)  
[www.abbi-aerotech](http://www.abbi-aerotech)

### Aberdeen-Angus Cattle Society BS1 in the Breed Village

Information and advice on the variety of roles which the breed can fulfil in the production of quality beef cattle.  
01 738 622477 | [info@aberdeen-angus.co.uk](mailto:info@aberdeen-angus.co.uk)  
[www.aberdeen-angus.co.uk](http://www.aberdeen-angus.co.uk)

### Aberystwyth University, IBERS Distance Learning Courses G11 in the Sharing Knowledge Zone

01 970 823224 | [dl-enquiries@aber.ac.uk](mailto:dl-enquiries@aber.ac.uk)  
[www.aber.ac.uk](http://www.aber.ac.uk)

### Action Johnes's c/o RAFT Solutions Ltd G10 in the Sharing Knowledge Zone

01 765 645893 | [team@actionjohnes.co.uk](mailto:team@actionjohnes.co.uk)  
[www.actionjohnesuk.org](http://www.actionjohnesuk.org)

### Addington Fund G14 in the Sharing Knowledge Zone

07 395 798141 | [anniewinn@addingtonfund.org.uk](mailto:anniewinn@addingtonfund.org.uk)  
[www.addingtonfund.org.uk](http://www.addingtonfund.org.uk)

### ADF Milking H117 in Hall 1

The multi award-winning Automatic Dipping and Flushing system that helps dairy farmers improve the health of their herd.  
01 243 814030 | [info@adfmilking.com](mailto:info@adfmilking.com)  
[www.adfmilking.com](http://www.adfmilking.com)

### Afimilk Ltd H204 in Hall 2

Afimilk develops and markets computerised systems for the modern dairy farm and herd management.  
01 412 552930 | [lynsey@afimilk.com](mailto:lynsey@afimilk.com)  
[www.afimilk.com](http://www.afimilk.com)

### AG Products H144 in Hall 1

AG Products manufacture award winning cubicle bedding dispensers and galvanised yard scrapers.  
01 565 722922 | [info@ag-products.co.uk](mailto:info@ag-products.co.uk)  
[www.ag-products.co.uk](http://www.ag-products.co.uk)

### Agri Lloyd H205 in Hall 2

Industry accredited market leaders in ruminant nutrition.  
01 568 610111 | [office@agrillloyd.com](mailto:office@agrillloyd.com)  
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### Agri-King LTD L15 in Ludlow

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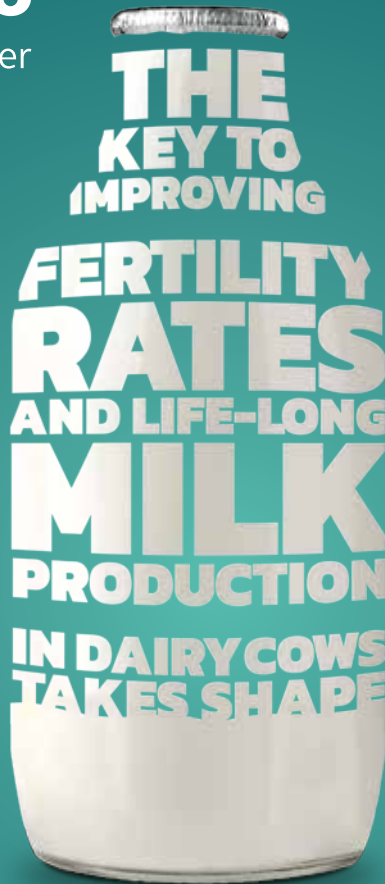
### Agricultural Central Trading Ltd H139 in Hall 1

The UK's only farmer-owned national co-operative farm supply company offering all major farm inputs.  
08 000 275276 | [sales@actionfarm.co.uk](mailto:sales@actionfarm.co.uk)  
[www.actwessex.co.uk](http://www.actwessex.co.uk)

### Agricultural Supply Services F16 in the Concourse

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

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## Exhibitors A – Z

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### **Agrihexus Ltd** L23 in Ludlow

Specialist suppliers of crop and condition specific forage inoculants.

01759 305109 | [info@agrihexus.co.uk](mailto:info@agrihexus.co.uk)  
[www.agrihexus.co.uk](http://www.agrihexus.co.uk)

### **AHDB** F6 in the Concourse

AHDB Dairy work to inspire farmers and the industry to succeed in a rapidly changing world.

0247 669 2051 | [info@ahdb.org.uk](mailto:info@ahdb.org.uk)  
[www.ahdb.org.uk](http://www.ahdb.org.uk)

### **AIC** G16 in the Sharing Knowledge Zone

07585 323943 | [inge.verwoerd@agindustries.org.uk](mailto:inge.verwoerd@agindustries.org.uk)  
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### **AID Fuel Oils Group** TB11 in the Concourse

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### **Allflex Livestock Intelligence** H166 in Hall 1

The Allflex Group is a World Leader in the design, manufacture and delivery of animal identification technology.

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### **Alltech & KEENAN** H226 in Hall 2 and E2 in External Area

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### **Animal & Plant Health Agency** G20 in the Sharing Knowledge Zone

0300 0200 301

[apha.corporatecommunications@apha.gsi.gov.uk](mailto:apha.corporatecommunications@apha.gsi.gov.uk)  
[www.gov.uk](http://www.gov.uk)

### **Animax Ltd** H163 in Hall 1

Animax is a pioneering British company which specialises in the research, development and manufacture of highly effective animal health products.

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### **Anpario PLC** H112 in Hall 1

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### **Antonelli** N9 in the Innovation Zone

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

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### ARK Agriculture Ltd H109 in Hall 1

The leading experts in silage clamp design and construction for British dairy farmers.

01787 220560 | [sales@arkagriculture.com](mailto:sales@arkagriculture.com)  
[www.arkagriculture.com](http://www.arkagriculture.com)

### ARK Rubber & Resins Solutions Ltd E27 in the External Area

ARK Rubber & Resins Solutions Ltd - suppliers of specialist products to the agricultural and equine markets.

01392 209394 | [info@ark-rubberandresin.co.uk](mailto:info@ark-rubberandresin.co.uk)  
[www.arkmat.co.uk](http://www.arkmat.co.uk)

### Arkaya Energy F29 in the Concourse

Renewable Energy company specialising in a hot water system to save farmers money on washdowns.

02036 171717 | [ss@arkaya.co.uk](mailto:ss@arkaya.co.uk)  
[www.arkaya.co.uk](http://www.arkaya.co.uk)

### ATL Agricultural Technology Ltd H122 in Hall 1

ATL Agricultural Technology Ltd are award-winning milking parlour equipment designers and manufacturers based in the UK.

01638 731212 | [info@atlagri.com](mailto:info@atlagri.com)  
[www.atlagri.com](http://www.atlagri.com)

### Ayrshire Cattle Society BS8 in the Breed Village

A forward thinking, highly motivated breed society dedicated to keeping the Ayrshire at the forefront of modern dairying.

01292 471292 | [society@ayrshirescs.org](mailto:society@ayrshirescs.org)  
[www.ayrshirescs.org](http://www.ayrshirescs.org)

### B D Supplies Ltd H133 in Hall 1

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01738 842996 | [info@bdsupplies.co.uk](mailto:info@bdsupplies.co.uk)  
[www.bdsupplies.co.uk](http://www.bdsupplies.co.uk)

### Ball of Madley LTD H169 in Hall 1

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01981 250301 | [james@redrocksalt.co.uk](mailto:james@redrocksalt.co.uk)  
[www.redrocksalt.co.uk](http://www.redrocksalt.co.uk)

### Barbican Animal Health Limited TB6 in the Concourse

Simple, effective solutions to reduce risk of Milk Fever - optimising cow performance through transition.

01768 877095 | [orders@barbicananimalhealth.com](mailto:orders@barbicananimalhealth.com)  
[www.barbicananimalhealth.com](http://www.barbicananimalhealth.com)

### Barclays H218 in Hall 2

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07775 544363 | [oliver.mcentyre@barclays.com](mailto:oliver.mcentyre@barclays.com)  
[www.barclays.co.uk/agriculture](http://www.barclays.co.uk/agriculture)

### Barenbrug L13 in Ludlow

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01359 272000 | [info@barenbrug.co.uk](mailto:info@barenbrug.co.uk)  
[www.barenbrug.co.uk](http://www.barenbrug.co.uk)

### Battlefield Machinery Ltd E3a in the External Area

The main agricultural machinery dealer for Kubota, Kverneland, McConnell, NRH and Marshall, Browns and Ritchie covering the Shropshire area.

01743 464100 | [info@battlefieldmachinery.com](mailto:info@battlefieldmachinery.com)  
[www.battlefieldmachinery.com](http://www.battlefieldmachinery.com)

## Exhibitors A – Z

### Bauer

L4 in Ludlow

Bauer are market leaders in the handling and treatment of slurry and digestate including pumping, mixing, separation Green Bedding.

07708 919597 | a.tindall@bauer-at.com

[www.bauer-at.com](http://www.bauer-at.com)

### Bayer plc

H152 in Hall 1

Bayer is committed to ensuring the relationship between animals and humans remains positive.

01182 063000 | animal.health@bayer.com

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

### BCW Agriculture & Lallemand Animal Nutrition UK

H234 in Hall 2

Crop production, animal health and seed specialists.

07977 265570 | sales@bcwagric.co.uk

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

### Beeswift

F28 in the Concourse

Beeswift is a manufacturer and wholesaler of Personal Protective Clothing and Equipment.

01215 242323 | marketing@beeswift.com

[www.beeswift.com](http://www.beeswift.com)

### Bio-Energy Ingredients Ltd

F31 in the Concourse

Glycal Forte® for healthy transition, and beyond. Bypass glycerol-calcium complex reduces SARA and NEBAL.

07785 111475 | cora@positivechangepartners.com

[www.bio-energyingredients.com](http://www.bio-energyingredients.com)

### Biocell Agri Ltd

H126 in Hall 1

Biocell Agri – the yeast specialists.

07718 905625 | biocellagri@btinternet.com

[www.biocellagri.com](http://www.biocellagri.com)

### Bioelectric Ltd

F22 in the Concourse

Creating renewable electricity and hot water from dairy slurry.

07812 205588 | info@dairyenergy.co.uk

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

### Biomin UK Ltd

TB5a in the Concourse

'Naturally ahead' feed additives: advanced mycotoxin remediation, silage inoculants, phytochemicals & yeast for health & performance.

01452 306129 | office.uk@biomin.net

[www.biomin.net](http://www.biomin.net)

### Black Diamond Commodities Ltd

TB3 in the Concourse

BDC agri introduces COBIO®FEET, a bacteria-based dry footbath for cows – no more formalin!

01206 381521

g.dunn@blackdiamondcommodities.com

[www.blackdiamondcommodities.com](http://www.blackdiamondcommodities.com)

### Boehringer Ingelheim Animal Health UK Ltd

H219 in Hall 2

As the second largest animal health business globally, we're committed to making the industry even better at improving animal health.

01344 746960

ukcustomersupport@boehringer-ingelheim.com

[www.boehringer-ingelheim.co.uk/animal-health](http://www.boehringer-ingelheim.co.uk/animal-health)

### Bonanza Calf Nutrition

L19 in Ludlow

Animal feed supplement manufacturer and distributor.

00353429336001 | jlawless@bonanzacalf.ie

[www.bonanzacalf.ie](http://www.bonanzacalf.ie)

### Breeder Tag System from Genus ABS

TB10 in the Concourse

A pedometer based heat detection system which also monitors critical indicators of health, fertility and welfare through real time cow behaviour.

01270 616681 | cs@genusbreeding.co.uk

[www.genusbreeding.co.uk/breeder-tag-system](http://www.genusbreeding.co.uk/breeder-tag-system)

## Exhibitors A – Z

### **Bridgewater Construction (UK) Limited** L20 in Ludlow

Specialists in agricultural, equestrian and industrial steel framed buildings.  
01630 409009 | [sales@bridgewater-construction.co.uk](mailto:sales@bridgewater-construction.co.uk)  
[www.bridgewater-construction.co.uk](http://www.bridgewater-construction.co.uk)

### **British Cattle Breeder Club** G7 in the Sharing Knowledge Zone

07966 032079 | [heidi.bradbury@cattlebreeders.org.uk](mailto:heidi.bradbury@cattlebreeders.org.uk)  
[www.cattlebreeders.org.uk](http://www.cattlebreeders.org.uk)

### **British Grassland Society** G6 in the Sharing Knowledge Zone

01270 616464 | [bgsoffice@britishgrassland.com](mailto:bgsoffice@britishgrassland.com)  
[www.britishgrassland.com](http://www.britishgrassland.com)

### **Browns of Wem** H111 in Hall 1

Bespoke steel and timber buildings with over 70 years expertise, the best in the business.  
01939 232382 | [mail@brownsowem.com](mailto:mail@brownsowem.com)  
[www.brownsowem.com](http://www.brownsowem.com)

### **Buitelaar Production UK Ltd** H167a in Hall 1 and E9 in External Area

Beef supply chain company sourcing calves from UK Dairy farmers to produce high welfare rosé veal & beef.  
0353(0)599162588 | [reception@buitelaar.co.uk](mailto:reception@buitelaar.co.uk)  
[www.buit.ie](http://www.buit.ie)

### **Business Finance Brokers Ltd** N3 in Concourse and TB5 in Innovation Zone

Asset finance brokers covering the whole of the UK with finance solutions for equipment, cows, machinery and vehicles.  
01455 635677 | [info@businessfinancebrokers.co.uk](mailto:info@businessfinancebrokers.co.uk)  
[www.businessfinancebrokers.co.uk](http://www.businessfinancebrokers.co.uk)

### **BvL** E15 in the External Area

Manufacturer of mixer feeders for dairy and beef, ranging from 8 cube to 46 cube, including self drive feeders.  
07947 7719985 | [info@bvl-group.de](mailto:info@bvl-group.de)  
[www.bvl-group.de](http://www.bvl-group.de)

### **Caisley Eartag Ltd** H208 in Hall 2

Caisley Eartag Ltd is a manufacturer and supplier of high-quality animal identification products including tissue sampling ear tags, electronic (EID) and visual ear tags.  
07845 429496 | [info@caisleytags.co.uk](mailto:info@caisleytags.co.uk)  
[www.caisleytags.co.uk](http://www.caisleytags.co.uk)

### **Calcifert** H171 in Hall 1

Supplier of granulated products including lime and sulphur, suitable for self-spreading.  
0800 6226023 | [info@calcifert.com](mailto:info@calcifert.com)  
[www.calcifert.com](http://www.calcifert.com)

### **Calf Barrow** N1 in the Innovation Zone

Calf Barrow is the easy way to move newborn and young calves.  
07718903484 | [info@calfbarrow.co.uk](mailto:info@calfbarrow.co.uk)  
[www.calfbarrow.co.uk](http://www.calfbarrow.co.uk)

### **Calf Igloo** E40 in the External Area

We sell Holm and Laue calf housing including the igloo, veranda and twin hutch.  
01568 708380 | [info@calfigloo.com](mailto:info@calfigloo.com)  
[www.calfigloo.com](http://www.calfigloo.com)

### **Carrs Billington Agriculture** H142 in Hall 2

Cutting edge ruminant nutrition and technical support in the Midlands, North of England, Scotland and Wales.  
07795 223403 | [mark.holliday@carrs-billington.com](mailto:mark.holliday@carrs-billington.com)  
[www.carrs-billington.com](http://www.carrs-billington.com)

## Exhibitors A – Z

### **Catchment Sensitive Farming** G19 in the Sharing Knowledge Zone

0300 060 3900 | [catchmentsensitivefarming@naturalengland.org.uk](mailto:catchmentsensitivefarming@naturalengland.org.uk)  
[www.gov.uk](http://www.gov.uk)

### **The Cattle Information Service (CIS)** H229 in Hall 2

The Cattle Information Service (CIS) offer a range of services providing data to make informed decisions about current and future herd performance.  
01923 695319 | [info@thecis.co.uk](mailto:info@thecis.co.uk)  
[www.thecis.co.uk](http://www.thecis.co.uk)

### **Celtlait** F17 in the Concourse

Manufacturer of milk replacers for calves, piglets, lambs and kids.  
0033298362180 | [celtlait@celtlait.com](mailto:celtlait@celtlait.com)  
[www.celtlait.com](http://www.celtlait.com)

### **Ceva Animal Health** TB2 in the Concourse

Veterinary health company proud to be experts in disease control, cattle reproduction and pain management.  
01494 781 510 | [ceva.uk@ceva.com](mailto:ceva.uk@ceva.com)  
[www.ceva.co.uk](http://www.ceva.co.uk)

### **Chanelle Animal Health** F3 in the Concourse

Family owned Irish Veterinary Pharmaceuticals Manufacturer based in Loughrea, Co Galway.  
00353(0)91841788 | [reception@chanellegroup.ie](mailto:reception@chanellegroup.ie)  
[www.chanellegroup.co.uk](http://www.chanellegroup.co.uk)

### **CID LINES** L14a in Ludlow

Manufacturer of cleaning and disinfecting products for the agricultural and transport sector and the food processing industry.  
+3257217877 | [info@cidlines.com](mailto:info@cidlines.com)  
[www.cidlines.com](http://www.cidlines.com)

### **Cogent UK** H227 in Hall 2

Leading exponent of sexed semen technology, exporting products to 40+ countries to improve the efficiency of dairy and beef production systems.  
0800 783 7258 | [info@cogentuk.com](mailto:info@cogentuk.com)  
[www.cogentuk.com](http://www.cogentuk.com)

### **Coleg Cambria Lllyfasi** G3 in the Sharing Knowledge Zone

0300 30 30 007 | [enquiries@cambria.ac.uk](mailto:enquiries@cambria.ac.uk)  
[www.cambria.ac.uk](http://www.cambria.ac.uk)

### **Collinson** H210 in Hall 2

British smooth walled, steel silos from 4-40T with a range of discharge options. Conveyors and flat rate, in parlour feeds.  
01995 607412 | [amy.lambert@collinson.co.uk](mailto:amy.lambert@collinson.co.uk)  
[www.collinson.co.uk/agriculture](http://www.collinson.co.uk/agriculture)

### **Context Bookshop** H116 in Hall 1

Leading UK publisher of animal nutrition, health and production books.  
01530 411337 | [admin@contextbookshop.com](mailto:admin@contextbookshop.com)  
[www.contextbookshop.com](http://www.contextbookshop.com)

### **Cotswold Dairy Equipment Co Ltd** L22 in Ludlow

Manufacturers of on farm dairy hygiene, animal health and cleaning equipment, both manual and automatic.  
07980 865174 | [info@cotswold-dairy.co.uk](mailto:info@cotswold-dairy.co.uk)  
[www.cotswold-dairy.co.uk](http://www.cotswold-dairy.co.uk)

### **CowAlert by IceRobotics** F8 in the Concourse

CowAlert provides health, lameness and fertility alerts to enable dairy farmers to transform their herd management and make time and cost savings.  
01315 412010 | [sales@cowalert.com](mailto:sales@cowalert.com)  
[www.icerobotics.com](http://www.icerobotics.com)



## Exhibitors A – Z

### Cowcare Systems

**E42 in the External Area**

Manufacturer of Livestock Housing Equipment, Rope Scrapers, Footbaths, Drinkers, Backing Gates, Foot-trimming Crushes, LEDS etc.

028 2766 9000 | [info@cowcaresystems.com](mailto:info@cowcaresystems.com)  
[www.cowcaresystems.com](http://www.cowcaresystems.com)

### Cowsfeet.co.uk

**L25 in Ludlow**

Cattle foot trimming, supplies and training. Herd foot health consultancy.

07850 960570 | [steve@cowsfeet.co.uk](mailto:steve@cowsfeet.co.uk)  
[www.cowsfeet.co.uk](http://www.cowsfeet.co.uk)

### Cowslips (Giltspur Scientific Ltd)

**L8 in Ludlow**

Cowslips are the original orthopaedic shoe for the treatment of lameness in dairy cattle.

02893 322040 | [info@giltspurscientific.com](mailto:info@giltspurscientific.com)  
[www.cowslips.com](http://www.cowslips.com)

### Crowley Engineering

**E32 in the External Area**

Feed silos and hoppers, feed augers and parlour feeders.

Freephone 0800 404 7727 | 07738 730454  
[www.crowley.ie](http://www.crowley.ie)

### Crystalyx

**H177 in Hall 1**

Crystalyx, high energy research proven feed block, for dairy, beef and sheep.

01697 332592 | [info@crystalx-global.com](mailto:info@crystalx-global.com)  
[www.crystalx-global.com](http://www.crystalx-global.com)

### CXCS

**H232 in Hall 2**

Specialists in Cross Compliance Management, Farm Health and Safety, BPS Submission and completion of Farm Assurance Documents.

01981 590514 | [info@cxcs.co.uk](mailto:info@cxcs.co.uk)  
[www.cxcs.co.uk](http://www.cxcs.co.uk)

### Dairy Futures

**G24 in the Sharing Knowledge Zone**

01926 711941 | [futures@dairyfutures.org.uk](mailto:futures@dairyfutures.org.uk)  
[www.dairyfutures.org.uk](http://www.dairyfutures.org.uk)

### Dairy Power Equipment UK

**L11 in Ludlow**

Rope, Cable and Ratchet Slurry Scraping Equipment and Smart Slurry Aeration System

07827 361452 | [start.knowlden@dairypower.co.uk](mailto:start.knowlden@dairypower.co.uk)  
[www.dairypower.co.uk](http://www.dairypower.co.uk)

### Dairy Spares

**H197 in Hall 1**

National distributors to the agricultural trade. Specialist in milking equipment (Greenoak, Vaccar) and animal health.

01948 66776 | [info@dairyspares.co.uk](mailto:info@dairyspares.co.uk)  
[www.dairyspares.co.uk](http://www.dairyspares.co.uk)

### Dairymac Ltd

**H121 in Hall 1**

Marketing of EstroTECT Heat Detectors, Bray Calendar, Superthaw semen flasks, AI consumables, calf feeders and stomach pumps.

01489 894447 | [sales@dairymac.com](mailto:sales@dairymac.com)  
[www.dairymac.com](http://www.dairymac.com)

### Dairymaster UK Ltd

**H236 in Hall 2**

Dairymaster makes dairy farming more profitable, enjoyable and sustainable - we do this by building better products for dairy farmers.

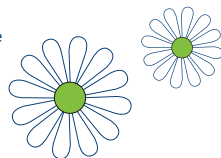
01527 878505 | [dairymasteruk@dairymaster.com](mailto:dairymasteruk@dairymaster.com)  
[www.dairymaster.com](http://www.dairymaster.com)

### David Clarke Livestock

**E1a in the External Area**

We have been exporting and importing quality livestock for over 26 years. We specialise in sourcing dairystock in Ireland, France, Austria, Germany and Holland.

00 353 (44) 935 6200 | [david@cows.ie](mailto:david@cows.ie)  
[www.cows.ie](http://www.cows.ie)



## Exhibitors A – Z

### David R Beech Barn Equipment H203 in Hall 2

Suppliers and fitters of livestock housing equipment including cow cubicals, mattresses, waterbeds, self locking yokes, ropes, scrapers, water troughs etc.  
01477 544551 | enquires@davidrbeech.com  
[www.davidrbeech.com](http://www.davidrbeech.com)

### Davlec Ltd L5 in Ludlow

Family run electronics business providing OEM Dairy Tech for 30 years.  
01938 555791 | sales@davlec.com  
[www.davlec.com](http://www.davlec.com)

### De Lacy Executive Recruitment Wenlock Suite

Excellence and integrity in global agricultural recruitment, quality candidates and first class careers.  
01885 483440 | caroline.jones@delacyexecutive.co.uk  
[www.delacyexecutive.co.uk](http://www.delacyexecutive.co.uk)

### Dechra Veterinary Products C5 in the External Area

We are an international specialist veterinary pharmaceuticals and related products business.  
01939 211 200 | katy.mellor@dechra.com  
[www.dechra.co.uk](http://www.dechra.co.uk)

### DEFRA H131 in Hall 1

The government department responsible for environmental protection, food production and standards, agriculture, fisheries and rural communities in the UK.  
03458 33 55 77 | defra.help@defra.gsi.gov.uk  
[www.gov.uk](http://www.gov.uk)

### DeLaval H151 in Hall 1

DeLaval is the worldwide leader in milking equipment and solutions for dairy farmers, which make sustainable food production possible, ensuring milk quality and animal health.  
029 2077 5800 | gb.info@delaval.com  
[www.delaval.co.uk](http://www.delaval.co.uk)

### Dengie Crops Ltd H125 in Hall 1

Rumipus dehydrated Lucerne bales and pellets provide high quality fibre, protein and scratch factor for good rumen health.  
07802 829525 | trevor@dengie.com  
[www.dengie-crops.com](http://www.dengie-crops.com)

### Department of International Trade G4 in the Sharing Knowledge Zone

02072152838 | toyosi.ogunshola@trade.gov.uk  
[www.gov.uk/government/collections/agri-tech-export-help](http://www.gov.uk/government/collections/agri-tech-export-help)

### Diversey L21 in Ludlow

Hygiene solutions provided to the agriculture, food dairy and beverage sectors.  
0800 525 525 | foodgroup.uk@diversey.com  
[www.diversey.com](http://www.diversey.com)

### Drymatter Ltd L13a in Ludlow

The original manufacturers of dry paper bedding.  
07484 090110 | sam@drymatter.co.uk  
[www.drymatter.co.uk](http://www.drymatter.co.uk)

### Duynie Limited L12 in Ludlow

Duynie provides a responsible supply of animal feeds, offering sustainable feed solutions.  
01977 516 540 | m.warren@duynie.co.uk  
[www.duynie.co.uk](http://www.duynie.co.uk)

### Easyfix H216 in Hall 2

Focused on improving animal comfort through providing livestock housing solutions such as flexible cubicles, cow mats and rubber matting for parlours.  
0845 089 6040 | online@easyfix.ie  
[www.easyfix.com](http://www.easyfix.com)

## Exhibitors A – Z

### **ED&F Man Liquid Products UK Ltd** H164 in Hall 1

Leading supplier of high performance molasses based liquid products to UK dairy farmers.

01519 443900 | [info.mlpuk@edfman.com](mailto:info.mlpuk@edfman.com)  
[www.edfmanliquidproductsuk.com](http://www.edfmanliquidproductsuk.com)

### **Eggs-Port Ltd** H160 in Hall 1

Supply and shipping of embryos, semen, pedigree breeding cattle. Fastract probiotic feed supplements.

01434 600602 | [info@eggspport.co.uk](mailto:info@eggspport.co.uk)  
[www.eggspport.co.uk](http://www.eggspport.co.uk)

### **EM Agriton** H163a in Hall 1

Sustainable and profitable farming for the dairy farmer. More milk from home-grown feed and forage.

01823 673344 | [info@agriron.co.uk](mailto:info@agriron.co.uk)  
[www.agriron.co.uk](http://www.agriron.co.uk)

### **Embryonics Ltd** F10 in the Concourse

Agricultural Training Provider offering over 20 Nationwide Farm and Vet courses, from Foot Trimming to DIY AI.

01606 854411 | [courses@embryonicsltd.co.uk](mailto:courses@embryonicsltd.co.uk)  
[www.embryonicsltd.co.uk](http://www.embryonicsltd.co.uk)

### **Enegis Ltd** E18 in the External Area

UK importer of Rotogrind range of straw and grain processing equipment to increase profitability on beef and dairy units.

01789 205132 | [info@enegis.co.uk](mailto:info@enegis.co.uk)  
[www.enegis.co.uk](http://www.enegis.co.uk)

### **EnviroSystems UK Ltd** H106 in Hall 1

Manufacturer of EnviroBed livestock bedding, SlurryBugs, Crust Buster and Shift IT and OptiSile silage inoculants.

01772 860085 | [info@envirosystems.co.uk](mailto:info@envirosystems.co.uk)  
[www.envirosystems.co.uk](http://www.envirosystems.co.uk)

### **Eurofins Agro** F32 in the Concourse

We provide advanced analytical services and unique insight, helping farmers become more efficient and sustainable.

01902 627227 | [agrotesting@eurofins.co.uk](mailto:agrotesting@eurofins.co.uk)  
[www.eurofins.co.uk/agro](http://www.eurofins.co.uk/agro)

### **Evans Vanodine International plc** H141 in Hall 1

A 100 year old British family owned manufacturer of teat dips, dairy hygiene and livestock protection chemicals.

01772 322200 | [sales@evansvanodine.co.uk](mailto:sales@evansvanodine.co.uk)  
[www.evansvanodine.co.uk](http://www.evansvanodine.co.uk)

### **Fairfield Supplies Ltd** E10a in the External Area

Improving cow comfort and hoof grip with rubber matting solutions for cubicles, parlours, collecting yards and feed passageways.

01295 757155 | [sales@fairfieldsupplies.co.uk](mailto:sales@fairfieldsupplies.co.uk)  
[www.fairfieldsupplies.co.uk](http://www.fairfieldsupplies.co.uk)

### **Farm 491** G25 in the Sharing Knowledge Zone

01285 652531 | [farm491@rau.ac.uk](mailto:farm491@rau.ac.uk)  
[www.farm491.com](http://www.farm491.com)

### **Farm and Pet** H173 in Hall 1

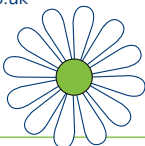
Supplier of Neolait Boluses for improving fertility, health and growth for cattle and sheep.

01630 639738 | [grovefeeds@btconnect.com](mailto:grovefeeds@btconnect.com)  
[www.farmandpet.co.uk](http://www.farmandpet.co.uk)

### **Farm Solutions Ltd** F27 in the Concourse

Farm Solutions, leading farm staff specialists, with over 40 years' experience.

01380 720567  
[recruitmentmanager@farm-solutions.co.uk](mailto:recruitmentmanager@farm-solutions.co.uk)  
[www.farm-solutions.co.uk](http://www.farm-solutions.co.uk)





## Exhibitors A – Z

### Farmers Guardian

H167 in Hall 1

Agriculture's national weekly newspaper covering all sectors of the industry and all UK regions with additional services for members.

01772 799500 | [info@agribriefing.com](mailto:info@agribriefing.com)  
[www.fginsight.com](http://www.fginsight.com)

### Farmers Weekly

F18 in the Concourse

UKs leading agricultural magazine and website. Save over 30%!  
Includes Print, Digital and Full Web Access.

02086524911 | [farmers.weekly@rbi.co.uk](mailto:farmers.weekly@rbi.co.uk)  
[www.fwi.co.uk](http://www.fwi.co.uk)

### Farmplus Constructions Ltd

H127 in Hall 1

Farmplus Constructions Ltd are specialists in the manufacture of timber framed farm buildings.

01772 785252 | [enquiries@farmplus.co.uk](mailto:enquiries@farmplus.co.uk)  
[www.farmplus.co.uk](http://www.farmplus.co.uk)

### FiveF Alka Ltd

TB9 in the Concourse

Alkaline feeding solutions utilising unique Home n' Dry Technology.

01200 613118 | [info@fivefalka.com](mailto:info@fivefalka.com)  
[www.fivefalka.com](http://www.fivefalka.com)

### Forage Aid

G2 in the Sharing Knowledge Zone

07967219991 | [forageaid@gmail.com](mailto:forageaid@gmail.com)  
[www.forageaid.org.uk](http://www.forageaid.org.uk)

### ForFarmers

H222 in Hall 2

Europe's leading livestock nutrition company in the ruminant and monogastric sectors supplying a full range of feeds, co-products and forage products.

03306780982 | [info.uk@forfarmers.co.uk](mailto:info.uk@forfarmers.co.uk)  
[www.forfarmers.co.uk](http://www.forfarmers.co.uk)

### Foxley Seeds

TB8 in the Concourse

Design and mix their own grass seed mixtures, sourcing the best varieties and creating tailored mixtures for your farm.

01299 832259 | [juliangodwin@foxley-farm.co.uk](mailto:juliangodwin@foxley-farm.co.uk)  
[www.foxley-farm.co.uk](http://www.foxley-farm.co.uk)

### FRS Herdwatch Ltd

H201 in Hall 2

The market leading farming & herd app for dairy, suckler, beef, sheep and tillage farmers.

02037 732763 | [info@herdwatch.co.uk](mailto:info@herdwatch.co.uk)  
[www.herdwatch.co.uk](http://www.herdwatch.co.uk)

### Fullwood Packo

H216a in Hall 2

Fullwood Packo has supplied the dairy industry with solutions for over 90 years - from conventional parlours to automated milking robots.

01691 627387 | [sales@fullwoodpacko.com](mailto:sales@fullwoodpacko.com)  
[www.fullwoodpacko.com](http://www.fullwoodpacko.com)

### Future Grass Technology Ltd

E4 in the External Area

Manufacturer of a range of robust zero grazers with the ever reliable PZ drum mowers.

00 353 (59) 915 7974 | [info@grasstech.ie](mailto:info@grasstech.ie)  
[www.grasstech.ie](http://www.grasstech.ie)

### Galebreaker Agri Limited

H176 in Hall 1

Ventilation products, weather protection systems, access solutions for farm buildings. Creating ideal stock housing conditions.

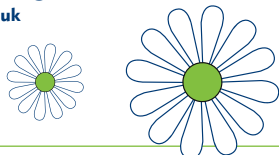
01531 637900  
[www.galebreaker.com](http://www.galebreaker.com)

### GB Bulls

H114 in Hall 1

Breeding a Better Future with British Genetics.

01782 791441 | [billdennie@gbbulls.co.uk](mailto:billdennie@gbbulls.co.uk)  
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### Germinal GB

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01522 868714 | [helen.mathieru@germinal.com](mailto:helen.mathieru@germinal.com)

[www.germinal.com](http://www.germinal.com)

### GLW Feeds Ltd

E13 in the External Area

GLW Feeds Ltd are manufacturers of high quality compound feeds & blends.

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[www.glw-feeds.co.uk](http://www.glw-feeds.co.uk)

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H235 in Hall 2

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in Innovation Zone

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United Kingdom

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01234 750 876 | [admin@iagre.org](mailto:admin@iagre.org)  
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## Exhibitors A – Z



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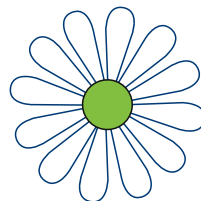
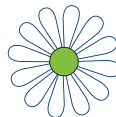
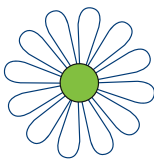
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### **Myerscough College** G23 in the Sharing Knowledge Zone

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H110 in Hall 1

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H119 in Hall 1

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03330043043 | customer-services@nmr.com  
[www.nmr.co.uk](http://www.nmr.co.uk)

### Natural Farma

TB13 in the Councourse

Farmastart supporting early growth and proven reduction of diarrhoea in calves.

01332 321199 | jo@naturalfarma.co.uk  
[www.naturalfarma.co.uk](http://www.naturalfarma.co.uk)

### NatWest Bank

G13 in the Sharing Knowledge Zone

07342 084707 | gemma.bourne@natwest.com  
[www.natwest.com/business](http://www.natwest.com/business)

### NBDC

F33 in the Breed Village

NBDC collects, manages, analyses and disseminates data relating to bovines in the UK.

01923 695337 | info@nbdc.uk  
[www.nbdc.uk](http://www.nbdc.uk)

### Nickerson

H130 in Hall 1

Quality seed direct from the breeder to farmer.

01472 371471 | mark.massen@limagrain.co.uk  
[www.nickersonseeds.co.uk](http://www.nickersonseeds.co.uk)

### Nimrod Veterinary Products Ltd.

H207 in Hall 2

Nimrod veterinary products for farm animals, poultry and horses.

01608 652593 | admin@nimrodvet.co.uk  
[www.nimrodvet.co.uk](http://www.nimrodvet.co.uk)

### Norbrook Laboratories

L30 in Ludlow

Norbrook Laboratories work closely with the agricultural industry to enhance animal health and productivity.

01536 741147 | gbenquiries@norbrook.co.uk  
[www.norbrook.com](http://www.norbrook.com)

### Northern Dairy Equipment

H134 in Hall 1

Manufacturer of award winning teat scrubber systems. Enhance parlour performance and improve herd health with teat scrubber pre milking systems.

01772 739403 | admin@dairyhygiene.co.uk  
[www.dairy-equipment.co.uk](http://www.dairy-equipment.co.uk)

### Northern PolyTunnels

C1 & C2 in the External Area

Manufacturer and supplier of polytunnel calf & cattle houses from as little as £15/sqm.

01282 873120 | sales@npstructures.co.uk  
[www.northernpolytunnels.co.uk](http://www.northernpolytunnels.co.uk)

### NWF Agriculture

H217 in Hall 2

NWF Agriculture is a national supplier of high quality dairy feeds to UK farmers.

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



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L14 in Ludlow

Calcium Carbonate producer and distribution specialist.  
01482 636925 | [info@omya.com](mailto:info@omya.com)  
[www.omya.com](http://www.omya.com)

### OPICO Ltd

E35 in the External Area

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01778 421111 | [ask@opico.co.uk](mailto:ask@opico.co.uk)  
[www.opico.co.uk](http://www.opico.co.uk)

### Patchwork Technology Ltd

N7 in the Innovation Zone

Twenty years experience in GPS Guidance Systems. We lead the way in precision technology  
01291 673366 | [mail@patchwork.co.uk](mailto:mail@patchwork.co.uk)  
[www.patchworkgps.com](http://www.patchworkgps.com)

### PBD Biotech

N8 in the Innovation Zone

PBD Biotech has developed Actiphage, a rapid, sensitive test for bovine TB and Johne's that can detect infection at a very early stage from blood or milk samples.  
01359 231856 | [info@pbdbio.com](mailto:info@pbdbio.com)  
[www.pbdbio.com](http://www.pbdbio.com)

### Pearson International

L3 in Ludlow

Milking technology, feeding systems, herd health monitoring heat detection systems.  
00 353 (59) 863 1842  
[info@pearson-international.com](mailto:info@pearson-international.com)  
[www.pearson-international.com](http://www.pearson-international.com)

### Phileo UK and Ireland

H105 in Hall 1

Lesaffre has developed an international reputation in the animal nutrition market through the work of its specialist animal nutrition division Phileo Lesaffre Animal Care.  
028933 43900 | [k.doyle@phileo.lesaffre.com](mailto:k.doyle@phileo.lesaffre.com)  
[www.yeastolutions.co.uk](http://www.yeastolutions.co.uk)

### Pickstock Telford Ltd

F15 in the Concourse

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01952 605900 | [pickstock@pickstocktelford.co.uk](mailto:pickstock@pickstocktelford.co.uk)  
[www.pickstocktelford.com](http://www.pickstocktelford.com)

### Plantmec Ireland Ltd

L18 in Ludlow

Plantmec are manufacturers of "The Q Bed" self propelled, cow cubicle cleaner and rebegger. Plantmec also produces mechanical sweepers and sweeper/collectors, for tractors telehandlers and forklifts etc.  
02837511717 | [info@plantmecireland.com](mailto:info@plantmecireland.com)  
[www.plantmecireland.com](http://www.plantmecireland.com)

### Platts Animal Bedding (R.A & C.E. Platt Ltd)

H147 in Hall 1

Leading and reliable dairy bedding specialists, providing quality products to help improve your milk yields.  
01978 854666 | [sales@plattsanimalbedding.co.uk](mailto:sales@plattsanimalbedding.co.uk)  
[www.plattsanimalbedding.co.uk](http://www.plattsanimalbedding.co.uk)

### Plevnik Engineering & Production d.o.o.

N5 in the Innovation Zone

Plevnik offers complete dairy solutions: Pasteurizers, cheese kettles, prepresses, presses, cheese tables, butter churns, cheese cutting devices, ... and also turnkey dairies (container solutions). Add value to milk.  
+386 1 200 60 80 | [info@plevnik.si](mailto:info@plevnik.si)  
[www.plevnik.si/en](http://www.plevnik.si/en)

### Pottinger UK

H103 in Hall 1

Pottinger is a world leader in innovative grass and forage harvesting technology.  
01536 272220 | [info.uk@pottingeruk.co.uk](mailto:info.uk@pottingeruk.co.uk)  
[www.pottingeruk.co.uk](http://www.pottingeruk.co.uk)

### Premier Nutrition

H135 in Hall 1

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01889 572500 | [info@premiernutrition.co.uk](mailto:info@premiernutrition.co.uk)  
[www.premiernutrition.co.uk](http://www.premiernutrition.co.uk)

## Exhibitors A – Z

### **Promar International** F1 in the Concourse

Working with farmers, providing advice to maximise profit and fulfil the objectives of the business.  
01270 616816 | EB-Promar-Enquiries@genusplc.com  
[www.promar-international.com](http://www.promar-international.com)

### **Provita Animal Health** H129 in Hall 1

Provita innovates animal health in scour and lameness control: hoofcare range, drenches, gut health, rehydration and market-leading lamb colostrum.  
07739 099231 | [info@provita.co.uk](mailto:info@provita.co.uk)  
[www.provita.co.uk](http://www.provita.co.uk)

### **Pyon Products** E40a in the External Area

Manufacturer of innovative products for calf and lamb rearing. Also colostrum management.  
01432 830409 | [info@pyonproducts.com](mailto:info@pyonproducts.com)  
[www.pyonproducts.com](http://www.pyonproducts.com)

### **QLF** H233 in Hall 1

Manufacturers of the most extensive range of liquid feeds within the UK for all requirements.  
01952 727754 | [donna@qlf.co.uk](mailto:donna@qlf.co.uk)  
[www.qlf.co.uk](http://www.qlf.co.uk)

### **Quattro Products LTD** L26 in Ludlow

Supply and fit rubber and resin products available for agricultural, equine, commercial needs and much more.  
01768 864977 | [enq@quattro.org.uk](mailto:enq@quattro.org.uk)  
[www.quattro.org.uk](http://www.quattro.org.uk)

### **R. Coles Agricultural Services** H211 in Hall 2

Concrete grooving and planning.  
07850 700190 | [reg.coles@ticali.co.uk](mailto:reg.coles@ticali.co.uk)

### **RE Buildings Ltd** E33 in the External Area

Manufacturers of agricultural & industrial steel framed buildings and distributors of Bobman machinery.  
01524 792247 | [sales@rebuildings.co.uk](mailto:sales@rebuildings.co.uk)  
[www.rebuilding.co.uk](http://www.rebuilding.co.uk)

### **Realistic Agri Ltd** E30 in the External Area

Forage conservation and animal nutrition specialist products all designed towards maximising efficiency and profitability.  
01952 433644 | [carol@realisticagri.com](mailto:carol@realisticagri.com)  
[www.realisticagri.com](http://www.realisticagri.com)

### **Reaseheath College** F20 in the Concourse

One of the UK's leading land-based colleges, based in Nantwich, providing an exciting range of technical courses, from diploma to degree level.  
01270 625131 | [enquiries@reaseheath.ac.uk](mailto:enquiries@reaseheath.ac.uk)  
[www.reaseheath.ac.uk](http://www.reaseheath.ac.uk)

### **Red Tractor Assurance** G5 in the Sharing Knowledge Zone

020 3617 3673 | [debbie.smith@redtractor.org.uk](mailto:debbie.smith@redtractor.org.uk)  
[www.redtractor.org.uk](http://www.redtractor.org.uk)

### **Roger Parry and Partners LLP** TB12 in the Concourse

Chartered surveyors and planning consultants offering land and property related services and expertise, operating from Shrewsbury, Oswestry, Welshpool, Llanidloes and Carmarthen.  
01691 655334 | [oswestry@rogerparry.net](mailto:oswestry@rogerparry.net)  
[www.rogerparry.net](http://www.rogerparry.net)

### **Roxan** H116a in Hall 1

Supplier of all livestock ID, including TagFaster & a full range of cattle tags.  
01750 724110 | [sales@roxan.co.uk](mailto:sales@roxan.co.uk)  
[www.roxan.co.uk](http://www.roxan.co.uk)

## Exhibitors A – Z

### Royal Agricultural University G15 in the Sharing Knowledge Zone

01285 652531 | [admissions@rau.ac.uk](mailto:admissions@rau.ac.uk)  
[www.rau.ac.uk](http://www.rau.ac.uk)

### RS Agri Ltd E17 in the External Area

RS Agri manufacture the evolution range of diet mixers and cubicle husbandry products.  
01256 850777 | [enquires@rsagri.com](mailto:enquires@rsagri.com)  
[www.rsargi.com](http://www.rsargi.com)

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

### Rumenco Ltd including divisions Nettex and Progiene H138 in Hall 1

Specialists in ruminant nutrition for over 50 years.  
0800 833675 | [info@rumenco.co.uk](mailto:info@rumenco.co.uk)  
[www.rumenco.co.uk](http://www.rumenco.co.uk)

### Rural Payments Agency - Countryside Stewardship G17 in the Sharing Knowledge Zone

03000 200 301  
[ruralpaymentsagency@defra.gsi.gov.uk](mailto:ruralpaymentsagency@defra.gsi.gov.uk)  
[www.gov.uk](http://www.gov.uk)

### Rural Payments Agency - Single Farm Payment G18 in the Sharing Knowledge Zone

03000 200 301  
[ruralpaymentsagency@defra.gsi.gov.uk](mailto:ruralpaymentsagency@defra.gsi.gov.uk)  
[www.gov.uk](http://www.gov.uk)

### Saber E31 in the External Area

Saber is an Agri Tech company bringing NZ tech to UK farmers.  
07881 942443 | [chris.murphy@licautomation.com](mailto:chris.murphy@licautomation.com)

### Scarsdale Vets C4 in the External Area

Provide veterinary care to farm animals, horses and pets across the East Midlands. We pride ourselves on providing great customer service and care.  
01332 294929 | [farmandequine@scarsdalevets.com](mailto:farmandequine@scarsdalevets.com)  
[www.scarsdalevets.com](http://www.scarsdalevets.com)

### Secure Covers H223 in Hall 2

Secure Covers, Windbreaks and Econoblinds. Quality products designed for UK farms and made to last.  
01588 680661 | [enquiries@securecovers.com](mailto:enquiries@securecovers.com)  
[www.securecovers.com](http://www.securecovers.com)

### Semex H225 in Hall 2

A range of breeding solutions all developed to produce healthy herds alongside healthy farm profitability.  
01292 671525 | [info@semex.co.uk](mailto:info@semex.co.uk)  
[www.semex.co.uk](http://www.semex.co.uk)

### Shearwell Data Ltd H102 in Hall 1

Animal ID Systems: livestock tags, on farm software and full EID systems. Phone apps and readers.  
01643 841611 | [sales@shearwell.co.uk](mailto:sales@shearwell.co.uk)  
[www.shearwell.co.uk](http://www.shearwell.co.uk)

### Shelbourne Reynolds E28 in the External Area

Ag-machinery manufacturer based in Suffolk with in-house design and manufacture. Products include hedge trimmers, livestock and harvesting equipment.  
01359 250415 | [sales@shelbourne.com](mailto:sales@shelbourne.com)  
[www.shelbourne.com](http://www.shelbourne.com)

### Shepherd Agri H124 in Hall 1

Animal Health.  
01772 690131 | [mail@gshepherd.co.uk](mailto:mail@gshepherd.co.uk)  
[www.gshepard.co.uk](http://www.gshepard.co.uk)



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## Exhibitors A – Z

### Shield Agriculture Ltd H224 in Hall 2

Suppliers and Installers of animal handling, health, comfort and welfare equipment.

01995 640147 | shieldagriculture@icloud.com  
[www.shieldagriculture.co.uk](http://www.shieldagriculture.co.uk)

### Shorthorn Society of UK & Ireland B57 in the Breed Village

The Shorthorn Society provides a quality service and support to its members by promoting the value of Shorthorn Dairy Cattle.

07762 614768 | breedsecretary@shorthorn.co.uk  
[www.shorthorn.co.uk](http://www.shorthorn.co.uk)

### Showtime H301 in Hall 3

We stock all major brands of grooming products and equipment, clippers, blades and embroidered clothing.

01759 368588 | sales@showtime-supplies.co.uk  
[www.showtime-supplies.co.uk](http://www.showtime-supplies.co.uk)

### Shropshire Farm Vets TB4 in the Concourse

A dedicated farm animal practice providing veterinary services to farmers and smallholders in and around Shropshire. Available 24/7, 365 days a year.

01743 860920 | farm@shropshirefarmvets.com  
[www.shropshirefarmvets.com](http://www.shropshirefarmvets.com)

### Shropshire Hoof Care LTD TB14 in the Concourse

Professional foot trimming service with routine trimming, data analysis and herd advice.

07824 844621 | samantha@shropshirehoofcare.com  
[www.shropshirehoofcare.com](http://www.shropshirehoofcare.com)

### Societe Generale Equipment Finance TB15 in the Concourse

Finance solutions for agricultural businesses investing in new/used equipment, machinery, farm vehicles and robotic systems.

0208 973 2073 | caroline.barnes@sgef.co.uk  
[www.equipmentfinance.societegenerale.co.uk](http://www.equipmentfinance.societegenerale.co.uk)

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### Spreadwise Ltd L24 in Ludlow

Manufacturers and suppliers of slurry handling and umbilical pumping equipment.

01270 623566 | sales@spreadwise.com  
[www.spreadwise.com](http://www.spreadwise.com)

### Spunhill Ltd F19 in the Concourse

Crop protection and animal health specialists.

01691 626000 | sales@spunhill.co.uk  
[www.spunhill.co.uk](http://www.spunhill.co.uk)

### SRUC - Scotlands Rural College G22 in the Sharing Knowledge Zone

0800 269 453 | recruitment@sruc.ac.uk  
[www.sruc.ac.uk](http://www.sruc.ac.uk)

### Stamford Agricultural Services Ltd L27 in Ludlow

Agricultural Machinery dealer. Specialist in slurry handling equipment. Housing & feeding.

01829 771509 | info@stamfordagricultural.org.uk  
[www.stamfordagricultural.co.uk](http://www.stamfordagricultural.co.uk)

### Storth Ltd E8 in the External Area

Specialist manufacturers of slurry handling equipment including mixers, pumps and scrapers.

01524 781900 | info@storthmachinery.co.uk  
[www.storthmachinery.co.uk](http://www.storthmachinery.co.uk)

## Exhibitors A – Z

### **Strautmann**

**E36 in the External Area**

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01778 421111 | [ask@opico.co.uk](mailto:ask@opico.co.uk)  
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01280 618360 | [richardlee@abnutrition.com](mailto:richardlee@abnutrition.com)  
[www.sugarich.co.uk](http://www.sugarich.co.uk)

### **Sundown Products Ltd**

**TB7 in the Concourse**

Sundown NIS is a digestible forage in a pellet. Adding NIS to the diet will improve butter fat without dropping yield.

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

### **Surface Technicians Ltd**

**E26 in the External Area**

Concrete grooving service nationwide coverage over 30 years of service to UK dairy industry.

01948 662910 | [george@greenfieldsrise.f9.co.uk](mailto:george@greenfieldsrise.f9.co.uk)  
[www.concretegrooving.co.uk](http://www.concretegrooving.co.uk)

### **Symms Fabrications Ltd**

**H140 in Hall 1**

Manufacturers of animal feed bins and loader attachments, feeders, trailers, calf housing and handling equipment.

01935 851243 | [davidsymms@btconnect.com](mailto:davidsymms@btconnect.com)  
[www.symmsfabrication.co.uk](http://www.symmsfabrication.co.uk)

### **Teagle Machinery Ltd**

**H158 in Hall 1**

Teagle Machinery is a manufacturer and distributor of quality Agricultural Machinery.

01872 560592 | [sales@teagle.co.uk](mailto:sales@teagle.co.uk)  
[www.teagle.co.uk](http://www.teagle.co.uk)

### **Teemore Engineering Ltd**

**E14 in the External Area**

Stockists of livestock equipment including gates, feed barriers, cubicles, headlocks, crushes, feeders, mats and mattresses etc.

02867748377 | [info@teemoreengineering.com](mailto:info@teemoreengineering.com)  
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### **TGS**

**E24 in the External Area**

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

### **The Calf Company (Europe) Ltd**

**H118 in Hall 1**

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01606 869253 | [sales@thecalfcompany.com](mailto:sales@thecalfcompany.com)  
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### **The English Guernsey Cattle Society**

**BS5 in the Breed Village**

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[www.guernseycattle.com](http://www.guernseycattle.com)

### **The Prince's Countryside Trust**

**G26 in the Sharing Knowledge Zone**

02075 668787 | [fparker@countysidefund.org.uk](mailto:fparker@countysidefund.org.uk)  
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### **Thomson & Joseph**

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## Exhibitors A – Z

### **Tim Carter Cattle Foot Trimming** **F11 in the Foot Trimming Demonstration Area**

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

### **Trident Feeds** **L16 in Ludlow**

One of the largest suppliers of wholesale animal feeds to merchants and blenders in the UK.  
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[www.tridentfeeds.co.uk](http://www.tridentfeeds.co.uk)

### **Trioliet** **E22 in the External Area**

TRIOLIET offers premium feeding technology for dairy farmers; diet feeders, robotic feeding and loading gear.  
+31 (0)541 572121 | [info@trioliet.com](mailto:info@trioliet.com)  
[www.trioliet.com](http://www.trioliet.com)

### **UFAC UK LTD** **H202a in Hall 2**

The leading UK manufacturer of energy, protein and Omega 3 supplements for animal performance and fertility.  
01638 665923 | [mail@ufacuk.com](mailto:mail@ufacuk.com)  
[www.ufacuk.com](http://www.ufacuk.com)

### **UK Sires Direct** **F11 in the Concourse**

Our mission is to provide the best selection of dairy and beef genetics for all.  
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### **Uni-lightled Limited** **F2 in the Concourse**

Dairy lighting systems emitting a specific spectrum & intensity of light which increases milk yields.  
01285 652028 | [sales-uk@uni-lightled.co.uk](mailto:sales-uk@uni-lightled.co.uk)  
[www.uni-lightled.co.uk](http://www.uni-lightled.co.uk)

### **Uniform Agri** **H168 in Hall 1**

UNIFORM Agri are a leading provider of Dairy Herd Management software.  
01823 323423 | [uksales@uniform-agri.com](mailto:uksales@uniform-agri.com)  
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### **United Molasses GB Ltd** **H136 in Hall 1**

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[www.unitedmolasses.com](http://www.unitedmolasses.com)

### **University of Nottingham** **G1 in the Sharing Knowledge Zone**

01159 516294 | [dov.stekel@nottingham.ac.uk](mailto:dov.stekel@nottingham.ac.uk)  
[www.nottingham.ac.uk](http://www.nottingham.ac.uk)

### **Valmetal** **F14 in the Concourse**

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[www.valmetal.com](http://www.valmetal.com)

### **Vermot UK Ltd** **H174 in Hall 1**

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[www.vermot-grooving.com](http://www.vermot-grooving.com)

### **Viking Genetics** **F5 in the Concourse**

Viking Genetics provide dairy farmers around the world with genetics that ensure a balance between production and health.  
07940 163974 | [jocox@vikinggenetics.com](mailto:jocox@vikinggenetics.com)  
[www.vikinggenetics.co.uk](http://www.vikinggenetics.co.uk)

## Exhibitors A – Z

### **Volac International Ltd** H153 in Hall 1 and C6-7 in External Area

We provide farmers and farming with innovative research - based animal nutrition products.

01223 208021 | [enquire@volac.com](mailto:enquire@volac.com)  
[www.volac.com](http://www.volac.com)

### **W & M Agricultural Engineering Ltd** E25 in the External Area

Agricultural Machinery Suppliers.

01691 683825 | [wandm@btinternet.com](mailto:wandm@btinternet.com)  
[www.wm-agrieng.co.uk](http://www.wm-agrieng.co.uk)

### **Waikato Milking Systems** H238 in Hall 2

Specialise in milking equipment for dairy cows and goats, from fully automated rotary parlours to simple herringbones.

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[www.waikatamilking.com](http://www.waikatamilking.com)

### **West Country Concrete Products Ltd** E23 in the External Area

Designers and manufacturers of concrete products for the agricultural trade.

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[www.westcountryconcreteproducts.com](http://www.westcountryconcreteproducts.com)

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### **Wopa UK** H230 in Hall 2

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

### **Wydale Plastics Ltd** L12a in Ludlow

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

### **Wynnstay Group Ltd** L6 in Ludlow

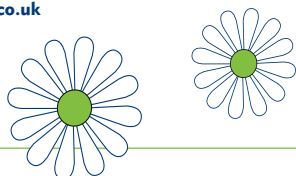
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### **Zoetis UK Ltd** E34 in the External Area

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