

# The **Future** in *your* hands



## LIVESTOCK EVENT **2016**

NEC Birmingham B40 1NT  
**6th-7th JULY**

**ENJOY A DAY  
AWAY & LEARN  
EVEN MORE**

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# FREE ADVICE & NEW PRODUCTS TO HELP YOUR BUSINESS

DAIRY FARMERS	EXHIBITORS IN THE ZONE	FEATURES
SURVIVE MARKET VOLATILITY & LOW MILK PRICES	<b>BUSINESS MANAGEMENT</b>	AHDB DAIRY - DECISIONS4DAIRY <b>NEW</b>
IMPROVE PERFORMANCE OF YOUR YOUNGSTOCK	<b>LIVESTOCK HALL</b>	CALF REARING DEMONSTRATIONS
REDUCE MASTITIS & LAMENESS OR IMPROVE FERTILITY	<b>ANIMAL HEALTH ZONE</b>	FOOT TRIMMING DEMONSTRATIONS HEALTHY FEET WORKSHOPS LIVESTOCK LEARNING <b>NEW</b>
USE GENOMICS TO BREED A BETTER HERD	<b>GENETICS ZONE</b>	NATIONAL DAIRY SHOW
REDUCE SILAGE LOSSES BY MINIMIZING WASTAGE	<b>HOUSING &amp; STORAGE</b>	FORAGE FIELD EXHIBITION
MECHANISE ALL YOUR BEDDING & FEEDING	<b>MACHINERY</b>	MIXER WAGON BEDDER & CHOPPER DEMONSTRATIONS <b>NEW</b>
ZERO GRAZE YOUR COWS TO SAVE FEED COSTS	<b>FEEDS &amp; FORAGE</b>	FORAGE FIELD EXHIBITION LIVESTOCK LEARNING <b>NEW</b>
SAVE LABOUR WITH AUTOMATED MILKING	<b>MILKING</b>	MILKING MACHINE MANUFACTURERS
MAKE BEST USE OF SLURRY AS A NUTRIENT SOURCE	<b>SLURRY MUCK &amp; IRRIGATION</b>	AHDB DAIRY FORAGE FIELD EXHIBITION

# FREE ADVICE & NEW PRODUCTS TO HELP YOUR BUSINESS

BEEF FARMERS	EXHIBITORS IN THE ZONE	FEATURES
MEET CARCASE SPECIFICATION TO MAXIMISE BEEF PRICE	<b>BUSINESS MANAGEMENT</b>	AHDB BEEF & LAMB
BODY CONDITION SCORE CALVES & HEIFERS	<b>LIVESTOCK HALL</b>	CALF REARING DEMONSTRATIONS
ROTATIONALLY GRAZE SUCKLERS TO SAVE FEED COSTS	<b>FEEDS &amp; FORAGE</b>	FORAGE FIELD EXHIBITION LIVESTOCK LEARNING <b>NEW</b>
DESIGN SAFE HANDLING & WEIGHING SYSTEMS	<b>LIVESTOCK EQUIPMENT</b>	BEEF ARENA - HANDLING & EID DEMONSTRATIONS <b>NEW</b>
SAVE LABOUR & FEED COSTS USING TMR	<b>MACHINERY</b>	MIXER WAGON, BEDDER & CHOPPER DEMONSTRATIONS <b>NEW</b>
PROTECT AGAINST FLUKE, BVD, IBR & JOHNES	<b>ANIMAL HEALTH ZONE</b>	BVD FREE ENGLAND <b>NEW</b> HEALTHY FEET WORKSHOPS LIVESTOCK LEARNING <b>NEW</b>
USE EBVs TO IMPROVE CALVING EASE	<b>GENETICS ZONE</b>	NATIONAL CHAROLAIS & SOUTH DEVON SHOWS
RETAIL YOUR OWN MEAT	<b>DIVERSIFICATION</b>	AHDB BEEF & LAMB - DIRECT SELLING PROGRAMME
REDUCE SILAGE LOSSES THROUGH LESS WASTAGE	<b>FEEDS &amp; FORAGE</b>	FORAGE FIELD EXHIBITION

# FREE ADVICE & NEW PRODUCTS TO HELP YOUR BUSINESS

SHEEP FARMERS	EXHIBITORS IN THE ZONE	FEATURES
BETTER MANAGE EWE BODY CONDITION	FEEDS & FORAGE	AHDB BEEF & LAMB
CONTROL / ERADICATE FOOTROT, SCALD, CODD	ANIMAL HEALTH ZONE	AHDB BEEF & LAMB
SELECT PERFORMANCE-RECORDED GENETICS	GENETICS ZONE	SHEEP BREEDS & NATIONAL LLEYN SHEEP COMPETITION
REDUCE MOULD & WASTAGE IN BIG BALES	FEEDS & FORAGE	FORAGE FIELD EXHIBITION
LAMB & FEED WITH LESS LABOUR	MACHINERY	MIXER WAGON BEDDER & CHOPPER DEMONSTRATIONS <b>NEW</b>
GRAZE GRASS EFFICIENTLY TO SAVE FEED COSTS	FEEDS & FORAGE	FORAGE FIELD EXHIBITION LIVESTOCK LEARNING <b>NEW</b>
MEET CARCASE SPECIFICATION TO MAXIMISE LAMB PRICE	BUSINESS MANAGEMENT	AHDB BEEF & LAMB
DESIGN THE BEST HANDLING & EID SYSTEM	LIVESTOCK EQUIPMENT	SHEEP HANDLING & EID DEMONSTRATIONS
ADD VALUE BY SELLING DIRECT TO CONSUMERS	LIVESTOCK HALL	AHDB BEEF & LAMB - DIRECT SELLING PROGRAMME





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FREE  
ENTRY



FREE  
PARKING



FREE  
ADVICE



FREE  
LEARNING