**Potato Days comes to the UK to Showcase the Best of British Farming with Support from the Lincolnshire Agricultural Society**

We are thrilled to announce our support for the upcoming Potato Days UK, an outdoor field event hosted on the 20-hectare site of Dyson, one of the largest and most innovative farming companies in the UK, by the DLG (German Agricultural Society). The event includes machinery demonstrations, trial plots, techniques, varieties and farm inputs; Some 100 exhibitors at the launch event, 4th and 5th September 2024 in Nocton, Lincolnshire.

The Lincolnshire Agricultural Society, a cornerstone of the county's agricultural community, is passionate about connecting the public with the vital work of our farmers. By leveraging our deep roots and extensive experience in organising large-scale events such as the Lincolnshire Show, the Society is instrumental in helping to make this pioneering event in the UK a vibrant celebration of British farming and rural life.

Potato growing in 2024 is already requiring a particularly high degree of flexibility from farmers in this year's growing season due to profound changes in weather conditions. Potato growers from the UK will be using the event to identify both technical and farm input solutions to prepare for similar scenarios on the future.

“At this unique farm venue, potato professionals from the UK and further afield will be able to identify market-ready farm solutions efficiently and what is more, we offer free entry. We wanted the event to be as close as possible to farm conditions, which is why we also included large-scale machinery demonstrations on 12 hectares,” said Greg Smith, DLG’s representative in the UK & Ireland.

Taking place on both event days, the live harvesting demonstrations are performed by harvesting machines from AVR, Dewulf, Grimme and Standen. “These live machinery demos will present to potato growers close up how to get the potatoes out of the ground efficiently and into the trailers for the loading lines,” he added.

A select group of exhibitors have planted trial plots that feature new technologies in weed reduction, crop protection and inputs, different varieties and innovative irrigation systems. The crop trials offer visitors the opportunity to inspect crop and agronomy methods in detail.

One crop trial exhibitor is Emerald Research. “Our on-site trial plots are designed to evaluate ways of reducing the fertiliser and fungicide footprint through using comprehensive programmes of microbials, biostimulants and nutrient placement at planting combined with foliar applications once there is a canopy. We’re looking forward to meeting growers and discussing the changing world of crop management,” said Helen Holman, Marketing & Communications Manager, Emerald Research.

The event features an indoor marquee – “The Potato Days Hall” – that will present solutions and services such as inputs, storage, packaging and processing.

Potato Days UK is accompanied by an informative programme of talks and workshops offering visitors the opportunity to engage with more than 100 industry suppliers in person, learn about the latest methods and best practices and build business relationships that help move farming operations forward.

This event will not only highlight the importance of supporting local agriculture but also foster a deeper understanding of the sustainable practices that are essential for the future of farming. The Lincolnshire Agricultural Society's involvement underscores their ongoing commitment to the agricultural industry and their dedication to preserving the rich heritage of the Lincolnshire countryside.

We invite everyone to join us at Potato Days UK and experience firsthand the passion, dedication, and innovation that drive our farming communities. Together, with the Lincolnshire Agricultural Society, we are proud to champion the cause of British farming and celebrate the vital role it plays in our lives.

Interested potato cultivation professionals can visit Potato Days UK free of charge when registering in advance. <https://potato-days.ticketsrv.co.uk/tickets/>

**About the Lincolnshire Agricultural Society:** Founded in 1869, the Lincolnshire Agricultural Society has been a pillar of the county’s agricultural sector, with a mission to promote food, farming, sustainability, and the environment. The Society is best known for hosting the annual Lincolnshire Show, a major event that attracts thousands of visitors from across the UK.

For specific media enquiries for Potato Days UK

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