

15-16 January 2025

LAMMATM

Post Show Report **2025**

The UK's Premier Farm Machinery,
Equipment and Services Show

lammashow.com

LAMMATM

Powered by **FarmersGuardian**



Message from Agriconnect- The Shows Organisers



Sarah Whittaker-Smith, Event Portfolio Director

In 2025, Agriconnect proudly hosted the largest LAMMA Show to date, reinforcing its position as the UK's leading farm machinery event.

Building on our rich history, LAMMA 2025 expanded on the success of 2024 with exciting new features, including FG Live, which provided valuable insights into the current agricultural landscape.

We are thrilled to present this Post-Show Report, showcasing the key achievements and highlights of this year's event and I'm sure you'll be delighted to read about the positive results LAMMA showcased this year.

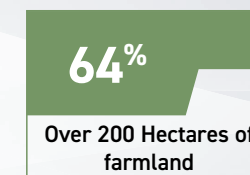
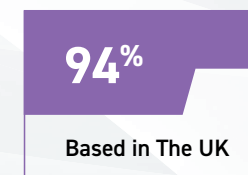
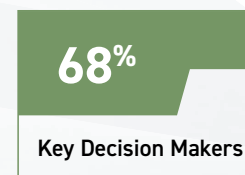
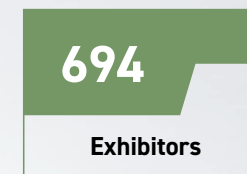
LAMMA 2026 Will take place on 14-15 January.

Show Overview

In the wake of a challenging period, LAMMA 2025 served as a collaborative space for community engagement, welcoming individuals working across agriculture to come together and consider what the future holds.

With a swell of visitors and positive atmosphere throughout the show, exhibitors highlighted strong footfall and valuable opportunities to engage with existing and potential customers.

The range of features play a large part in attracting a number of visitors, as well as allowing exhibitors to promote their business further beyond their exhibition space. More information on these are documented in this report.



New for 2026



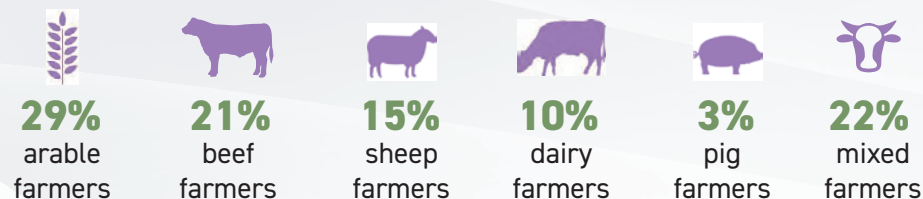
In 2026, we are excited to announce that CropTec and the Low Carbon Agriculture show will be co-locating with LAMMA, bringing together the largest gathering of arable farmers in the UK. This valuable combination of audiences will increase your visibility and offer endless opportunities to engage with potential customers.

CropTec has grown as a stand-alone event, becoming the specialised hub for the arable sector, spotlighting critical industry issues from crop varieties and disease management to pioneering technology and regulatory updates.

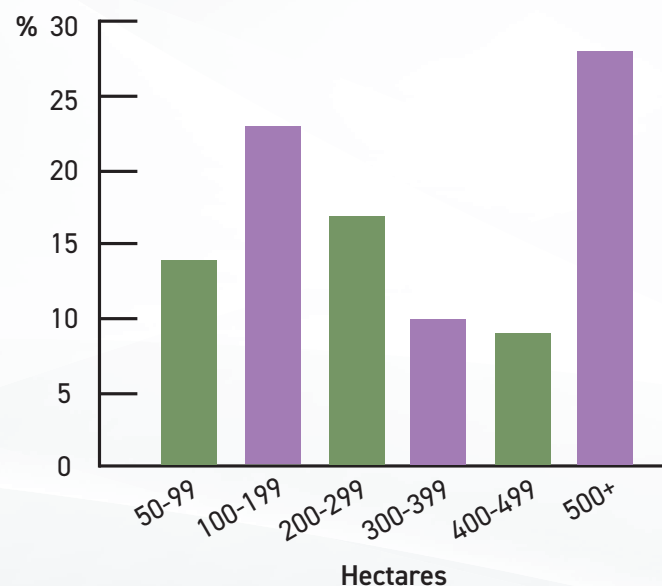
The Low Carbon Agriculture Show is focused on assisting farmers and landowners achieve their Net Zero goals by offering innovative solutions and cutting-edge technology to its attendees. The event is highly conference-based, attracting a large audience looking to learn and gain inspiration on the latest trends in the market.

While being co-located, the shows will maintain their distinct identities in separate halls, allowing attendees to move freely between events. This exciting news has been well received by exhibitors and attendees, and we are actively planning to ensure its success.

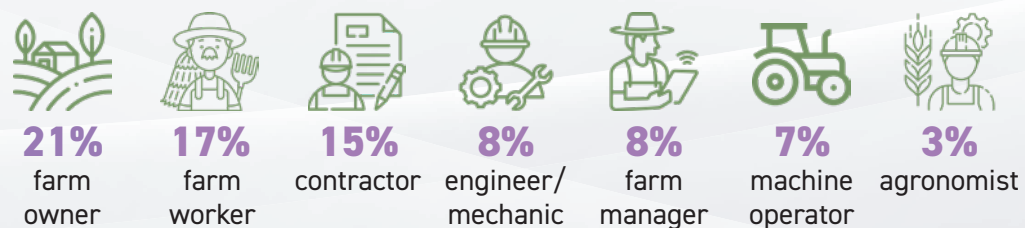
Visitor Demographics



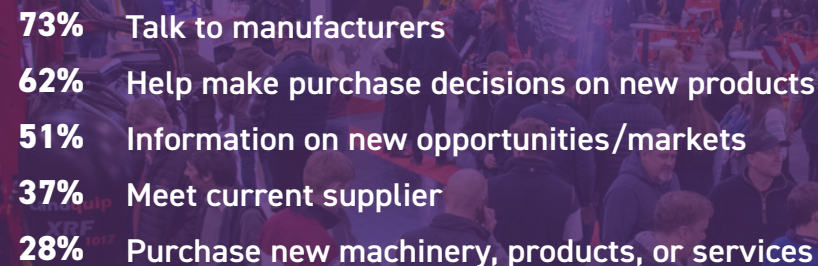
Total size of farming land



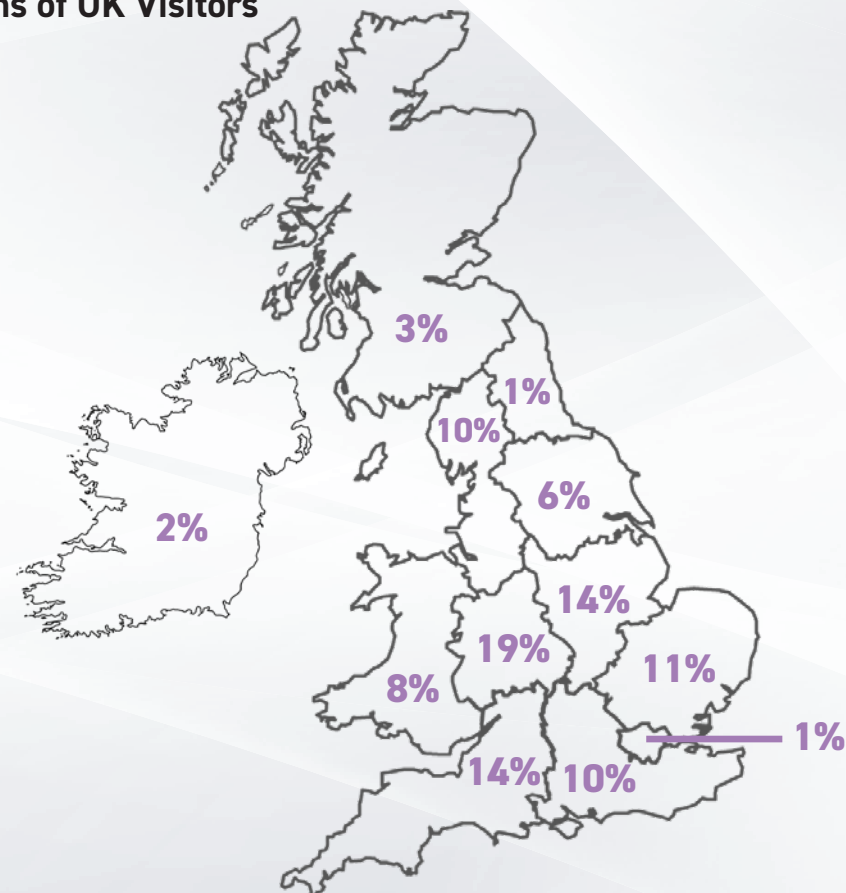
Occupation of attendees



Key reasons for attending LAMMA 2025

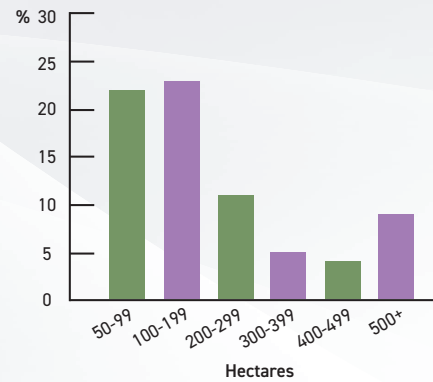


Regions of UK Visitors

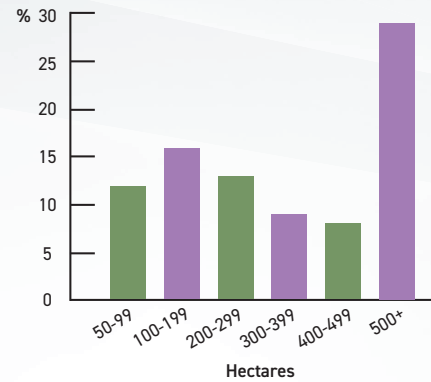


Size of farms

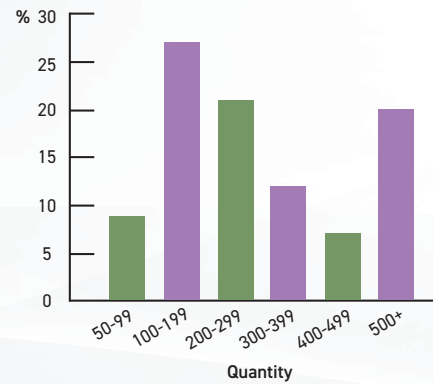
Grassland Land



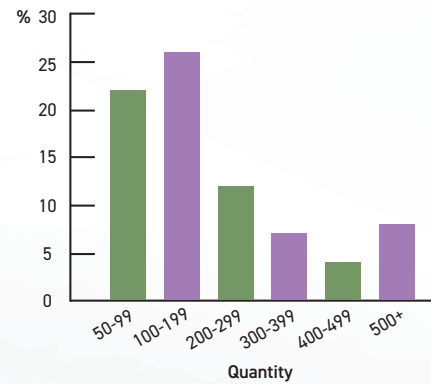
Arable Land



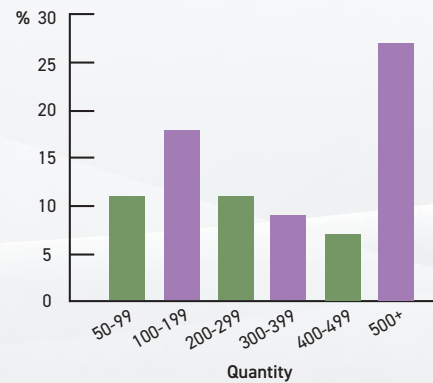
Dairy Herd



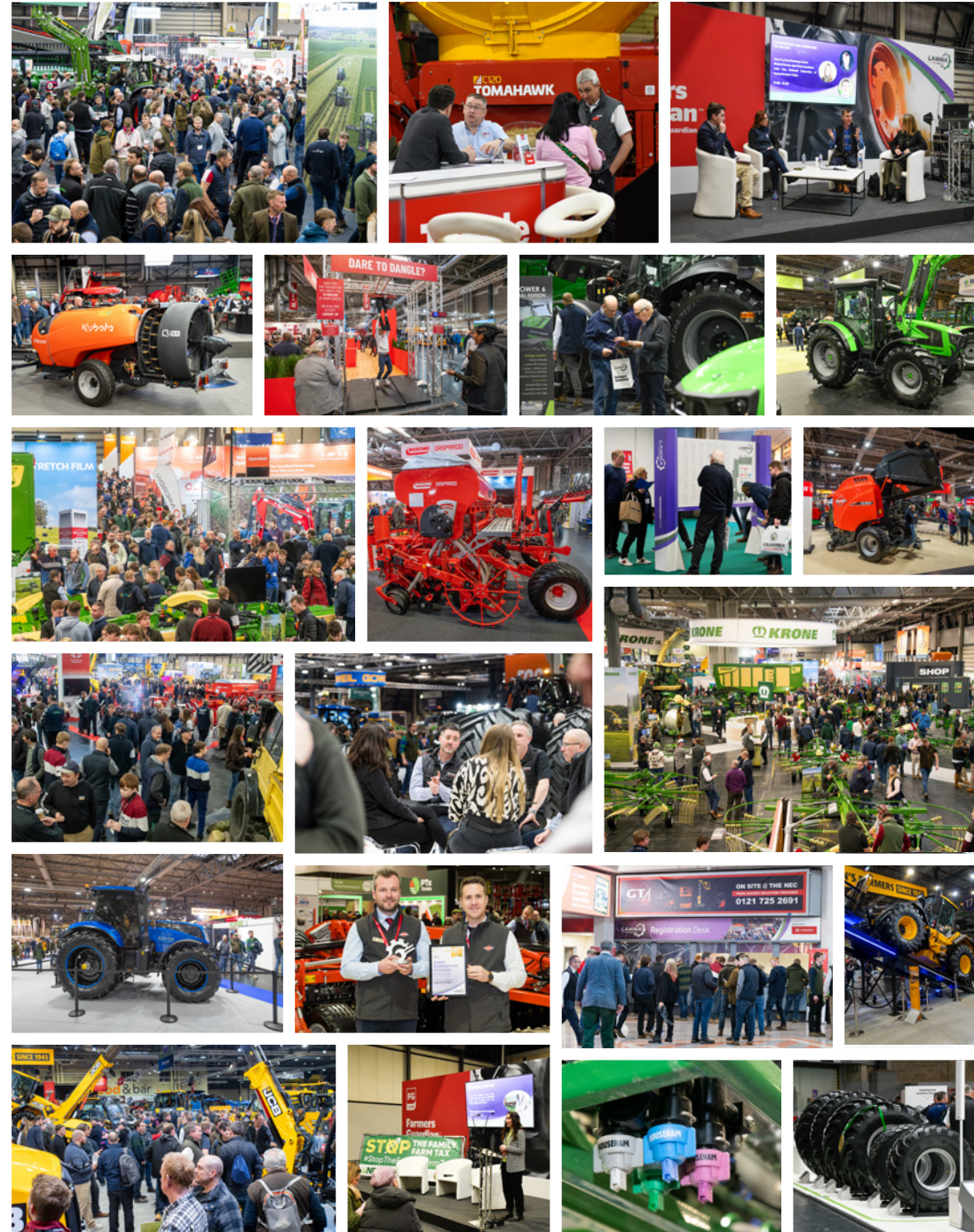
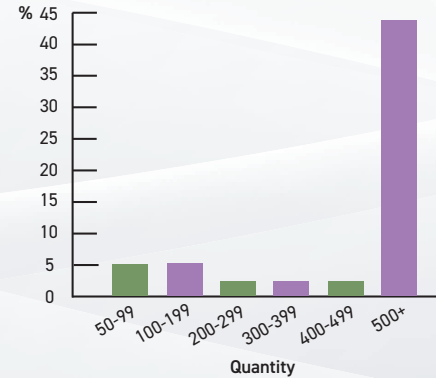
Beef Herd



Total Sheep



Total Pigs



Visitor Feedback

54.6

LAMMA 2025 NPS

INDUSTRY AVERAGE
NPS

29.04

Key Objectives Met: Satisfaction Rating

93% Source new suppliers

96% See new products/innovations

93% Identify new opportunities/markets

97% Keep up to date with market trends

97% Meet with current suppliers

94%

Said they'll attend
LAMMA 2026

89%

Quality of exhibitors was
good/excellent

84%

LAMMA is important
to their business

59%

Met suppliers they
wouldn't have

6.5hours

Average time spent at
LAMMA

81%

Met their objectives

Visitor Testimonials

“

I feel the LAMMA Show is worth taking my time to visit. It links me to most aspects and people in the industry I need to have access to, so they can answer questions face-to-face. Thank you for the well organised event.

“

I found LAMMA a first class exhibition of tractors and machinery, as well as parts. The organising was brilliant and I will definitely attend next year.

“

It was great, as a newcomer, to be able to see the wider world of agriculture and farming as a whole. It allowed me to see what kind of vehicles, technology, and theory is used and what they mean in real life. It also helps add context to what I do as a job, so overall it is a great and helpful experience.

“

LAMMA is now a must for me. It's where I can gather information, keep up with the latest innovations, and make important decisions regarding machinery purchases-all in one place .

“

LAMMA was a great opportunity for me to learn more about the industry, discover new technologies I hadn't seen, and speak to career experts which has expanded my options within the agricultural industry and put me on the right path to progressing my career and training.

“

As a farmer and agricultural enthusiast, I was impressed by the latest farming equipment and technology on display. The innovative agricultural practices and products showcased were truly inspiring, and I gained valuable insights to take my farming business to the next level.

Exhibitor Feedback

39.4

LAMMA 2025 NPS

INDUSTRY AVERAGE
NPS

8.03

Key Objectives Met: Satisfaction Rating

- 80%** Meet/sell to current customers
- 84%** Maintain company's profile/brand position
- 75%** Generate new sales leads
- 82%** Increase awareness of brand/products
- 86%** Launch brand new product/service

88%

Likely to rebook or
have already rebooked

84%

Of 2025 exhibitors
were returning

93%

LAMMA is important
to their business

75%

Feel LAMMA is on
par or better than
competitor events

93%

Were satisfied or very
satisfied with **QUALITY**
of visitors

90%

Were satisfied or
very satisfied with
QUANTITY of visitors

Exhibitor Testimonials

“

Well worth the stand fee, we always make good contacts at LAMMA and as the show has grown, the return has with it!

-Russell Thompson, Thompson's Engineering-

“

LAMMA is a very important event for Kubota. It allows us the opportunity to launch and showcase our products in a great environment. To promote our brand and sell high value goods then we have to present them to the market in a way that reflects that value and LAMMA does that. In addition, it helps to improve the perception and value of our industry to the wider consumer market. We see it as a very important part of our annual marketing plan.

-Rob Edwards, Kubota-

“

LAMMA has been a great natural fit for us to attend over the past two years. We were very happy to see people excited for our return, as well as hearing from people who met with us for the first time.

-Kermit Ball, GIANTS Software GmbH-

“

LAMMA offers us a chance to engage with a wide demographic of visitors, from customers to dealers. Its a fantastic show to launch new products and the level of interest from stand visitors was excellent. We cannot wait for next year!

-Harry Foster, Agriweld-

“

Attending LAMMA was a great experience for us! The event provided a fantastic platform to showcase our products at Pearson Hydraulics, connect with industry professionals, and engage with new and existing customers. We had some great conversations on the stand. It's clear that LAMMA is the place to be for anyone in the agricultural sector looking to stay ahead of the game.

-Julia Jagger, Pearson Hydraulics-

Key Feature - Careers Zone

Returning for its second year, the Career Zone at LAMMA was another large success with people looking to explore, learn, connect, and discover various career paths within the industry. The zone attracted recruiters, job seekers, and graduates and in 2025, played host to eight seminar sessions where knowledge and expertise was shared throughout the two days. Sessions included:

Fields of Opportunity: Why Farm Education is Vital

Mary Hext, The Country Trust

Farming and Technology: Your Perspective

Sophie Alexander, Hemsworth Farm
Henry Dakin, UK Agri-Tech

Rebecca Wilson, Sheep & Arable Farmer
Tom Allen-Stevens, BOFIN

Exciting Futures in the Landbased Sector

Sharon Kirby and Helen Martin, Bishop Burton College

Climbing the Career Ladder on a basis that suits you best

Ollie Brisbourne, Tithebarn

LAMMA Young Engineer Awards

Toby Whatley, Farmers Guardian

Q&A Session: A Day in the Life of a G's Fresh Grower

The Economical Impact of Quality Training

Charlie Rollason, AGCO

Introduction to Land-based T Levels and Further Industry Qualifications

Jackie Hough, City & Guilds

Key Feature - Farming Simulator

After choosing LAMMA 24 as the first ever UK venue, the internationally acclaimed gaming series Farming Simulator returned for LAMMA 25. During both days, visitors had the chance to attend the stage shows, meet content creators and play the most recent edition of the game, which introduced rice cultivation, spinach and other crops as well as new environments.

The feature attracts a number of farmers who play the game as well as those looking for a career in farming.



Key Feature - Agriconnect TV

Agriconnect TV broadcast insightful interviews from a range of guests throughout LAMMA, which was visible on screens throughout, or online for those who were unable to attend the event live. Ten interviews per day allowed viewers to expand their knowledge and gain new insights into the latest farming practices, new manufacture launches and innovative developments.

The platform offers exhibitors the opportunity to raise their profile during and after the LAMMA event as well as gain access to new audiences who not in attendance.

View Day 1:

agrc.im/ag_tv1

View Day 2:

agrc.im/ag_tv2

Brought to you by:



Key Feature - FG Live

Opening Address: Stop the Family Farm Tax

Tom Bradshaw, NFU Mutual

UK Government Support for Agriculture sector exporters through UKEF

James MacLeod-Nairn, UK Export Finance

Working in Agriculture - a career for everyone

Emily Ashworth, Farmers Guardian
Claire Mackenzie, Six Inches of Soil
Kaleb Cooper, Farming Contractor

Charlotte Ashley, Farmer
Jackie Hough, City & Guilds
Olivia Shave, Ecoewe

AgriWellbeing Alliance. To improve mental health and wellbeing in Agriculture

Sam Downie, Mates in Mind
Stephanie Berkeley, FSF
Petra Martin, Agrii & IOSH

Keith Knowles, The Crown Estates
David Rose, Harper Adams University
Jill Hewitt, NAAC

Armed Forces to Work Forces

Tess Howe, TIAH
Guy Bunting, Tallis Amos Group
James, Price, Easton College Estate

James Cameron, Mission Community
Tom Marsh, Cultura Connect

Women in Farming, Meet and Greet

Future of Solar & Storage in Agriculture

Nick Spicer, Your Eco

Robert Lanning, Devonshire Poultry

Communicate & Collaborate for Success

Amy Fry & Luke Cox, National Federation of Young Farmers' Clubs
Richard Bower, Agri-Food Consultant

Overcoming the Odds - Farming Community Network panel

Amy Hughes, AHDB
James Chapman, Farm Safety Ambassador
Georgina Lamb, The Farming Community Network

Andy Venables, Hillsgreen
Neil Barrett, NJB Hoof Care



Key Feature - Demo Zone

The Demo Zone at LAMMA is a key highlight for many attendees as brands showcased the latest agricultural machinery and technology in action. Live demonstrations of cutting-edge equipment took place throughout the two days. This feature allows brands to educate attendees on how they can improve efficiency, productivity, and sustainability to their farms.

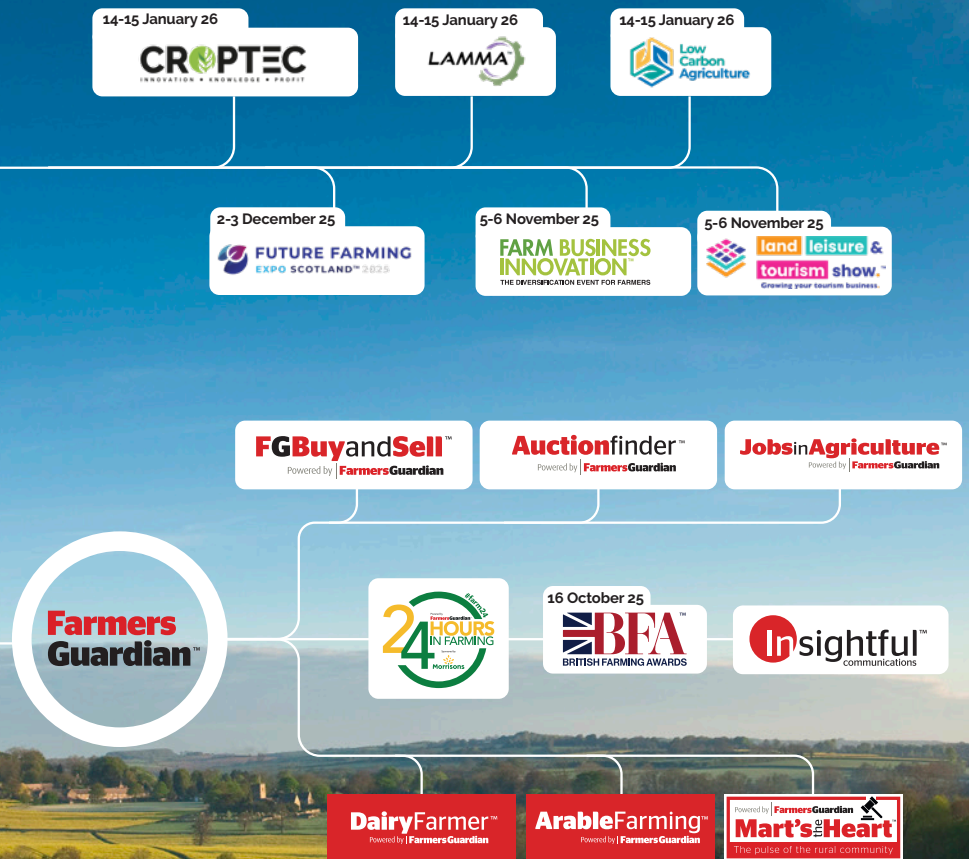
Brands showcased included:



The Agriconnect Portfolio



Agriconnect keeps the agricultural community up to date with the latest news and information and brings people together to meet, to share, and to grow their businesses.



How to get involved in LAMMA 2026

Please contact us to discuss your stand or sponsorship options:

Ajesh Visram

Head of Sales

Email: ajesh.visram@agriconnect.com

Tel: 07920 545 243

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Show 2026

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