



14-15 January 2026

Connect with **Dairy** and **Beef Farmers**

at the **UK's leading event** for agricultural
machinery and technology

lammashow.com

LAMMATM



LAMMA is the **must-attend event** for the UK's farming community. In 2025, we welcomed **over 41,000 attendees** - including thousands of **dairy and beef farmers** looking for the latest equipment, technology, and solutions to enhance their business.



11%

of registrants were
dairy farmers



38%

of these managed
herds of 300+



21%

of registrants were
beef farmers

Launching at **LAMMA 2026**



Partnered with

**Farmers
Guardian™**

DairyFarmer™
Powered by FarmersGuardian

- We are partnering with **Farmers Guardian** and **Dairy Farmer** to launch a **Dairy & Beef Hub**, the focal point for all things cattle at **LAMMA**
- Showcase your products to decision-makers actively seeking new machinery, technology, and services
- Expand your network by meeting farmers, contractors, and key industry professionals all under one roof



Don't miss your chance to be part of this industry leading event, contact **Ajesh.visram@agriconnect.com** for more information.

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LAMMA™

