



## **AgriLIVE Smithfield - a new technical event for British farming**

British agriculture is to get a brand new food, technology and business event - AgriLIVE Smithfield. The new event will make its debut at Stoneleigh Park on Friday 11<sup>th</sup> and Saturday 12<sup>th</sup> December this year.

AgriLIVE Smithfield, co-organised by the Royal Agricultural Society of England and the Royal Smithfield Club, will have free entry for visitors. It will provide a new and exciting platform for the traditional Smithfield primestock classes and will have a very strong technical and commercial focus on husbandry, management and machinery.

AgriLIVE Smithfield will be a technically focused business event meeting the needs of the red meat industry, bringing together producers, processors and retailers to better understand their supply chain. Support from the industry is already very encouraging and as a sign of their long-term commitment the organisers have already announced December 3<sup>rd</sup> and 4<sup>th</sup> as the dates for the event in 2010.

Commenting on the new event, RASE Chairman, Hugh Oliver-Bellasis, said:

“We are delighted to be working with the Royal Smithfield Club. This new event will build on some of the traditions that the word ‘Smithfield’ conjures up but will have as its prime focus the provision of a platform from which really key technical and commercial messages can be delivered. Supply chains throughout the industry are getting more complex. AgriLIVE Smithfield will seek to work with all parts of those chains to help improve technical efficiency and profitability.”

John Campbell, Chairman of the Royal Smithfield Club, said:

“We look forward to working with the RASE to stage this new event. It provides us with the opportunity to maintain much of the Smithfield tradition at a highly accessible, well-known site right in the heart of the UK. It also offers the opportunity to work with the RASE’s technical events team, to ensure that AgriLIVE Smithfield has a technical and commercial content that is totally relevant to the needs of farmers in the 21<sup>st</sup> Century.”

Information about the new event will be posted on the event website

[www.agrilivesmithfield.co.uk](http://www.agrilivesmithfield.co.uk) as it becomes available.

Ends

Further information:

Alice Bell                      AgriLIVE Smithfield Manager              024 76 858 276

Denis Chamberlain              Communications Director RASE              07860 680800

Event website [www.agrilivesmithfield.co.uk](http://www.agrilivesmithfield.co.uk)