

events showcase

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Real-life resumes

- 62 Real-life resumes
- 63 Variety is the spice of life
- 66 A sustainable agenda
- 70 Innovation in action
- 75 The rise of regen

As lockdown restrictions end in England, the greatly missed show season is finally resuming this month. Ahead of the upcoming events, CPM previews the Cereals Event and Groundswell.

By Charlotte Cunningham

Following last year's online event, the Cereals Event returns in the flesh this year, at a slightly later date (30 June-1 July) at its site in Boothby Graffoe, Lincs.

Though it has been a while, and perhaps most of us have forgotten what it's like to attend a 'real-life' show, organisers of Cereals 2021 are promising a jam-packed two days to both inform and entertain visitors.

The theme of this year's event is 'a healthier path to profits' and as part of this, many aspects of Cereals will focus on sustainability, efficiency and diversity, says event organiser Alli McEntyre.

As well as the annual favourites, including the NIAB Soil Hole and Syngenta's Sprays & Sprayers Arena, there are a handful of new features for the 2021 event.

With the importance of good drainage seen over the past few seasons, The National Association of Agricultural Contractors are presenting a new Land

Drainage Hub this year, aimed at bringing together leading agricultural contractors with land drainage expertise as well as drainage equipment manufacturers to help arable farmers get the most from their land.

The new feature will include presentations, video demos and equipment on display throughout both days of Cereals. This information is complemented by information presented at the NIAB Soil Hole, the Soil Health Presentations in the Cereals AHDB Theatre on day two and within the direct drill demo area.

On the working demo front, Garford, Lemken and Opico will be presenting a new inter-row weeding demo and for those looking for a hands-on experience, this year's event will see the debut of a new special driving course for off-road vehicles, hosted by Isuzu Motors.

This course will allow Cereals attendees to drive off-road in order to test vehicle reliability, dependability and durability.

According to Isuzu not only will visitors be a better driver after driving the course with qualified instructors but will also have a better understanding of how to operate your vehicle safely and fuel efficiently.

The Cereals Isuzu Driving Course will run both days at Cereals 2021 — simply present valid UK driver's license onsite to participate.

The seminar programme is set for an overhaul too, with the usual four theatres condensed into

two — though still brimming with content. Read more about the programme on pg 66.

"This year's Cereals Event will involve no online webinars, just real people meeting in the fields of Boothby Graffoe, Lincs. Not a 'virtual' link in sight," says Alli. "You can walk across real grass, eye up actual machines, talk to people directly, attend seminars in person, examine the crop plots — and there's even a soil pit you can get into.

"After the isolation of the past 18 months, Cereals 2021 is a great opportunity to learn, share knowledge and eye-up the latest and greatest in agri innovation in the flesh."

Event information

The Cereals Event will be held in Lincolnshire on 30 June – 1 July 2021 and will comply with all required biosecurity measures against COVID-19.

Car parks open at 6:00am.

Gates open at 7:30am when caterers open for breakfast. Stands and features open at 8:00am. Caravan parking is available on 29 June to 2 July.

Location:

The Old Rocket Site, Heath Road, Boothby Graffoe, Lincs, LN5 OAS

Tickets are still available online at www.cerealsevent.co.uk