



A new dawn for Cereals

Cereals Event preview

A new site in Nottinghamshire heralds some changes for this year's Cereals Event, which is promising to be jam-packed with innovations and information. CPM breaks down what growers can expect to see and hear at the two-day show.

By Melanie Jenkins

Blink and the Cereals Event will have arrived, but this year it's at an all-new location on the Thoresby Estate in Nottinghamshire on 13-14 June.

Will Baker, farm manager at the new site is excited to host the event. "The Cereals Event team approached us about bringing the event here and we felt that the Thoresby Estate could offer a fresh location. When they visited, they asked where our 80ha flat field was for the event, but we don't have fields like that here."

So instead of what visitors are used to with the Cereals Event, this year's show might be quite different. "It's spread across four different fields and on the original parkland of the estate, so expect something new."

The team at the estate are fairly

accustomed to holding events, often hosting horse trials, music festivals and food and drink shows on an annual basis, so the infrastructure for the event is already in place. But these are usually run by a dedicated events team and have very little to do with the farm operations, so hosting the Cereals Event is going to be quite a change, says Will.

"The fields we're using are in the parkland but are our arable fields, so we've had to tailor our cropping to accommodate. But as we're on really sandy soils this means we love to irrigate everything — cereals, sugar beet, maize and vegetable crops — so if it rains during the show, the ground should still be accessible."

Managing light soils, Will's especially interested to see any drought stress tolerant crop varieties being showcased during the event.

As ever, Cereals will be a platform for the latest developments in arable agronomy, machinery, technology and business advice. According to event manager, Alli McEntyre, exhibitor numbers are already 30% up year-on-year, and the show will include four new features.

These include an Energy and Biomass Hub which will be hosting seminars on how to navigate rising energy costs. The AgAnalyst Academy will explore how to get the most from precision agriculture and the Cereals Stories Stage will be featuring guest farmers talking about how social media has changed their business. The Bednar Arrive and Ride experience will give visitors the chance to ride alongside a selection of

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Bednar's towed implements to see them up close and in action. And if that isn't the preferred horsepower, back by popular demand is the Isuzu Offroad Driving Experience.

Machinery

The wide range of exhibitors at this year's event means that, whether visitors are looking for the latest min-till drills, sprayers, harvesting or baling kit, the stands and demos will have plenty of high-tech machinery to choose from.

Centre stage at the John Deere stand will be its HarvestLab 3000, now available on S-Series and T-Series combines. It has expanded the use of near-infrared sensors to allow farmers to measure important quality parameters in wheat, barley and oilseed rape continuously, and in real time. The technology also gives farmers a granular view of field performance, laying the foundations for decisions on inputs for the following season.

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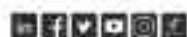
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► numerous benefits,” says the firm’s Chris Wiltshire. “These include being able to know for certain whether wheat has met milling quality specifications, the grain quality at an individual point in a field, and gaining an overall picture of which soils have converted nutrients into yield and protein.

“This greater level of detail and analysis is all part of the progression to site-specific

farming; targeting inputs where they are needed, reducing unnecessary expenditure, and paving the way for a more productive and profitable future.”

Cereals’ core focus on combinable crops is what attracted Warren Rivers-Scott of Bednar, to the event for the first time. “Along with our UK marketing partner — Case IH — we’ll have a selection of high horsepower

machines on display, including the Efecta CE12000, a SwifterDisc XE12400 Profi and a Swifter SE12000. For root and vegetable growers, there will also be the Terraland TN Profi.

“During the event, we’ll also host an exciting ‘arrive and ride’ demonstration, allowing visitors to get up close and personal with 550hp+ tractors and 12m cultivators, ►

Seminars at Cereals

Below, *CPM* has picked out some of the most thought-provoking seminars from across the two days. The full seminar programme can be found online.

	When?	Where?	What?	Speakers?
Must-see machines to help you farm more precisely	13 June 10:00-10:40	AgAnalyst Academy	This session will explore must-see machines to help farmers operate more precisely including, but not limited to <ul style="list-style-type: none"> • N-Sensors • Spray nozzles • Protein monitor • Variable rate seed drills 	<ul style="list-style-type: none"> • Clive Blacker, AgAnalyst • Peter Millenaar, BBLeap • Mark Tucker, Yara • Mark Herriman, Sencrop
Quiz the political leaders	13 June 11:30-12:30	Cereals Mainstage	This session is an opportunity to quiz political and industry leaders on their thinking – from food security to trade deals, grant schemes to new technologies and everything in between	<ul style="list-style-type: none"> • Minette Batters, NFU • Mark Spencer, Defra • Nichola Bell, Farmdeals
Great soils, great crop	13 June 14:30-15:30	Cereals Mainstage	Healthy soils are the lifeblood of farming. Three soil scientists discuss their research after our keynote farmer speaker explains how he has improved his low-grade land to such an extent that is now part of a high-yielding arable rotation	<ul style="list-style-type: none"> • Angus Gowthorpe, Farmer • John Renner, Farmer, LEAF • David Powlson, Lawes Trust Senior Fellow, Rothamsted Research
My Story: James Bannister	14 June 9:30-10.00	Cereals Stories Stage	James Bannister, NAAC Chairman, will talk with Jill Hewitt about his career, the impact of his life-changing farm accident and the importance of farm safety	<ul style="list-style-type: none"> • James Bannister, NAAC • Jill Hewitt, NAAC
Publicly-funded environmental incentives	14 June 11:30-12:30	Cereals Mainstage	This session will shed new light on the Sustainable Farming Incentives, Countryside Stewardship Plus, and a host of other government-funded grant schemes to encourage biodiversity, protect and enhance precious habitats, and prevent pollution	<ul style="list-style-type: none"> • Janet Hughes, Defra
Net Zero and climate change	14 June 13:00-14:00	Cereals Mainstage	Hear from expert speakers from both home and abroad exploring the challenges and opportunities presented by climate change and the drive to net zero	<ul style="list-style-type: none"> • Steph Sloan, KS Agri, New Zealand • Simon Thelwell, Harper Adams University • Sophie Cath, Eurofins Agro • Matthew Paul, Rothamsted Research • Jonathan Storkey, Rothamsted Research

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The wide range of exhibitors at this year's event means the stands and demos will have plenty of high-tech machinery to choose from.

▶ reaching speeds of over 20kph.”

Chafer will be attending the show and plans to take part in the Syngenta Sprays and Sprayers demonstrations. “The Arena offers farmers who are thinking of changing machines the first opportunity to see them in action,” says the company’s Joe Allen. “We expect to be showing the Interceptor self-propelled model, and the trailed Guardian and Sentry models.

“We’re also involved in a three-year Innovate UK project with BASF, Rothamsted Research and Bosch Rexroth, looking at targeted application of chemicals to blackgrass. Bosch Rexroth has a camera system that could be used to identify weeds in the growing crop, allowing herbicides to be targeted specifically at them. We’ll have a machine with cameras mounted on it at Cereals and will be talking about the project with visitors.”

On the Fendt stand, visitors will be able to see the Rogator 600 self-propelled sprayers. Consisting of three models — 645, 655, 665 — this range has had numerous updates for 2023, including refined boom height control, new electro-pneumatically controlled nozzle bodies and an improved ContriRinse system for fast cleaning. Fendt’s stand will also feature a range of Fendt Vario tractors along with the Fendt Ideal combine.

Kuhn plans to bring a number of its wide range of machines to this year’s event, including the Aero 32.1 and Aero GT 60.1 fertiliser spreaders, the Lexis 3000 trailed



Electric Wheels will be demonstrating its range of electric utility vehicles at Cereals this year, including the Nipper.

sprayer, which will be demonstrated in the Sprays and Sprayers Arena, the Optimer L12000 high-capacity stubble cultivator and the Multi-Leader Xt semi-mounted reversible plough.

On the New Holland stand, connectivity and sustainability will be the key themes. The firm will showcase its new T7.300 long wheelbase tractor with PLM Intelligence which has an 18% increase in fuel capacity than previous iterations. Visitors will also be able to see the T6.180 methane tractor which is powered by compressed natural gas.

New Holland’s strategic partner, Bennamann will also be joining the firm at Cereals. Bennamann is a UK-based specialist in solutions to capture, repurpose and store fugitive methane emissions from manure slurry lagoons for energy use.

This year’s event will see Amazone demonstrating its tine seeder range, suited to no-till situations. The Condor 12001-C and Primera 3000 direct drill and the Cayena tine drill will feature, as well as the low disturbance Cirrus 6003-2C and Cirrus MinimumTill Disc, which is ideal for establishing a cash crop after a cover crop.

This year sees the introduction of the Schmotzer hoe range at Cereals, which Amazone acquired in 2019. The stand will also feature the new high-clearance, ISOBUS and GPS-controlled Venterra 12 row hoe with the Horus Pro camera guidance system, along with a range of other machines.

The new long bodied, UX 7601 Super and 36m AmaSelect larger capacity trailed sprayers, along with the Pantera 4504 self-propelled and UF 02 series mounted ranges will also be on show. All three of these will be demonstrated in the Sprays and Sprayers Arena on both days.

Weaving is returning to Cereals after a four-year break, and director Simon Weaving is hopeful that the new location of the event will be a boon for visitors. A highlight at Weaving’s stand will be a new mounted GD 4m drill. “We’ve put on a plastic hopper which will make it easier to use,” he explains.

Ireland-based McHale is exhibiting its new Fusion 4 range of integrated baler wrappers, comprising the McHale Fusion 4, McHale Fusion 4 Pro and McHale Fusion 4 Plus with film binding technology.

The company has created its highest output pick-up for the Fusion 4 range, explains Kieran Hughes of McHale. “The new Profi-Flo pick-up has been designed to increase crop intake through more efficient crop flow, and has been engineered to

ensure end users are operating with a high-performance pick-up that’s designed to suit various working conditions. We’ve also focused on operator comfort.”

Industry newcomer, Electric Wheels will be demonstrating its range of electric utility vehicles at Cereals this year. On the stand, visitors can view their full range of all-terrain vehicles available, including the Nipper, which has an electric rear tipper and boasts a range of up to 75 miles on one charge.

Also heading to the show is Grange Machinery which will be bringing along its new strip-till Preparator for the first time. Developed over several seasons with the input of farmers, this tool is designed to help establish brassicas, maize and sugar beet crops.

Syngenta Sprays and Sprayers Arena

The Syngenta Sprays and Sprayers Arena will be dominated by one fundamental change this year, it won’t be on a flat field. “This feature is going to be quite interesting this year,” says Will. “Originally the organisers wanted to locate the arena on a flat field but we suggested putting it in a dip. It’s situated in a bit of a bowl which will act like an amphitheatre. Hopefully visitors will get a really good view.”

A highlight of the show, the Arena showcases the most accurate and efficient spraying technology available. The latest sprayers will be put through their paces including air-assisted, skid unit, self-propelled, trailed and mounted sprayers. The market-leading demonstrating companies will present the latest innovation and application technology on offer to improve farm businesses.

As well as watching the latest technology in action, visitors will also have the opportunity to meet service and product suppliers in the surrounding exhibition area.

Visitors who stop by the Arena at midday can watch drone demos, learn about Syngenta 3D Ninety, Easyconnect and celebrate with the FSOOTY Award nominees and winners.

In addition, the Drill Arena has been expanded and will feature live demonstrations throughout both days. This Arena will bring together demonstrating companies to showcase and discuss the benefits of their technologies, providing sustainable solutions for arable farmers. Visitors will be able to get up close to see the kit in action and to have their questions answered.

But that’s not all that’s on offer; visitors will also be able to check out Garford’s

mechanical weeding demonstrations, as well as working demos by Bednar, Case IH, Hardi, and New Holland. There will also be expanded robotics and automation demos, including the autonomous field robot Agbot by AgXeed.

Seminars

The popular seminar programme will take place at the Cereals Mainstage, covering key topics including agricultural policy, net zero, regenerative agriculture and the latest technology and innovation. Visitors can hear lively discussions from Minette Batters of the NFU, Mark Spencer, the Defra farm minister, and Defra's Future Farming and Countryside Programme director, Janet Hughes.

Crop plots and NIAB Soil Hole

At the heart of the event is the extensive range of exhibitor crop plots which promise to showcase a wide range of varieties, crop protection products and nutritional options. Visitors are encouraged to visit both returning and new plots, including RAGT's Genserus demonstration which will compare commercial wheats with RAGT barley yellow dwarf virus resistant varieties.

Visitors can take a look at diverse range of the UK's underutilised and novel crops, that may become more popular over the next few years on farm, and discuss crop management options with NIAB specialists and advisors, explains the organisation's Stuart Knight.

This year NIAB has 32 established or candidate AHDB Recommended List winter wheat varieties on its stand. "With new fungicides on the horizon for winter wheat and winter barley, the NIAB plots will compare new cereal fungicides and showcase fungicide inputs for a range of varieties. The stand will also shine a light on integrated crop management strategies designed to maximise production while minimising climate induced and biotic stresses, with crop plots showcasing winter



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and spring bi-cropping and variety blends," says Stuart.

The agronomy plots also take a look at different nitrogen strategies in cereal crops. Several alternative fertilisers, biostimulants and biological products that can help reduce the need for soil applied nitrogen fertilisers will be demonstrated.

"NIAB is currently trialling some of the innovative products to help understand how best they can be used in a nutrition programme without compromising yield. Reducing reliance on nitrogen fertiliser can help to reduce greenhouse gas and ammonia emissions," he adds.

Visitors can also uncover the benefits of protein crops, including peas and beans, lentils, lupins, chickpeas and soya, says Stuart. "NIAB's research work on legume crop improvement will be central to the feature as growers can explore the opportunities for crop diversification and lowering inputs on farm and new market prospects as a plant-derived protein source in food and animal feed."

Plus the NIAB Soil Hole offers visitors a chance to step down and discover a unique, worm's eye perspective of soil structure, cultivation effects and cover crop mixes. "With five herbal grazing ley mixtures alongside buckwheat, quinoa, grain maize, durum wheat, hybrid rye and triticale, growers have the option to view the crops above and below ground in the 20m long Soil Hole," says Stuart.

Winter Wheat and Barley Feature

New for 2023 is the Winter Wheat and Barley Feature which has been curated by Ceres Rural. The feature will allow farmers to see a selection of leading RL varieties side-by-side. A broad spectrum of winter wheats, in all groups, as well as winter barleys, including malting, two-row feed and six-row hybrid varieties, will be on display to allow for comparison. Demonstrations will be presented twice daily by a Ceres Rural agronomist.

NAAC Land Drainage Hub and Isuzu Offroading

As well as the Soil Hole, the NAAC Drainage Hub will also be taking things underground. The hub will include lively, informative seminars and will be offering an opportunity to meet exhibitors. It'll bring together leading agricultural contractors, drainage equipment manufactures and arable farmers who want to get the most from the land. On show will be a variety of presentations, video demos and equipment throughout both days of Cereals.



Kuhn's Lexis 3000 trailed sprayer will be demonstrated in the Sprays and Sprayers Arena.



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And for those after little bit of 'joy riding', the Isuzu Offroad Driving Experience is set to return but on a whole new course. Visitors can get behind the wheel of an Isuzu truck alongside a qualified instructor to navigate the offroad course. This provides a change for them to drive the vehicle at different speeds and in a variety of conditions, as well as testing various features including the hill descent controls. In addition, a designated towing area will provide a chance to test out the capabilities of the Isuzu D-Max. Those wishing to take part just need to ensure they have a valid driving licence to hand on the day. ■

Event information

The Cereals Event will be held in Nottinghamshire on 13-14 June 2023. 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 but is limited, please contact gareth.evans@thoresby.com. Location: Thoresby Estate, Perlethorpe, Newark, Nottinghamshire, NG22 9EQ. Tickets are still available online at www.cerealsevent.co.uk.