

Demo for days



Cereals Event preview

This year's Cereals Event is lined up to present a jam-packed ensemble of working demonstrations. CPM explores what the event has to offer for all of those keen to see the latest innovations in machinery and technology.

By Melanie Jenkins

On the other side of the Cereals Event coin, organisers have promised more than 200 machinery demonstrations as well as a packed sprays and sprayers line-up.

This year's event is set to bring with it an expansion of demonstration areas, more working demonstrations from house names in machinery as well as robotic, automation and drone manufacturers. The Drill Demos and NAAC Demo arena and the Syngenta Sprays and Sprayers Arena will showcase the latest precision technology, innovations in land preparation, establishment, and crop protection.

And back by popular demand is the Isuzu Off-road Driving Experience — a purpose-built off-road course for visitors to get into the driving seat and experience all the capabilities of Isuzu's latest vehicles.

"This is one of Cereals' biggest years for demonstrations," says event manager, Alli McEntyre. "The co-located DirectDriller@Cereals adds even more working demonstrations to the line-up."

So what can visitors expect to see across the varied working demonstration areas on 11-12 June?

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Agricultural Contractors (NAAC) Land Drainage Hub has talks and demonstrations lined up to provide technical and practical advice. "Increasingly, farmers are assessing more substantial and long-term drainage solutions to improve soil condition and resilience, to reduce the risk to crops from extreme conditions like flooding and drought," says the NAAC's Jill Hewitt.

This year's NAAC drainage demos will involve the display and static running of two pieces of contractor-operated drainage machinery — a 13.8m long by 3m wide drainage trencher and an 11.2m long by 3m wide drainage plough.

With robotic and autonomous technology gaining traction year-on-year, the AgXeed demo area will see the return of the AgBot 5.115T2. An autonomous solution for high-capacity work on broad arable land, the 156hp AgBot has been designed to replace a 160hp manned tractor — where high-value crops are grown and/or there are extreme shortages of labour.

On soil-preserving crawler tracks, the AgBot 5.115T2 will be demonstrated with an Amazone 3m Cenio cultivator. But it's able to handle a host of cultivators, seeders, spreaders, and sprayers to carry out a spectrum of field work.

Visitors will also be able to find out how connectivity can aid their fleet and business at the Case IH demo area. "We'll be showcasing a wide variety of tractors and harvesting equipment from across our range including the Puma 260 CVXDrive," says the firm's Neil Macer. "But something very special at Cereals for us will be our UK unveiling of the much-anticipated 260

Agriweld will showcase two low disturbance cultivators — the Multi Till 5T 3m rigid model and the Min Disc 3m rigid model — on its working demo plot close to its stand.

The Multi Till 5T offers a step change in seedbed preparation and efficiencies, according to company owner, Dean Foster. "It can go into most conditions and produce a good seedbed in one pass." The demo will show how low disturbance cultivation can help overcome challenges like moisture loss and surfacing of blackgrass seed.

Direct drilling fans

Visitors interested in direct drilling can visit the Maschio Gaspardo demo areas to see a range of machinery in action — including its flagship pneumatic seed drill, the Gigante Pressure Direct Drill.

Available in 3m, 4m, 5m and 6m models, the drill features disc coulters spaced at 150mm or 180mm as well as depth gauge wheels, and independent seed press wheels to optimise seed-to-soil contact.

For those considering their next steps in drainage, the National Association of

Demonstrations

Visitors can expect to see the following list of exhibitors participating in demonstrations:

Working demonstrations	DirectDriller@Cereals Drills Arena	Syngenta Sprays & Sprayers Arena
Agriweld	Aitchison	Amazone
AgXeed	Claydon	Bargam Agriculture
Autonomous Agri Solutions	Dale Drills	Bateman
Case IH	Horizon Agriculture	Berhoud
Hardi	John Deere	Chafer
Maschio Gaspardo	Maschio Gaspardo	DroneAg (robotic demos)
NAAC	Moore	Fendt
New Holland	Novag	Hardi
SDF Farming Technology	Simtech UK	Househam
Merlo	Weaving	John Deere
Isuzu	WOX Agri Services	Knight
	Bednar	Kuhn
		SAM crop sprayers



The Syngenta Sprays and Sprayers Arena has long been a shop window for the latest innovation and technologies.

series combine.”

The Syngenta Sprays and Sprayers Arena has long been a shop window for the latest innovation and technologies, with this year promising a display of new developments in pioneering precision application practices.

These new developments could herald a step change in approaches to agronomy decisions and sprayer technologies, according to Syngenta’s Harry Fordham. He believes that precision application and artificial intelligence are opening opportunities to be far more targeted in product application for more specific treatments.

“Ultimately, growers can achieve better results from reduced overall product use. The immense potential of precision application includes innovative concepts of satellite mapping with variable rate treatment, prescription application, optical sensor spot spraying, and drones — along with other techniques,” says Harry.

In the demonstration arena, more than 10 manufacturers will be showcasing their kit including Amazone which will also have its new Pantera 7004 self-propelled sprayer on its stand. The Pantera has a variable front and back track adjustment and self-levelling suspension, along with an 8000-litre UX 7601 — which will be used to demonstrate the functionality of AmaSelect individual nozzle control technology, alongside AmaSelect Row, AmaSelect Spot, and CurveControl.

“Our aim at Amazone is

to provide responsible and sustainable spraying technology which maximises chemical efficacy and minimises input costs,” says the firm’s Simon Brown.

Fendt will also be returning to the arena with the Fendt Rogator 600 self-propelled sprayer. “The Fendt Rogator 600 continues to be popular among farmers and contractors alike, with various boom widths, axle configurations and two ride heights available across the range,” says Fendt’s Ed Dennett.

“The MY24 model features recent developments including improved nozzles, plumbing, and easier options for tank cleaning, which are all aimed at maximising uptime and output without compromising on the job,” he adds.

Triple threat

A trio of sprayers from John Deere will be making their way around the arena at this year’s show including the R740i 24m trailed sprayer, the R9620 36m trailed sprayer, and the 340M self-propelled sprayer.

This’ll be the first large outing for the 340M, says the firm’s Mark James. “All three of the machines we’re showing have our PowrSpray dual-circuit solution system with benefits including fast filling for a quick turnaround and more hectares sprayed per day. They also all feature our in-house developed individual nozzle control system, reducing overlaps and misses to the minimum, helping to reduce input costs.”

Kuhn will be showing the benefits of its Metris 4102 trailed ▶

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Cereals Event preview

► sprayer which is claimed to offer users increased output and technology to improve application uniformity. The sprayer has a 4100-litre polyester tank featuring a deep sump, offering a low centre of gravity. Application is controlled via Kuhn's Diluset+ system which gives users the

benefits of semi-automated filling with a pause mode, in-cab display, and partial rinsing of the sprayer from the tractor.

The winner of this year's Syngenta Farm Sprayer Operator of the Year (FSOOTY) will once again be crowned in the Syngenta Sprays and Sprayers arena

on the first day of the event.

"This prestigious award recognises the professionalism of sprayer operators across UK farms," says Syngenta's Iain Lindsay. "Past winners have demonstrated their skills and expertise in every area of crop spraying." ■

Seed to Shelf seminar line up

Below, CPM has picked out some of the machinery-focused talks from across the Seed to Shelf seminar programme. The full programme can be found online.

Session	Date and time	Speakers	Agenda
Farm to fork: How machinery can help growers meet sustainability targets	11 June 11:00-11:45 & 12 June 10:30-11:15	<ul style="list-style-type: none"> ● Matt Tilt, editor, <i>Farm Contractor & Large Scale Farmer Magazine</i> ● Olly Harrison, Lancashire farmer and YouTuber ● Stephen Howarth, council secretary, Agricultural Engineers Association ● Simon Brown, managing director, Amazone Ltd ● Nigel Honeyman, harvesting marketing specialist, New Holland Agriculture 	<p>A panel discussion on machinery developments and how these can help growers meet the growing number of requirements to farm more sustainability.</p> <p>The Q&A part of this session will also give visitors an opportunity to speak directly to manufacturers regarding what they need from machinery of the future.</p>
Do the economics of using a contractor stack up?	11 June 11:45-12:30 & 12 June 11:15-12:00	<ul style="list-style-type: none"> ● Jill Hewitt, chief executive, NAAC ● Matt Redman, Matt Redman Agriculture 	<p>Advice from the experts about how to assess if a farm business could benefit working with a contractor and the key things to consider.</p>
Efficiency is king	11 June 13:30-14:30 & 12 June 13:00-14:00	<ul style="list-style-type: none"> ● Jeff Claydon, chief executive, Claydon Drills ● Harry Middleditch, farm manager – D F Middleditch & Son ● Luker Sayer, content manager, YAGRO ● Edwin Van Leeuwen, head of product – Yagro 	<p>An open discussion around how both software and hardware can help arable enterprises maximise every hectare. Harry Middleditch will share some boots-on-the-ground experience.</p>



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