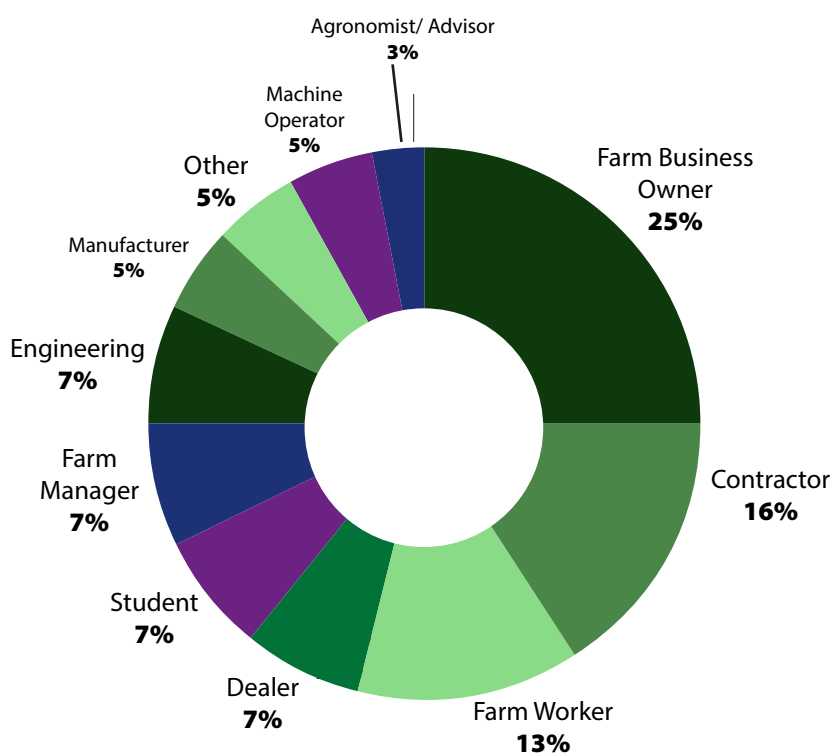


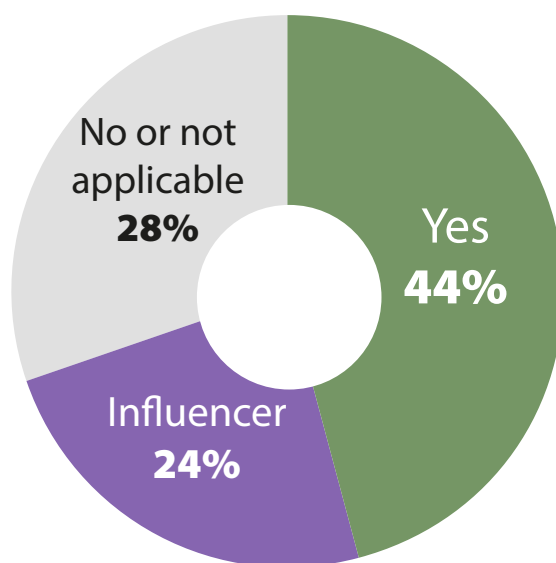
LAMMA'20

Visitor statistics

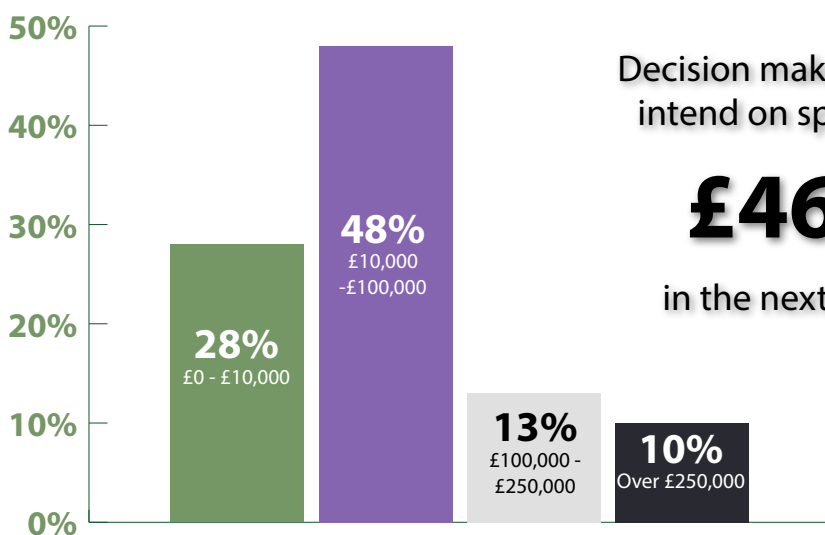
Visitor occupation



Main decision maker



Spend over the next 12 months



Decision makers at LAMMA
intend on spending over

£468m

in the next 12 months

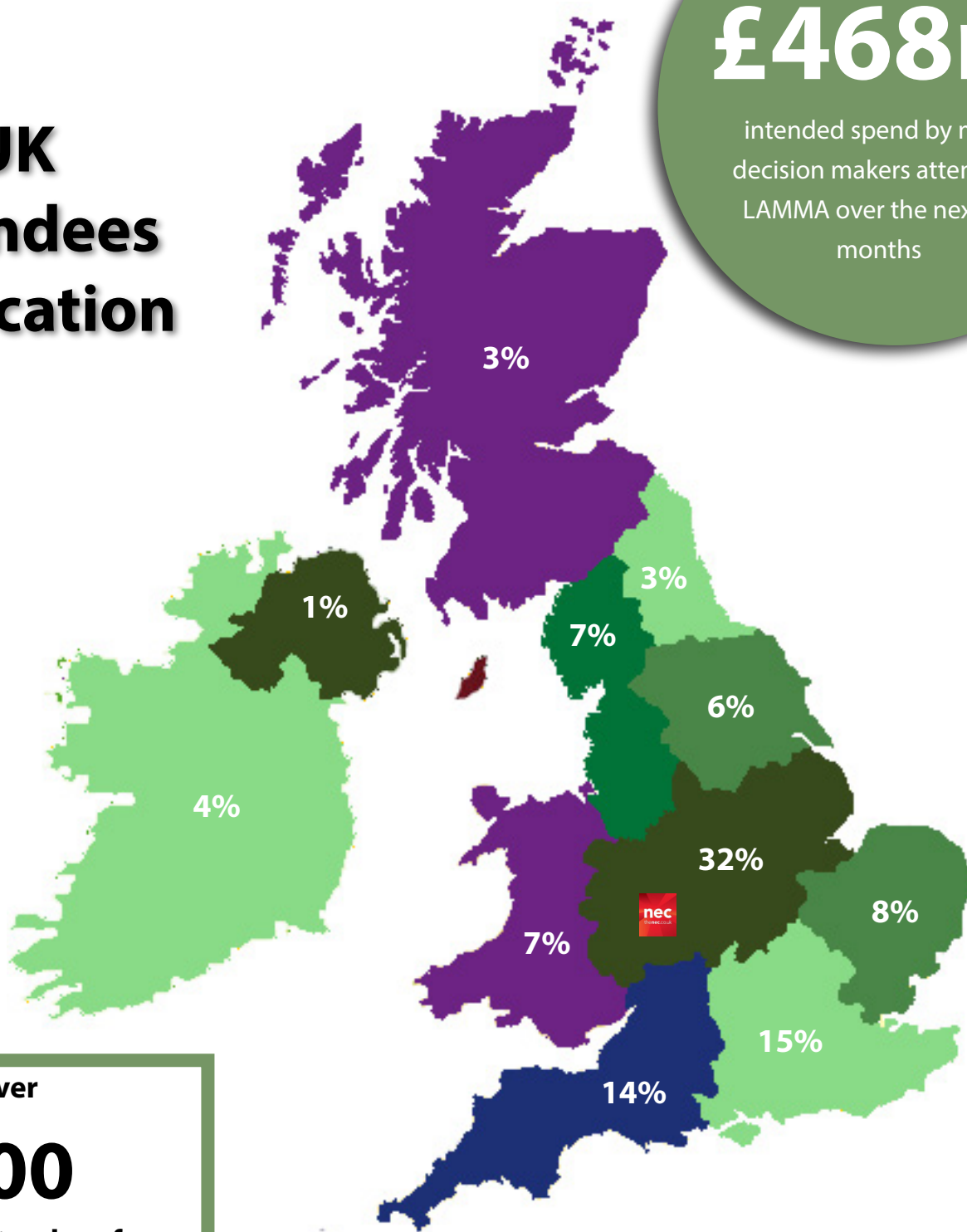
68%

of attendees were main
decision maker or on
farm influencers

LAMMA'20

Visitor statistics - location

UK attendees by location



£468m

intended spend by main
decision makers attending
LAMMA over the next 12
months

Over

500

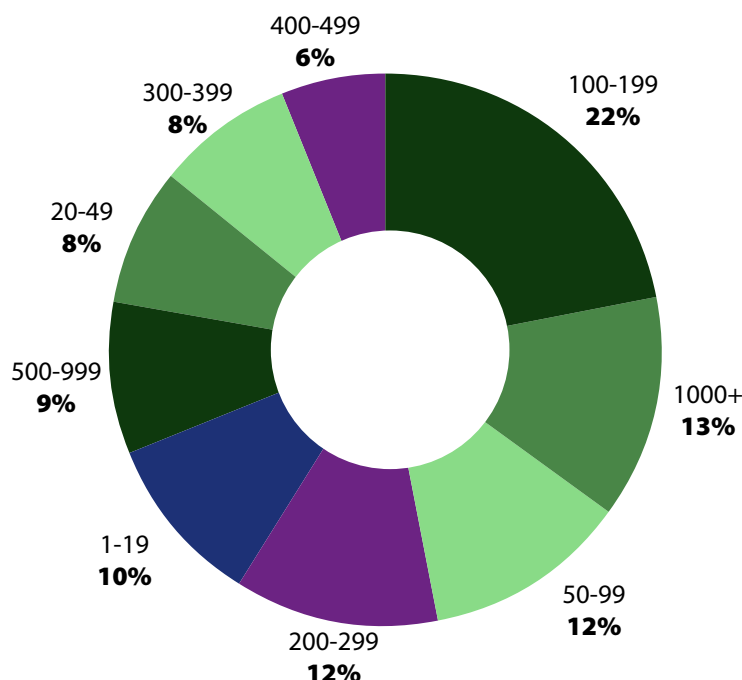
of overall attendees from
overseas

LAMMA'20

Visitor statistics - farm demographics

Farm area (hectares)

Based on the 67% of attendees who answered



Over

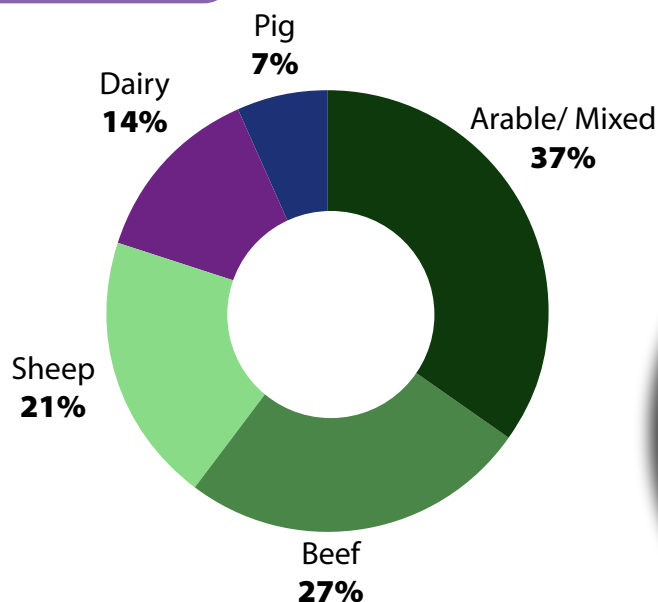
6.63m

hectares of UK agricultural land management was represented at LAMMA

Farm type

37%

of the UK's beef cattle herds represented at LAMMA



56%

of the UK's arable land represented at LAMMA