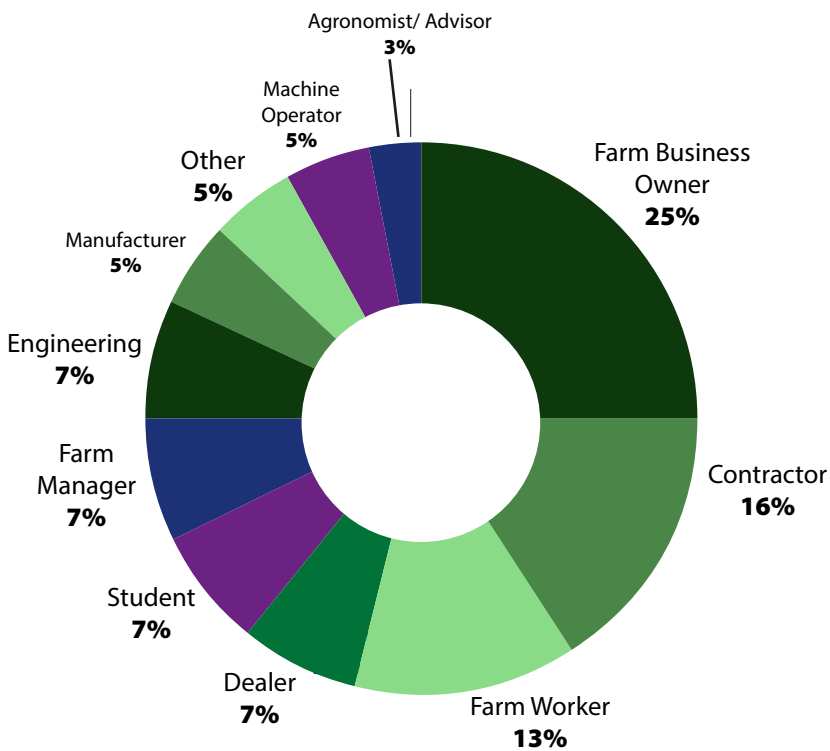


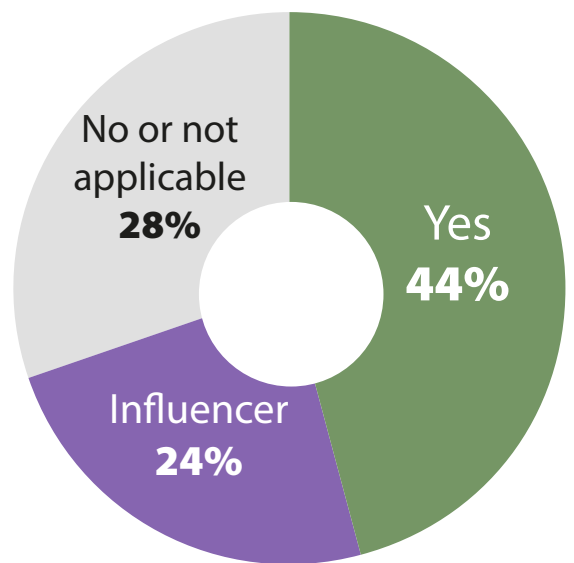
LAMMA'20

Visitor statistics

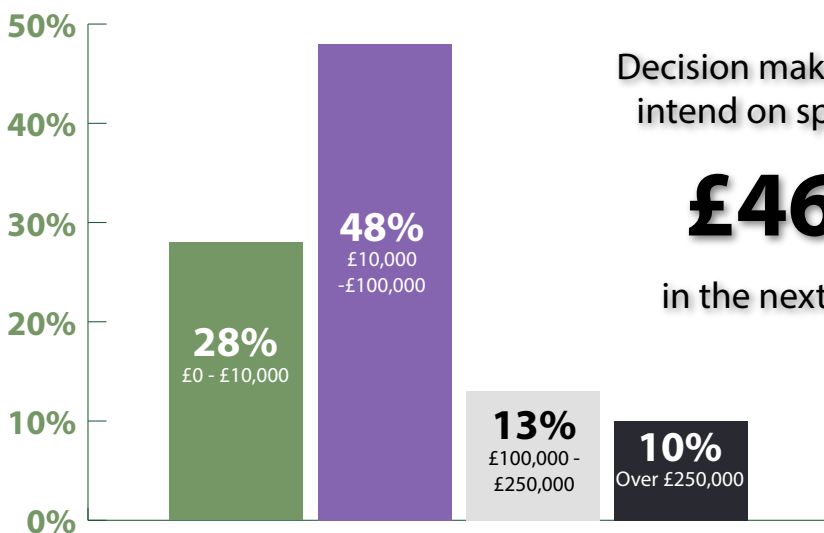
Visitor occupation



Main decision maker



Spend over the next 12 months



Decision makers at LAMMA intend on spending over

£468m

in the next 12 months

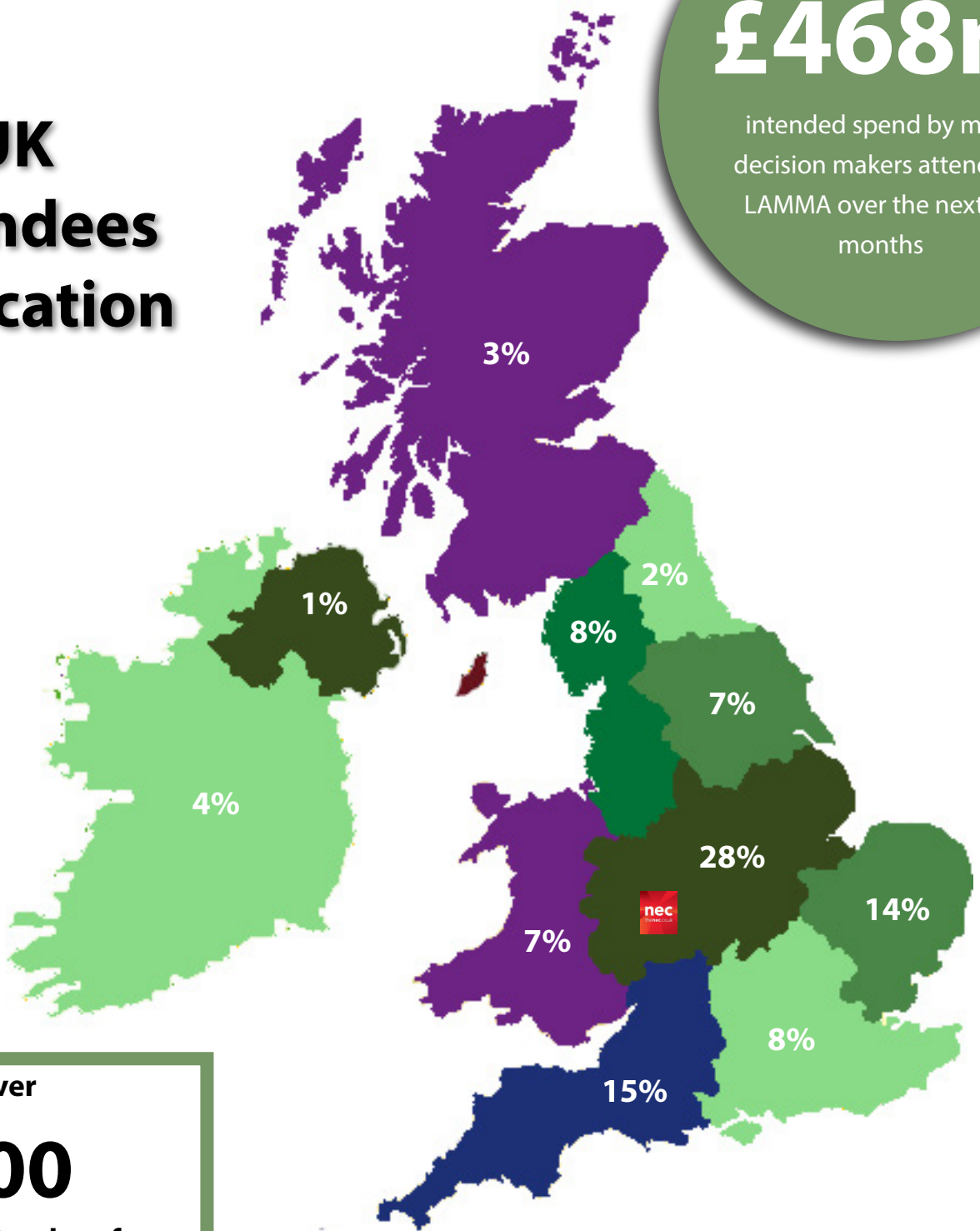
68%

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

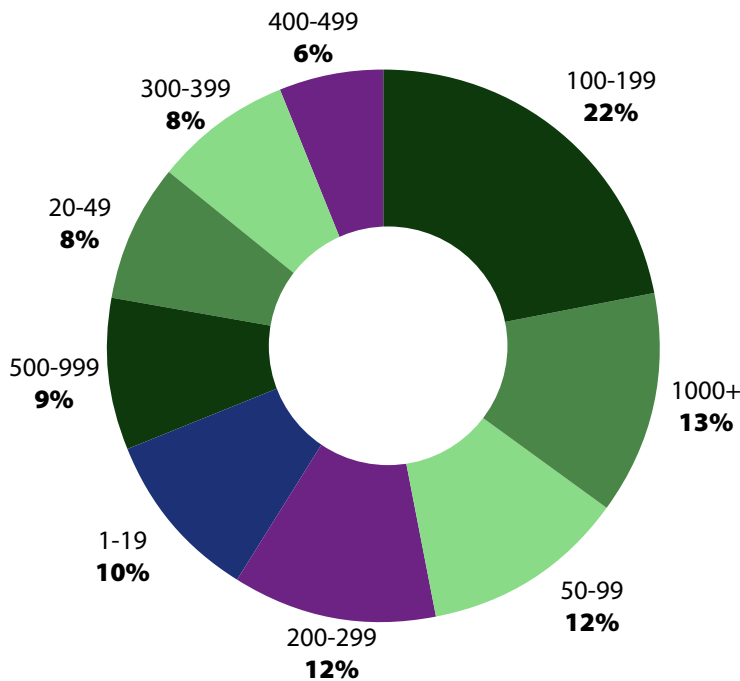
Over
500
of overall attendees from overseas

LAMMA'20

Visitor statistics - farm demographics

Farm area (hectares)

Based on the 67% of attendees who answered



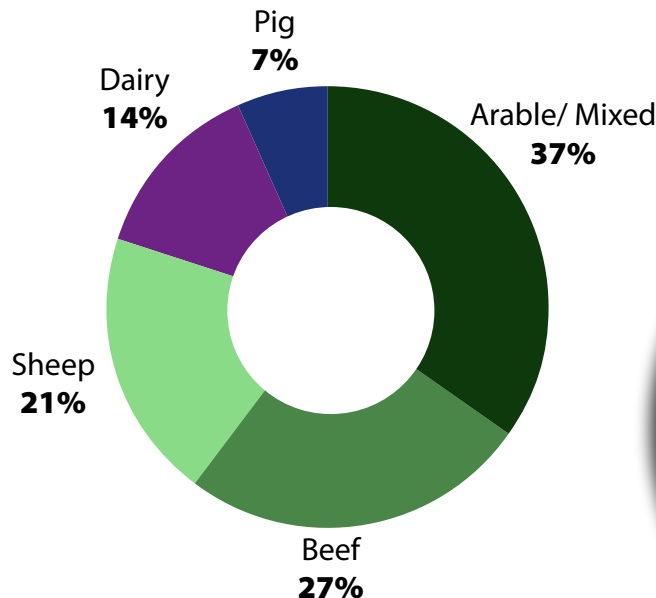
Over

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