



Cereals
THE ARABLE EVENT

CEREALS 2024

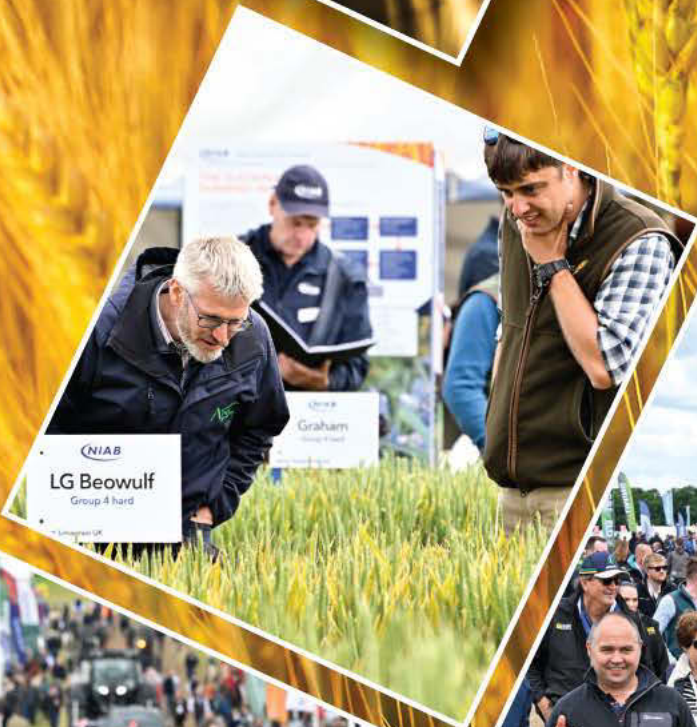
POST EVENT REPORT





Cereals

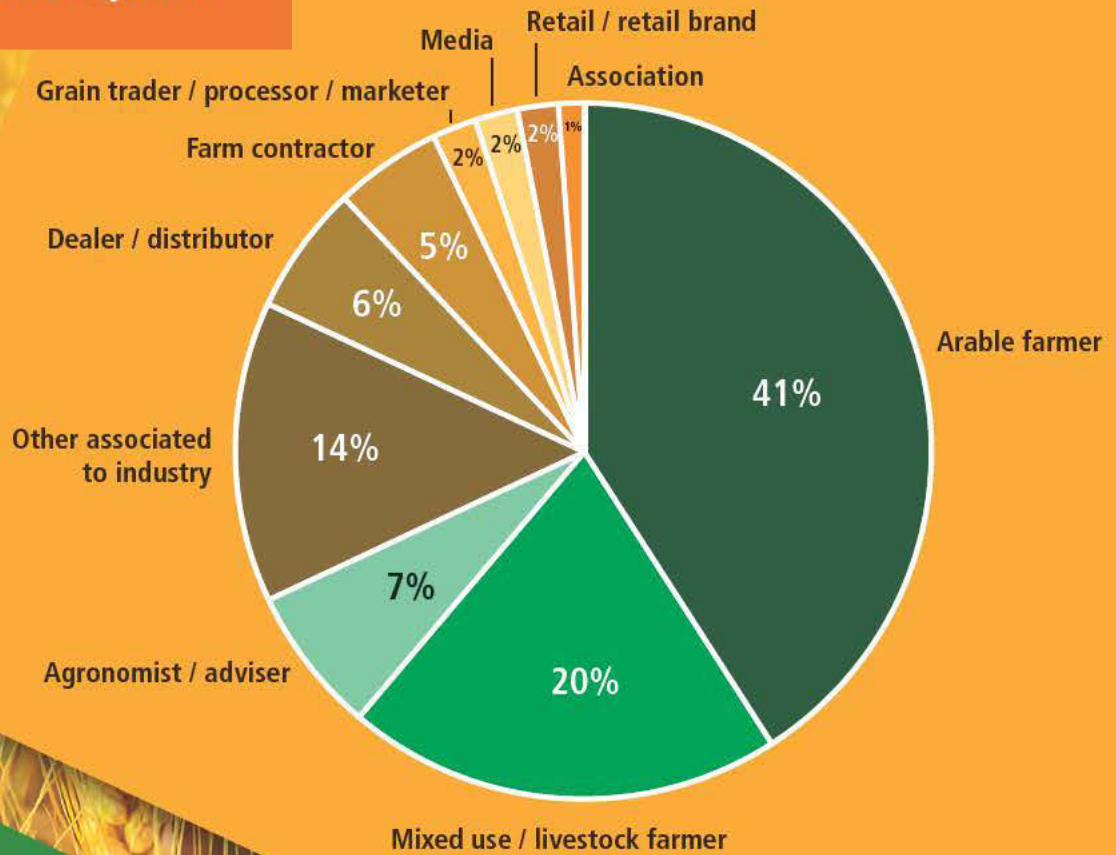
THE ARABLE EVENT



VISITOR DEMOGRAPHICS

Total attendance 2024: 17561
 First time visitors: 15%
 Visited more than 5x previously: 61%

VISITOR ORGANISATION TYPE



VISITOR ROLE WITHIN THEIR ORG

Farm owner	35%
Farm management	24%
Agronomist	8%
Commercial / sales	8%
Other title	8%
Contractor	5%
Marketing / communications	2%
Human resources	1%
Journalist	1%
No title noted	8%

*Source: Cereals Cirdata registration system 2024 & Cereals Explori visitor survey 2024

VISITOR DEMOGRAPHICS

Visited 1 day: 90%

Visited both days: 10%

6.5 hour dwell time average



TOP VISITOR LOCATIONS

Cambridgeshire
Norfolk
Suffolk
Essex
Lincolnshire
Hertfordshire
Bedfordshire
Kent
Leicestershire
Northamptonshire

FARM SIZE IN HA

WHERE APPLICABLE

0-100 hectares	11%
101-250 hectares	14%
251-500 hectares	17%
501-1000 hectares	12%
1000+ hectares	12%

FARM PURCHASING ROLE

WHERE APPLICABLE

Joint decision maker	36%
Sole decision maker	19%
Advise/ specify	9%



BY AREA BY PERCENTAGE OF VISITORS AT CEREALS 2024

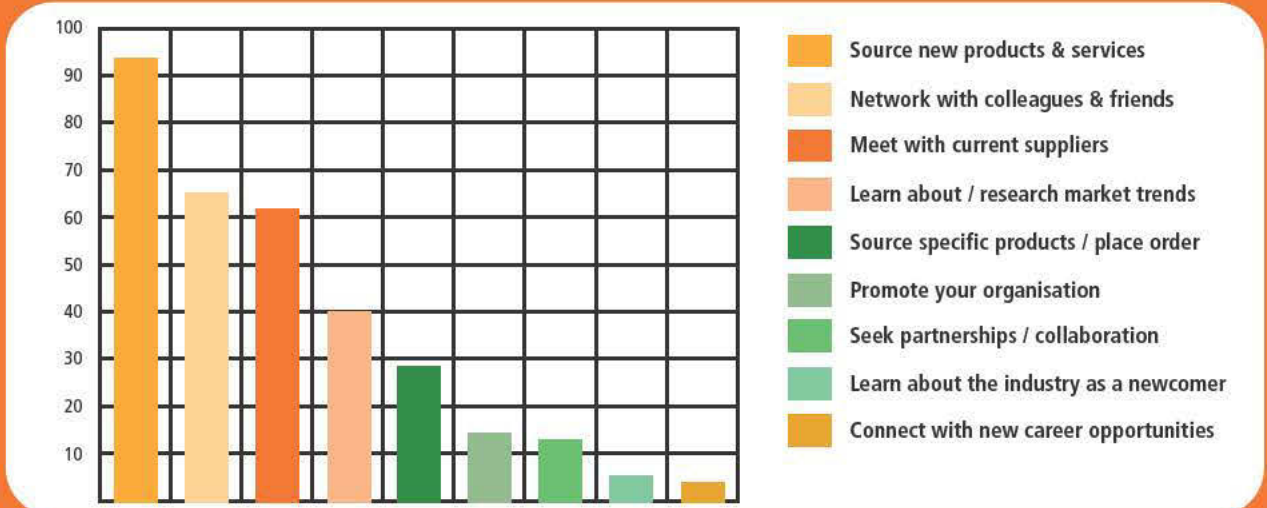
THE MAIN REASON I ATTEND CEREALS IS FOR THE...

Syngenta Sprays & Sprayers Arena & working demos	75%
Agronomy zone & crop plots	67%
Business, diversification, energy & innovation	49%
Cultivation & tillage	57%
General equipment	56%
Harvest & post-harvest technology	41%
Land drainage & environmental services	32%
Nutrition & crop protection	50%
Precision technology	34%
Regenerative agriculture	36%

WHAT WOULD YOU LIKE TO SEE AT CEREALS '25?

Response includes sample here: AD & biogas, forage crops, fodder, livestock feed, AI and the future of automation, more on grain drying/ handling/ storage, more on livestock integration with arable farming, livestock generally, organic options fertiliser and crops, mental health discussions, SFI workshops, soil health management (e.g. best practice to maximise AM fungi, SOM, nutrient use efficiency), training course available within the event, alternative combinable crops, crops for climate change, cultivation including ploughing trials, diversification of crops for renewable energy, machinery that suits smaller and medium sized farms, alternative land use ideas, stands with political leaders and policy makers to have more open discussions, grant advice services, agroforestry/ arboriculture, financial modelling and financial advice, spreading demos fertilizer & muck, how to fight rural crime, spot spraying, how to better combine productivity with sustainability & biodiversity, more on beans and proteins, farm mobile technology options, crop nutrition related to animal feed, more on potatoes, water treatment, crop residue management, food security, nutrient neutrality, paludiculture and peat restoration, grain testing

TOP REASONS FOR VISITING CEREALS 2024



VISITOR FEEDBACK



IMPROVEMENTS RECOMMENDATIONS FOR 2025

Improve layout & event navigation, continued growth of key exhibitors, encourage hospitality, hands on demonstrations, more consideration for mid-size farmers, improve seminar topics/ attendance, alternative agronomy area





Thank you for joining Cereals 2024!

We look forward to seeing you at Cereals 2025
Wednesday 11th & Thursday 12th June 2025
Roy Ward Farms Ltd. Heath Farm Leadenham, Lincolnshire UK



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