



## **PRESS RELEASE**

### **Pig & Poultry Fair leads the way**

The UK's premier pig and poultry event is gearing up once again to provide producers with all the help they need to tackle the challenges facing their businesses.

The 2012 British Pig and Poultry Fair will see leaders from across agriculture and the supply chain address all the major issues on the horizon, from changes to EU policy to dealing with rising costs.

The free entry event, organised by the Royal Agricultural Society of England will take place at Stoneleigh Park in Warwickshire, on 15 and 16 May.

Over 250 exhibitors will be participating with all the latest products and services available. Fair sponsors ABN will also be hosting several forums to help producers with raw material procurement and risk management.

RASE will be calling on visitors to the Fair to help champion British pork and poultry as part of an initiative to encourage shoppers to choose British.

More details of the initiative and how farmers can get involved will be released in the coming months.

"The 2012 British Pig and Poultry Fair is going to be bigger and better than ever before, with 85% of the event already sold out to exhibitors," said Alice Bell, assistant director of RASE events.

"With some fantastic debates, workshops and speakers already lined up, this free Fair really is the top event for UK pig, poultry and egg producers."

Sarah Hemming, head of marketing at ABN added: "The Fair is an ideal opportunity for producers to really get to grips with the issues that will be affecting them and their businesses over the coming years. It is an event they simply cannot afford to miss."

Information on speakers, workshops and debates will be published next year on the Pig and Poultry Fair website [www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk).

The latest news will also be available on the Pig and Poultry Fair's official Twitter feed, [www.twitter.com/pigpoultry](http://www.twitter.com/pigpoultry)

## ENDS

### Notes to Editors:

The British Pig & Poultry Fair is the biennial event for the industries and is organised by Stoneleigh Park Ltd on behalf of the Royal Agricultural Society of England and partnered by ABN. The Fair will take place on Tuesday 15<sup>th</sup> and Wednesday 16<sup>th</sup> May 2012 at Stoneleigh Park. For further details, please log on to [www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk)

Leading monogastric nutrition company ABN is partnering the 2012 British Pig and Poultry Fair to demonstrate its commitment to the industry and its ability to deliver whole chain solutions as a progressive forward-thinking and efficient business.

### Contacts for further information

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Pictures and logo will also be available to download from the Fair website [www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk)

