



PRESS RELEASE

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Fun and 'Felfies' at the Suffolk Show

This year, the Suffolk Show has introduced some interactive elements to the farm machinery area to encourage visitors to learn more about the county's farming industry.

Visitors will be able to sample delicious Red Poll beef brisket burgers from Grill Central, a new catering outlet from the team behind Suffolk Food Hall.

Show goers will also be able to sit on a tractor and take their very own 'felfie' (farming selfie) while kids will have a chance to test their skills on the mini tractors. A wide variety of country clothing brands will be available from Out and About at Tuckwells, featuring a range of men's and women's clothing and accessories.

The Suffolk Show is, at heart, an agricultural show and has been a highlight in the farming calendar since the first show over 175 years ago. Today it offers agricultural businesses the opportunity to network, see the latest developments in farming precision technology and educate show visitors on this varied and fascinating industry and its importance to the economy of Suffolk.

This year the farm machinery area, which is sponsored by Stour Garden, will host over 35 businesses including Ernest Doe & Sons Ltd, Thurlow Nunn Stranden and P Tuckwell Limited.

Bill Baker, Suffolk Show Director said, "The Suffolk Show is very much at the heart of the farming community and we strongly urge all show goers to visit the farm machinery area and learn more about Suffolk's food, farming and countryside.

"For our agricultural business community it's an opportunity to meet clients and suppliers, learn about new farming technology and machinery and network with other businesses from across the sector."

As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself. The SAA an annual education programme which includes the Tractors in Schools initiative and the Schools Farm and Country Fair. This year, the SAA has launched a new competition to find the Agricultural Apprentice of the Year, sponsored by Fram Farmers and in association with Easton and Otley College, to highlight the varied career opportunities available to young people in the farming and agricultural sector.

This year's Suffolk Show takes place on Wednesday, June 1 and Thursday, June 2 at Trinity Park near Ipswich. Tickets are now on sale– save £6 per ticket by purchasing in advance. Advanced tickets cost £21 and children aged under 15 receive free entry. For more information visit www.suffolkshow.co.uk or call 01473 707117.

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Photo Caption: Show-goers take in the sights in the farm machinery area



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Notes to editors:

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.