



# Cattle Schedule

Wednesday 15th September 2021

The International Centre, Telford,  
Shropshire TF3 4JH

[www.ukdairyday.co.uk](http://www.ukdairyday.co.uk)

# UK DAIRY *Day*

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*Please try to visit the stands of our Principle and Media Partners at UKDD*



Wednesday 15th September 2021  
The International Centre, St Quentins Gate,  
Telford, Shropshire, TF3 4JH

**Stall booking deadline - Friday 6th August 2021**  
**Entry deadline - Friday 3rd September 2021**

**Please send stall bookings to:**

UK Dairy Day Cattle Office, Speir House, Stafford Park 1,  
Telford, Shropshire TF3 3BD

or

Email: [cattleoffice@ukdairyday.co.uk](mailto:cattleoffice@ukdairyday.co.uk)

**Enquiries:**

Cattle Show Manager:  
Cattle Office:

Lynden Bustard  
Lizzie Yates

Mob: 07721340 949  
Mob: 07801568 534

# NWF Sustain Dairy Feed



**UK Dairy Day Principal Sponsor & Cattle Infrastructure Sponsor**

The NWF Sustain Dairy feed range does not contain soya, soya hulls or palm kernel and instead is formulated using Ultra Pro R, a unique Protected Rapeseed meal to ensure the nutritional make up is not compromised. The range has also been formulated with the provenance of raw materials in mind, ensuring the raw materials used can be sourced from the UK.



## NWF Dairy Sustain

- Available at a 16% and 18% protein.
- High energy, with good glucogenic nutrients to support milk production. This also helps support cows in early lactation.

## NWF HDF Sustain

- Available at a 16% and 18% protein.
- High fibre compound with quality ingredients formulated to balance high starch or grazing diets. Ideal for systems requiring high milk fats.

In an aim to ensure all customer requirements are met, NWF Agriculture can offer Triple S credits or RTRS credits should milk buyers/retailers require.

**Fusion**  
*Sustain for a better future*

**Visit the NWF trade stand  
or call 0800 756 2787**

**[www.nwfagriculture.co.uk](http://www.nwfagriculture.co.uk)**



## 2021 TIMETABLE

### Sunday 12th September

Available arrival for cattle exhibitors 15.00

Please note: Cattle will be NOT be allowed into the show  
before 15.00 hours

### Tuesday 14th September

Cattle Exhibitors Meeting 17.00

Access for cattle to arrive at the  
venue closes 20.00

### Wednesday 15th September

Show Opens 08.00

Cattle Classes Begin 09.00

Available Cattle Departure 17.30 - 22.00

### Thursday 16th September

Available Cattle Departure 07.00 - 10.00

#### Date for the Diary:

UK Dairy Day 2022 - Wednesday 14th September 2022

## CLASS SCHEDULE

(Please note that at times there will be up to four rings running simultaneously)

<b>Class</b>	<b>Breed</b>	<b>Class Name</b>
1	Jersey	Heifer in Milk
2	Guernsey	Heifer in Milk
3	Brown Swiss	Heifer in Milk <i>(Calving under 3 yrs of age)</i>
4	Brown Swiss	Junior Cow in Milk <i>(Having had 2 calves)</i>
5	Dairy Shorthorn	Heifer in Milk
6	Dairy Shorthorn	Junior Cow in Milk <i>(Having had 2 or 3 calves)</i>
7	Brown Swiss	Intermediate Cow in Milk <i>(Having had 3 calves)</i>
8	Jersey	Junior Cow in Milk <i>(Having had 2 or 3 calves)</i>
9	Guernsey	Junior Cow in Milk <i>(Having had 2 or 3 calves)</i>
10	Dairy Shorthorn	Senior Cow in Milk <i>(Having had 4 or more calves)</i>
11	Jersey	Senior Cow in Milk <i>(Having had 4 or more calves)</i>
12	Guernsey	Senior Cow in Milk <i>(Having had 4 calves or more)</i>
13	Brown Swiss	Senior Cow in Milk <i>(Having had 4 or more calves)</i>

**Dairy Shorthorn**  
**Jersey**  
**Guernsey**  
**Brown Swiss**

**Grand Championship**  
**Grand Championship**  
**Grand Championship**  
**Grand Championship**

<b>Class</b>	<b>Breed</b>	<b>Class Name</b>
14	Red & White	Heifer in Milk
15	Ayrshire	Junior Heifer in Milk
16	Holstein	Junior 2 Year Old in Milk <i>(Born 1st June '19 &amp; later)</i>
17	Ayrshire	Senior Heifer in Milk
18	Holstein	Intermediate 2 Year Old in Milk <i>(Born between 1st Jan '19 – 31st May '19)</i>
19	Holstein	Senior 2 Year Old in Milk <i>(Born between 1st Sept '18 – 31st Dec '18)</i>

**Ayrshire  
Holstein**

**Heifer Championship  
Heifer Championship**

20	Red & White	Cow in Milk
21	Ayrshire	Junior Cow <i>(Having had 2 Calves)</i>
22	Holstein	Junior 3 Year Old in Milk <i>(Born between 1st Mar '18 – 31st Aug '18)</i>
23	Holstein	Senior 3 Year Old in Milk <i>(Born between 1st Sep '17 – 29th Feb '18)</i>
24	Ayrshire	Intermediate Cow <i>(Having had 3 Calves)</i>
25	Holstein	4 Year Old in Milk <i>(Born between 1st Sep '16 – 31st Aug '17)</i>
26	Holstein	5 Year Old in Milk <i>(Born between 1st Sep '15 – 31st Aug '16)</i>
27	Ayrshire	Senior Cow in Milk <i>(Having had 4 Calves or more)</i>
28	Holstein	Mature Cow in Milk <i>(Born 31st Aug '15 or earlier)</i>
29	Ayrshire	Breeders Group of Three

**Ayrshire  
Holstein**

**Grand Championship  
Grand Championship**

## JUDGES PROFILES



### **The National Ayrshire Show – John Suffern**

John farms in County Antrim milking 115 pedigree Ayrshire cows under the Ravenhill prefix. They average 8000 litres at 4.01 butter fat and 3.40 protein and currently have 41 Ex and 43 Vg cows in the herd. John is proud that the herd has won Balmoral Show on an impressive 30 occasions.

John has previously enjoyed judging at the Royal Cornwall, Royal Welsh, Royal Highland, Dairy Event, Cheshire, Great Yorkshire, Welsh Dairy Show, South-West Dairy Show as well as the National Shows in Finland and Sweden.



### **The National Brown Swiss Show – Stuart Williams**

Stuart farms the family farm with his parents in Pembrokeshire, normally a herd of 180 Pedigree Holsteins, Ayrshires and Brown Swiss plus followers, under the Willhome prefix. Unfortunately, their herd has reduced to 80 milking in recent years due to losing a large number through bTB.

The Willhome herd has enjoyed success showing at local, regional and national shows with all 3 breeds, the highlights being winning Supreme Champion at the Royal Welsh Show in 2012 and in 2016 the Fitzhugh Dairy Pairs at the Royal Welsh with two homebred cows. Stuart has travelled the world judging, fitting and showing dairy cattle and has experienced immense success and enjoyment from this.



### **Dairy Shorthorn - Owain Harries**

Owain comes from a pedigree dairy background, where together with his family they manage the Gelli Dairy Shorthorns and Eola Holstein herds in Carmarthenshire. Together with being involved with the farm, Owain works as an International Sales Manager for The Semex Alliance. Owain's passion for genetics spans the full breadth of the industry, from showing cattle to breeding for index. These founding beliefs has led to Owain acting as Master Judge across several recognized Shows and competitions, including the Great Yorkshire, The Royal Cornwall, Balmoral together with judging the National Calf Show twice to date.





### **Guernsey Judge - Dawn Coryn**

Dawn resides in Cornwall & has a multibreed background in breeding cattle, preparing, showing & training young people. Directly, the Guernsey breed has seen Dawn Judge at National All Breed All Britain plus at local and county level. The "Lucky Cow" prefix has bred a National All Breed All Britain Calf Show and a Dairy Show Champion. Dawn is a real cow admirer, and this appointment is a huge tick on her bucket list!



### **The National Holstein Show Judge – David Booth**

David who's married to Pam and has two children, William and Hannah, farms 700 acres in Austwick, North Yorkshire alongside his parents David and Elizabeth, brother Robin and son William. The farm is home to 1,000 breeding sheep and 120 Holsteins, with the herd averaging a yield of 12,300kg. Prominent cow families within the Feizor herd include Dandy, Delia, Flo, Lasenza, Melody and Sabrina. The highly acclaimed herd was awarded Master Breeder status in 2017 and won the prestigious Premier Herd Award in 2012.

David, has judged at many shows throughout the UK and previous appointments include the All Breeds All Britain Calf Show, Balmoral Show and the Royal Welsh Show.



### **Jersey Judge - Ben Etteridge**

Ben has a small herd of Jerseys under the Moonshine prefix with his wife Ruth and two sons. Ben started showing calves at the age of 9 and for the past 20 years, he has been showing the Moonshine cows and calves at many county shows and dairy shows including UK Dairy Day. He also helps a number of people throughout the UK at shows.

In Ben's judging career he has enjoyed judging several herd competitions, county, and agricultural shows. UK Dairy Day will be a massive highlight to add to this.

## AYRSHIRE NATIONAL SHOW

Animals entered must be registered in the Ayrshire Society Herd Book and be at least 51% Ayrshire for classes. If Black & White in colour, animals must be 100% Ayrshire.

- |          |  |
|----------|--|
| Class 15 | JUNIOR HEIFER IN MILK<br>(split according to age at the show)  |
| Class 17 | SENIOR HEIFER IN MILK<br>(split according to age at the show)  |
| Class 21 | JUNIOR COW IN MILK<br>Having had 2 calves  |
| Class 24 | INTERMEDIATE COW IN MILK<br>Having had 3 calves  |
| Class 27 | SENIOR COW IN MILK<br>Having had 4 or more calves  |
| Class 29 | AYRSHIRE BREEDERS GROUP OF THREE<br>From any of the above classes or may include animals<br>from class 14 & 20 |

**PLEASE BE AWARE OF THE BVD RULE IN SECTION 24 OF THE INFORMATION & REGULATIONS SECTION OF THIS SCHEDULE.**

## CLASS AWARDS

Within each of the above classes, the following awards will be made:

1. Best Exhibitor Bred
2. Best Udder

## BREED CHAMPION AWARDS

Presented to the Champion, Reserve and Honourable Mention Ayrshire.

Ayrshire Heifer Champion - Blue Merle Perpetual Challenge Cup

Ayrshire Senior Champion - Blue Merle Perpetual Challenge Trophy

Breeders Group of Three - The Gordon Timbrell Memorial Award

Premier Breeder Exhibitor - The Chris Window Memorial Trophy

## BROWN SWISS NATIONAL SHOW

All animals must be registered in the Brown Swiss Cattle Society (UK) Herd Book and any animal born on or after 1st January 2017 needs to be at least 51% Brown Swiss.

Class structure is subject to entries.

- |          |  |
|----------|--|
| Class 3  | BROWN SWISS HEIFER IN MILK;<br>Having calved at under 3 years of age |
| Class 4  | BROWN SWISS JUNIOR COW IN MILK;<br>Having had 2 calves               |
| Class 7  | BROWN SWISS INTERMEDIATE COW IN MILK;<br>Having had 3 calves         |
| Class 13 | BROWN SWISS SENIOR COW IN MILK;<br>Having had 4 or more calves       |

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## CLASS AWARDS

Within each of the above classes, the following awards will be made:

1. Best Exhibitor Bred
2. Best Udder

## BREED CHAMPION AWARDS

Brown Swiss Heifer Champion - Presented to the winner of the Heifer In Milk class.

Presented to the Senior Champion, Reserve and Honourable Mention Brown Swiss.

Brown Swiss Champion - The Spermex Bell Trophy

Brown Swiss Exhibitor Bred Champion - The Exhibitor Bred Champion Shield

Brown Swiss Best udder of the show - The Zulu Milking Jug

## DAIRY SHORTHORN

Exhibitors must be members of the Shorthorn Society of the UK and Ireland. All Cows and Heifers are required to be entered in the Coates's Herd Book Main, Supplementary or Grade B sections. To be red, white or roan in colour. Foundation, Grade A, Special A & Special B animals are not eligible to be shown.

Class structure is subject to entries.

Class 5            HEIFER IN MILK

Class 6            JUNIOR COW IN MILK;  
                      Having had 2 or 3 calves

Class 10          SENIOR COW IN MILK;  
                      Having had 4 calves or more

### CLASS AWARDS

Within each of the above classes, the following awards will be made:

1.        Best Exhibitor Bred
2.        Best Udder

### BREED CHAMPION AWARDS

Presented to the Senior Champion, Reserve and Honourable Mention Dairy Shorthorn.

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## GUERNSEY

Each animal entered in these classes must be entered in the Guernsey Herd book.

Class structure is subject to entries.

Class 2            HEIFER IN MILK

Class 9            JUNIOR COW IN MILK;  
                      Having had 2 or 3 calves

Class 12          SENIOR COW IN MILK;  
                      Having had 4 calves or more

### CLASS AWARDS

Within each of the above classes, the following awards will be made:

1.      Best Exhibitor Bred
2.      Best Udder

### BREED CHAMPION AWARDS

Presented to the Senior Champion, Reserve and Honourable Mention Guernsey

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## HOLSTEIN NATIONAL SHOW

Animals entered must be registered in either the Holstein UK Herd Book or in Class B of the Supplementary Register and born in the United Kingdom.

Class structure is subject to entries.

Class 16	JUNIOR 2 YEAR OLD IN MILK; Born 1st June '19 & later
Class 18	INTERMEDIATE 2 YEAR OLD IN MILK; Born between 1st Jan '19 – 31st May '19
Class 19	SENIOR 2 YEAR OLD IN MILK; Born between 1st Sept '18 – 31st Dec '18
Class 22	JUNIOR 3 YEAR OLD IN MILK; Born between 1st Mar '18 – 31st Aug '18
Class 23	SENIOR 3 YEAR-OLD IN MILK; Born between 1st Sep '17 – 29th Feb '18
Class 25	4 YEAR OLD IN MILK; Born between 1st Sep '16 – 31st Aug '17
Class 26	5 YEAR OLD IN MILK; Born between 1st Sep '15 – 31st Aug '16
Class 28	MATURE COW IN MILK; Born 31st Aug '15 or earlier



## CLASS AWARDS

Within each of the above classes, the following awards will be made:

1. Best Exhibitor Bred
2. Best Udder

## BREED CHAMPION AWARDS

HOLSTEIN HEIFER CHAMPIONSHIP - George Hobson Perpetual Trophy

HOLSTEIN SENIOR CHAMPIONSHIP - Parkhouse Perpetual Trophy

RESERVE SENIOR CHAMPION - SEMEX (UK Sales) Trophy

HONOURABLE MENTION - Holstein UK Trophy

HOLSTEIN UK PREMIER BREEDERS BANNER

HOLSTEIN UK PREMIER EXHIBITORS BANNER

**PLEASE BE AWARE OF THE BVD RULE IN SECTION  
24 OF THE INFORMATION & REGULATIONS  
SECTION OF THIS SCHEDULE.**

## JERSEY

Each animal entered in these classes must be entered in the Jersey Herd Book or the Supplementary Register.

Class structure is subject to entries.

Class 1            HEIFER IN MILK

Class 8            JUNIOR COW IN MILK;  
                      Having had 2 or 3 calves

Class 11          SENIOR COW IN MILK;  
                      Having had 4 calves or more

### CLASS AWARDS

Within each of the above classes, the following awards will be made:

1.      Best Exhibitor Bred
2.      Best Udder

### BREED CHAMPION AWARD

Presented to the Senior Champion, Reserve and Honourable Mention Jersey.

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## RED & WHITE

Each animal entered into these classes must either be entered in the British Red & White Herd Book belonging to the Ayrshire Cattle Society (which have under 51% Ayrshire blood) or be registered in the Holstein UK Herd Book, be red and white in colour on the day of the show and not entered into any other breed class.

Class structure is subject to entries.

Class 14          RED & WHITE HEIFER IN MILK CLASS

Class 20          RED & WHITE COW IN MILK CLASS

### CLASS AWARDS

Within each of the above classes, the following awards will be made:

1.      Best Exhibitor Bred
2.      Best Udder

Highest place Red & White that is registered to the Ayrshire Cattle Society British Red & White Herd Book - Ayrshire Cattle Society Trophy

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## **UK DAIRY DAY INFORMATION & REGULATIONS**

Please observe the following rules for your safety, the smooth running of the show and the enjoyment of all who visit in any capacity.

### **Show Opening Times**

Wednesday 15th September 2021 - 8.00am to 5.30pm

### **1. Arrival & Departure**

Dairy cattle may be admitted on to the site [after 3pm](#) on Sunday 12th September until 8pm on Tuesday 14th September. Cattle may leave after the end of the show on Wednesday 15th September and, in all instances, must be removed from the site by 10am on Thursday 16th September.

### **2. Entry Fees**

There will be no cost for occupied stalls at this year's UK Dairy Day thanks to the sponsorship kindly provided by NWF Agriculture. However, each stall that is booked but remains unoccupied for cattle will incur a charge of £50.00/stall (inclusive of VAT).

All charges for extra stalls will be deducted from prize money before the payment will be made.

### **3. Stall Reservations, Catalogue Entries & Fees**

An exhibitor/team may reserve, at the fee stated above, any number of stalls they require.

### **4. Substitutes**

Substitute entries will be accepted; please ensure you notify the cattle office immediately.

## 5. Prize Money

Prize money will be distributed as follows in each class:

	1st	2nd	3rd	4th-10th	Heifer Champ	Senior Champ
<b>National Show Classes</b>	£150.00	£100.00	£50.00	£30.00	£250.00	£500.00
<b>UKDD Classes</b>	£100.00	£75.00	£50.00	£30.00		£200.00

Rosettes will be awarded down to 10th place, plus tail ribbons for Best Udder and Exhibitor Bred in each class. Championship Sashes will be awarded to each Senior Breed Champion.

A prize of £100.00 will be given to both the Best Presented Cattle Line and the Best Tidy Line, both of which will be judged and announced on show day.

Prize money will be paid by BACS direct to the bank account details provided on the stall booking form or, you can have it credited to your Holstein UK/CIS account. All charges for extra stalls will be deducted from the prize money before payment will be made.

## 6. Exhibitor Wristbands

All livestock exhibitors will be required to wear identification wristbands at all times whilst on site; wristbands will allow 24 hour access to the livestock hall, as well as entry to the trade show and 15% discount at the canteen located upstairs in the Ironbridge Suite. Wristband allocation is unlimited.

## 7. Accommodation

All exhibitors will be required to book their own accommodation; we recommend you do this early as rooms tend to get booked up especially on the Tuesday evening.

## Nearby Hotels:

The International Hotel, Telford  
[www.internationalhoteltelford.com](http://www.internationalhoteltelford.com)

(Customers must quote "Cattle Rooms 2021" to get special Cattle Exhibitor rate)

Holiday Inn, Telford  
[www.holidayinntelford.com](http://www.holidayinntelford.com)

Premier Inn, Telford International Centre, Telford  
[www.premierinn.com](http://www.premierinn.com)

Travel Lodge, Park Avenue, Southwater, Telford  
[www.travelodge.co.uk](http://www.travelodge.co.uk)

(Please book direct with these hotels)

All hotels are within a 5 minute walk of the exhibition halls.

Unfortunately, we are unable to offer any camping and caravanning facilities on site.

## **8. Stockman's Catering**

The stockman's canteen will be located in the Ironbridge Suite at the top of the stairs from the foyer. UK Dairy Day has secured a 15% discount on all food from the canteen for stockmen with a stockman's wristband. Complimentary breakfast roll vouchers and tea & coffee will also be provided in the run up to the show.

## **9. Dress**

Leaders must wear society uniform when in the ring.

## **10. Bedding**

Straw will be provided on arrival and will be available for exhibitors throughout the event. Sawdust, fodder and haylage will NOT be provided and will NOT be available to buy on site.

Please note - deliveries of the above must be organised with the UK Dairy Day team before its arrival.

## **11. Ventilation**

Two Altra Air fans will be installed in the cattle hall, kindly sponsored by Wilson Agri. These fans have the capacity to move up to 395,000 cfm over a 60 to 70ft area. Exhibitors will not be permitted to erect their own fan.

## **12. Acceptance of Entries**

The show reserves the right to refuse any entry without providing reasons. It is the responsibility of the exhibitors/teams to ensure stall bookings are posted well in advance of the closing date. Closing dates are final and will be strictly enforced, entries received after the closing date cannot be guaranteed.

## **13. Cancellation or Combining of Classes**

The show reserves the right to cancel or combine any classes if it is decided that there are insufficient entries or exhibitors. If a breed is unable to attract 15 or more stall bookings, classes will be cancelled, all entry fees will be refunded in these circumstances.

## **14. Checking of Entry Details**

Exhibitors/teams are entirely responsible for the eligibility of their animals for the classes entered and should check that all details are complete and accurate before submission.

## **15. Competitor/Exhibitor Declaration**

By completing the entry form (in any section), you agree to abide by the regulations of the UK Dairy Day. Any exhibitors/team that break any of the show rules or uses unfair means to win a prize will forfeit all prizes and prize money and may be barred from attending future shows.

## **16. Passports**

All animals must be accompanied by their BCMS passports and double tagged with official UK Ear Tags.

## **17. Claims**

Holstein UK, its officers or agents (whether negligent or not) shall not be liable for any claims of losses or damages by an exhibitor/team in relation to the show.

## **18. Rules and Regulations**

The ruling of the show management in relation to any matters concerning the event shall be final and binding to all concerned. At any one time, they have the powers to reject an unsuitable animal. Full rules can be found in Appendix 1.

## **19. Veterinary Inspection**

All cattle will be subject to veterinary inspection at the discretion of the show management and show veterinary officer. Any treatment by the vet will be recharged to the exhibitor.

## **20. Ringworm**

All cattle showing signs of ringworm must have a veterinary certificate showing that they have been treated for at least two weeks prior to



the show, and the lesions must be inactive and have hair growing on them. Any animal not adhering to this rule with ringworm lesions will not be allowed into the show.

## **21. Udder Scanning**

Udder scanning will be carried out at the show at the discretion of the organisers.

## **22. Milking**

Milking buckets are not provided by the show. If an exhibitor can not obtain a milking bucket please contact the cattle office before arrival and we will try and make provisions.

## **23. Bovine Tuberculosis Regulations**

The show organiser requires that ALL cattle attending the event are pre-movement tested despite the location of their holding of origin. The pre-movement test is valid for 60 days from the date of injection NOT the date of reading. Please be aware of this before attending any shows and book your test(s) in plenty of time.

When attending UK Dairy Day 2021 you will need to TB test on the 19th July (at the earliest) to ensure you are within the 60-day period when departing the showground on Thursday 16th September.

All exhibitors are required to supply a copy of their TB certificate to the Show Office PRIOR to arrival at the venue. Copies accepted by post, fax or email to [cattleoffice@ukdairyday.co.uk](mailto:cattleoffice@ukdairyday.co.uk)

For more information go to:

<https://tbhub.co.uk/preventing-tb-breakdowns/trading-cattle/pre-movement-testing-in-great-britain/>  
or

<https://www.gov.uk/government/publications/pre-movement-and-post-movement-tb-testing-of-cattle-in-great-britain>

## **24. Complaints Procedure**

Complaints must be given in writing and handed into the show office.

## **25. Red & White Holstein Animals**

All Holstein animals that are Red & White in colour on the day of the show will only be permitted to enter the Red & White classes.

## **26. BVD**

Every animal entered also needs to either reside in a herd accredited free of BVD by a CHECS approved cattle health scheme or, at any time in its life, have been tested individually on a blood, milk or tissue sample for evidence of the BVD virus, with a negative result. Exhibitors will be required to show proof of either the accredited BVD free status of the animal's herd of origin into which it was born or the individual animal's BVD virus negative test result before the event.

## **27. Rules and Regulations for Showing Dairy Cattle**

Please refer to Appendix 1. for a full copy of the rules and regulations for showing dairy cattle at UK Dairy Day.

### DISCLAIMER

*The term "Exhibitor" includes persons taking part in any competition or display arranged by the Organiser and the owner of any animal, plant, piece of machinery or anything involved in any such competition or display at UK Dairy Day. The Organiser will not be responsible for death, disease, damage or loss caused to any exhibitor or his/her employees, nor any animal, article, plant, piece of machinery, or item of any nature brought onto the showground by the said exhibitor from whatever cause death, injury, disease, damage or loss arises.*



**Thanks to UK Dairy Day 2021 cattle infrastructure sponsor, NWF Agriculture, who are also supporting free entry of cattle classes.**



**AGRICULTURE**

**0800 756 2787**

**[www.nwfagriculture.co.uk](http://www.nwfagriculture.co.uk)**