

SOIL FERTILITY SERVICES LTD

JULY 2008



ROOTING IT OUT!!

with Robert Plumb

Soil Audit and Nutrient Management

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THE RESULTS ARE IN! THE ROYAL SHOW 1 : THE ROYAL WELSH 101

WHAT A WONDERFUL ROYAL WELSH SHOW – everything for farming and country people – plus the ‘townies’ (your customers) something for everybody.

- I know Wales has a bigger percentage of agriculture in terms of population;
- I know there are more family farms;
- I know the Welsh love their country and go all out to support it.

BUT ENGLAND IS BIGGER –

- HAS MORE LAND IN AGRICULTURE
- HAS MORE FARMERS
- HAS MORE CATTLE
- MORE SHEEP
- AND A LOT MORE CUSTOMERS (PUBLIC)

SO WHAT THE HELL IS GOING ON? We need a ‘ROYAL’ as the shop window for ALL of UK agriculture, AND THAT MEANS YOU.

There are many excellent companies with Headquarters in the Royal Show complex, including of course the NFU – exactly where they should be in the Centre of UK agricultural business. But they, you and your customers are being sadly neglected and you should object – **YOU NEED YOUR UK SHOP WINDOW FOR UK AGRICULTURE.**

THE PLUMB PLAN for the resurrection would include inviting all smaller, but very important agri-businesses, to the show next year with a **HALF PRICE STAND OFFER**, plus as

many **FREE TICKETS** as we want to give to ALL of our wonderful customers – many more people would come to the show if they knew we and others would be there to look after and accommodate them.

Invite N.I.A.B, ourselves and others to participate in long-term crop/soil trials, so that we could demonstrate how these systems work in the long-term – take back the cereals/sprayer event to run in tandem with the best livestock show the world has to offer.

- ALL AT THE ROYAL -



DREAM ON – Problem is, I won't put on a stand there because there are no farmers, farmers won't go because there is no agricultural trade – R.A.S.E. pull your finger out and **INVEST** for the future of the show. There is plenty of money in the budget to run at a significant loss for a couple of years, while you get it sorted. **IF NOT, YOU ARE DOWN THE PAN WITH A WHIMPER.**

A QUESTION OF ROYALS?

Which photograph is **THE ROYAL** and which is **THE ROYAL WELSH**?



ANSWERS: Please on the right is The Royal Show. Please on the left is The Royal Welsh Show.