



Press Release

RSC and RASE announce the cancellation of AgriLIVE Smithfield 2010

It is with great regret that the Royal Smithfield Club and the Royal Agricultural Society of England are announcing the cancellation of this year's AgriLIVE Smithfield. The decision was only taken after consultation with many of our stakeholders.

RSC and RASE launched AgriLIVE Smithfield as a technical business event to meet the needs of the red meat supply chain and invested heavily in the 2009 launch. Feedback from visitors and exhibitors was that the event met the needs of the industry and provided a sound foundation for the future.

While the RSC and RASE are committed to working together to meet the needs of this sector, the boards of both organisations have agreed that unfortunately they are unable to sustain the level of investment required by this event format.

“We are very disappointed to be making this decision,” said John Campbell, Chairman of the Royal Smithfield Club. “The reality is that running a high quality event including large livestock classes is costly. We had hoped this format would be able to support these costs, but unfortunately this has not been the case.”

“The RASE has worked closely with RSC to develop this event and we were pleased with the feedback from the first year. However it has become clear in the last few months that challenging market conditions mean the event requires significant longer term investment. Unfortunately funding this is not good business sense in these difficult times,” added Brian Warren, Chief Executive of RASE.

Both the RSC and RASE are determined to build on the work done so far and will seek new ways to help UK livestock farmers and their businesses.

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