



PRESS RELEASE

For immediate release: 29 June 2020

New Countdown to UK Dairy Day

A new countdown starts for UK Dairy Day; instead of being just over 2 months away sadly we now have to wait another 14 months for the dedicated dairy industry event to return to Telford.

Unfortunately Government guidelines have not provided us with the assurance that UK Dairy Day can go ahead with the large numbers we anticipate attending.

"It is with a heavy heart that we have to announce that the 2020 event cannot take place on Wednesday 16th September at the International Centre, Telford", said Sue Cope, UK Dairy Day Event Director and CEO of Holstein UK. "Since UK Dairy Day started in 2014, it has provided dairy farmers and the industry with a fantastic opportunity to network, do business and view a superb show of dairy breeds. We thank everyone for the positive support in an attempt to make the event happen, however in light of lead times that are required by many of our exhibitors we have had to make the difficult decision to postpone until Wednesday 15th September 2021. Our top priority has to be the health and safety of our visitors, exhibitors, employees, venue support team and the wider community."

UK Dairy Day 2021 will welcome the return of over 300 trade exhibitors, 9,000 visitors and cows that showcase the exceptional standard of UK dairy cattle.

"We look forward to welcoming everyone to the 2021 event. In the meantime please stay safe and be proud of the amazing commitment and hard work that British dairy farmers and the industry have delivered during these uncertain times", concludes Sue Cope.

ENDS

**UK Dairy Day 2021 on Wednesday 15th September
The International Centre, Telford, Shropshire, TF3 4JH.**

Editors Notes:

UK Dairy Day is a dedicated annual dairy industry, the 2021 event will be held on Wednesday 15th September from 8am to 5.30pm at the International Centre, Telford, Shropshire, TF3 4JH.

Call: 01923 695225

E Mail: info@ukdairyday.co.uk

Website: www.ukdairyday.co.uk

Twitter: @UKDairyDay

Facebook: @UKDairyDay

Linked In: UK Dairy Day

Press contact:

Rebecca Barningham

UK Dairy Day - PR & Marketing

M. 07935 376927

E. marketing@ukdairyday.co.uk