

“LAMMA is the UK's premier platform for agricultural machinery and innovation.”

LAMMA preview

Kickstarting both the New Year and the agricultural show calendar, LAMMA 2025 is promising to provide innovation, technology and expertise for the farming community. CPM takes a look ahead.

By Melanie Jenkins

The UK's premier agricultural machinery event, LAMMA 2025 promises to be an all-out showcase of innovation, technology, and expertise for the farming community.

Set to take place 15-16 January 2025 at the NEC in Birmingham, the show will feature more than 600 exhibitors from across the agricultural sector, unveiling the latest advancements in farming machinery and technologies. The show boasts an expanded exhibition space, exclusive product launches, and a packed schedule of activities for visitors.

From tractors and combines to arable and grassland machinery, it'll feature the best in agricultural technology. Visitors will enjoy exclusive machinery launches, UK debuts, and live demonstrations, giving them hands-on insight into cutting-edge

A feast for the eyes

equipment from renowned brands like JCB, Fendt, Massey Ferguson, and New Holland.

A key highlight for 2025 is the return of Kuhn Farm Machinery, attending for the first time in five years. Speaking about the decision to return, the firm's managing director, Sian Pritchard, said: "The show's increasing popularity and wide-ranging audience were major factors in returning to the event for the first time since 2020. We've chosen LAMMA as our premiere event for 2025 as it allows us to display all of our products under one roof, along with the space for detailed discussions."

Kit on show

More than 20 machines will be on the stand and advancements in crop protection and nutrition will be a key focus, with the AERO 32.1 mounted boom fertiliser applicator and largest LEXIS 3800 trailed sprayer on display.

For livestock and grassland producers, two machines will make their UK debut including the widest mounted tedder on the market – the 13.4m GF 13003 – and the GMD 3515 rear vertical folding mower.

Whereas Claydon will exhibit three new products including its new Evolution Front Hopper, a 4m version of its Evolution Drill Toolbar with twin-tine fertiliser placement, and a Claydon Mole Drainer. Claydon will also exhibit a 6m T6 Hybrid trailed drill, a 3m M3F Evolution mounted drill with grain and fertiliser, and a 9m Straw Harrow.

"We'll use LAMMA 2025 to showcase our ability to offer flexible seed/fertiliser

placement, meeting the requirements of the Sustainable Farming Incentive (SFI) schemes and growing companion crops," explains Claydon's David Furber.

Grange Machinery will present a number of new innovations at LAMMA including its Front Mounted Disc Bar, designed to be fitted to the front linkage of the tractor to allow the user to add pre-cultivation pass ahead of a drill or to aid in a primary cultivation system.

It consists of a full width set of wavy discs able to cut through trash and cover crops in front of the drill, clearing the path for the drill to both improve seed-to-soil contact and aid in trash flow. It can also prevent crop residue adhering to the coulters and causing blockages. Also on display will be its new Tine-Drill Toolbar and the new Top-Tilth Cultivator.

LAMMA will be the first reveal of the new Fendt 600 Vario, marking the UK launch of the new generation of Fendt



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*Profi tractor test: John Deere 8R 410 eAP;
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LAMMA will reveal the new Fendt 600 Vario, marking the UK launch of the new generation of Fendt Former rakes.



One of the highlights on Case IH's stand will be the first UK appearance of an AF10 combine harvester – part of the new AF Series.

► Former rakes. The firm's stand will include the new 920C Former, the Gen 1 600 Vario, and a further selection of tractors including the Gen7 728 Vario. Another LAMMA first will be the chance to see Fendt's Corus 5275C straw walker which features ParaLevel technology.

"LAMMA is a centrepiece of agricultural machinery in the UK and is the perfect opportunity for Fendt to show the new tractors and machinery that's available," says Fendt's Ed Dennett.

The latest Massey Ferguson 5M tractor will be shown in the UK for the first time as the brand returns to LAMMA for the second year in a row. Also at the show will be the UK debut of the MF RK 762 TRC rake, and the chance for visitors to try the PTX Trimble software, following AGCO's acquisition.

"We're delighted to be back at LAMMA in 2025 to showcase our range and present several products to the UK market for the first time," says the firm's Lindsay Haddon.

Case IH is using its presence at LAMMA to introduce innovative new models and technology developments alongside its trusted favourites.

One of the highlights on the stand will be the first UK appearance of an AF10 combine harvester – part of the

new AF Series. The AF9 and AF10 launch completes the Case IH 'Year of the Combine' that began with the Axial-Flow 160 and 260 series release.

Also debuting at LAMMA is the new-look Case IH Farmall C which boasts power and manoeuvrability in a compact design, making it suited to both livestock and mixed farms. As well as a refreshed design, the front loader tractor now has enhanced performance, the option of full precision farming technology and a range of new features to aid loader work.

Interactive stand

Avon Tuning HD's stand at LAMMA will feature an interactive display for visitors to manually configure an ECU and use the Dimsport remapping equipment to mirror the remapping process carried out on farms.

The display will demonstrate the professional and safe nature of remapping to prospective agents and farmers. It will highlight how straightforward it is to read an ECU file from a machine, upload it to the Avon Tuning HD agent portal, receive the edited file back, and apply the upgrade to the machine, typically in under two hours.

Additionally, Valtra will be showcasing its S6 Series range of tractors, while Tama will introduce visitors to the EZ Web, its new round bailing innovation and IMPAX, its 'shock absorbing' twine.

However, LAMMA is more than just an exhibition of machinery, it's a hub for knowledge-sharing and professional growth. A comprehensive seminar and workshop programme will bring together thought leaders from across the agricultural sector to discuss critical topics such as sustainability, AI, automation, and market trends, says event director, Sarah Whittaker-Smith.

"LAMMA is the UK's premier platform for agricultural machinery and

innovation. With more exhibitors and product debuts than ever, the 2025 show is an unmissable opportunity for learning, networking and discovery."

In an exciting crossover of farming technology and gaming, the internationally acclaimed Farming Simulator series will make its return to the show. With more than 30M units sold worldwide, Farming Simulator 22 highlights iconic agricultural brands like Case IH, Fendt, Massey Ferguson, and more. Visitors can explore the game's latest features and dive into the evolution of virtual farming during the two-day show.

The much-loved Demo Arena is back, offering visitors the chance to see state-of-the-art machinery in action. Manufacturers such as JCB and Valtra will be demonstrating their newest developments, showcasing how their equipment is transforming farming operations. Whether visitors are looking to invest in the future of their farm or gain inspiration for the next upgrade, the Demo Arena is designed to help provide useful information and a visual experience.

LAMMA 2025 attendees will have the chance to win a Polaris Ranger Diesel, which is valued at more than £24,000. Designed to handle the toughest conditions and meet the demands of UK farms, this ultimate workhorse combines rugged durability with unmatched versatility.

Visitors will also be able to discover the winner of the Young Engineer Award. A key highlight of the show, the award champions an individual or collective of young engineers, who have created or worked on a piece of agricultural machinery, equipment or technology which significantly improves efficiency, profitability or sustainability on-farm.

Registration is free and now open on the LAMMA website. See www.lammashow.com for more information. ■



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