

British Pig & Poultry Fair 2026



Visitor Summary Statistics

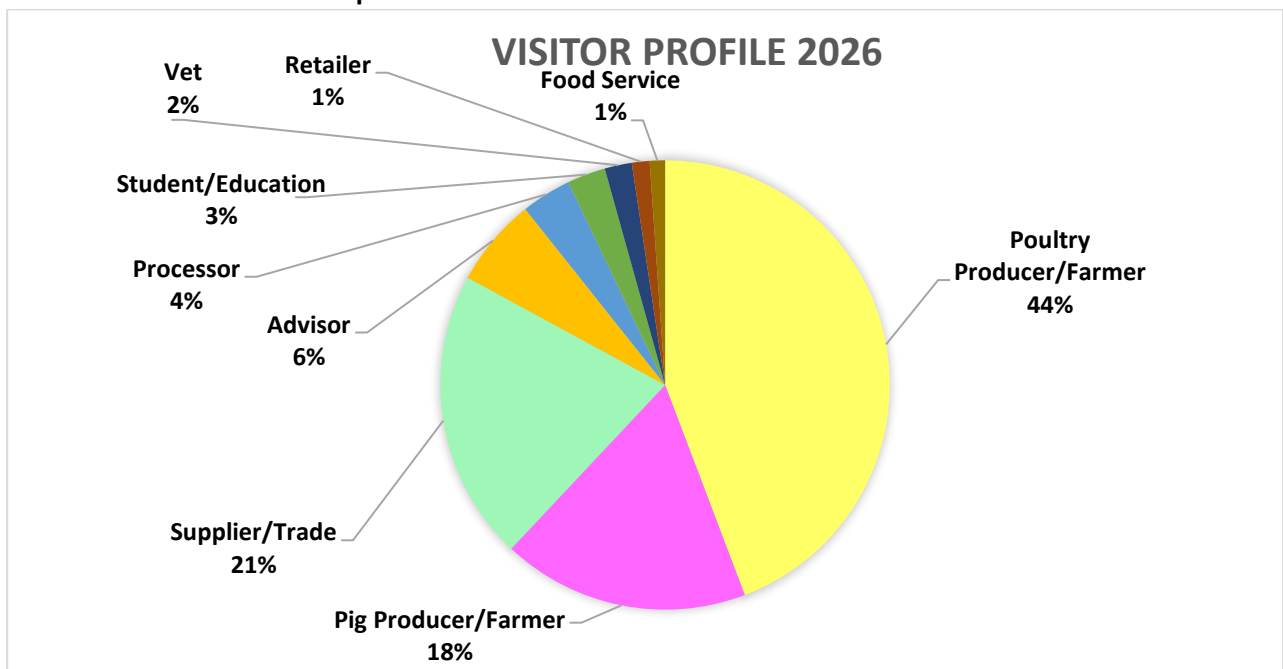
- Total attendance** **8,470** (8,321 in 2024)
- Day 1 Wednesday 5109 (60%)
 - Day 2 Thursday 3361 (40%)

These numbers are total attendance and includes exhibitors.

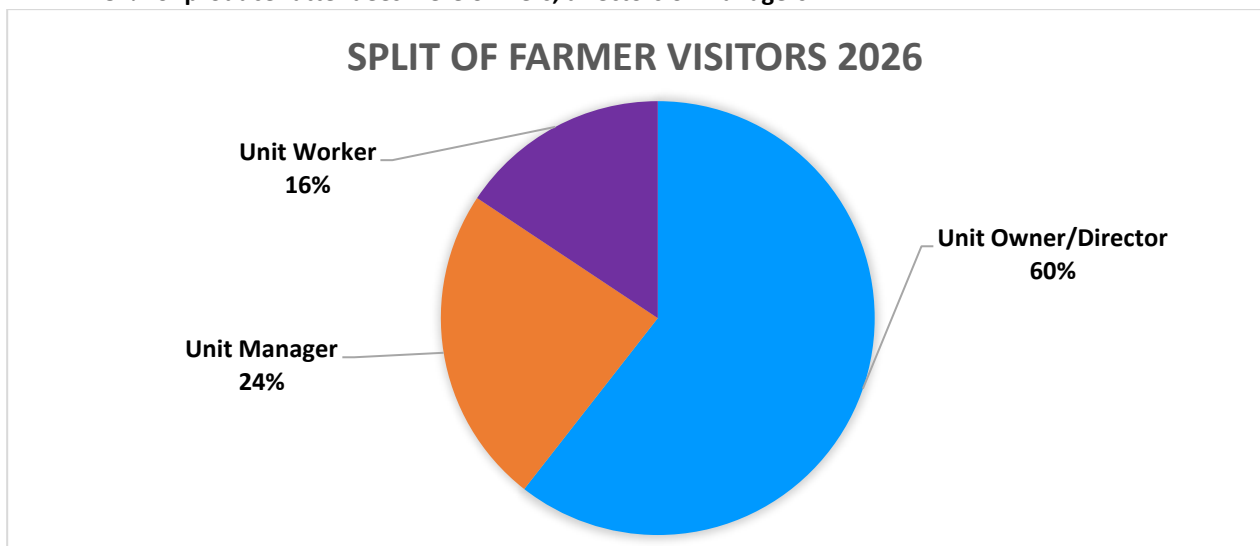
Visitor profile

The following information is taken from all attendee visitor registrations.

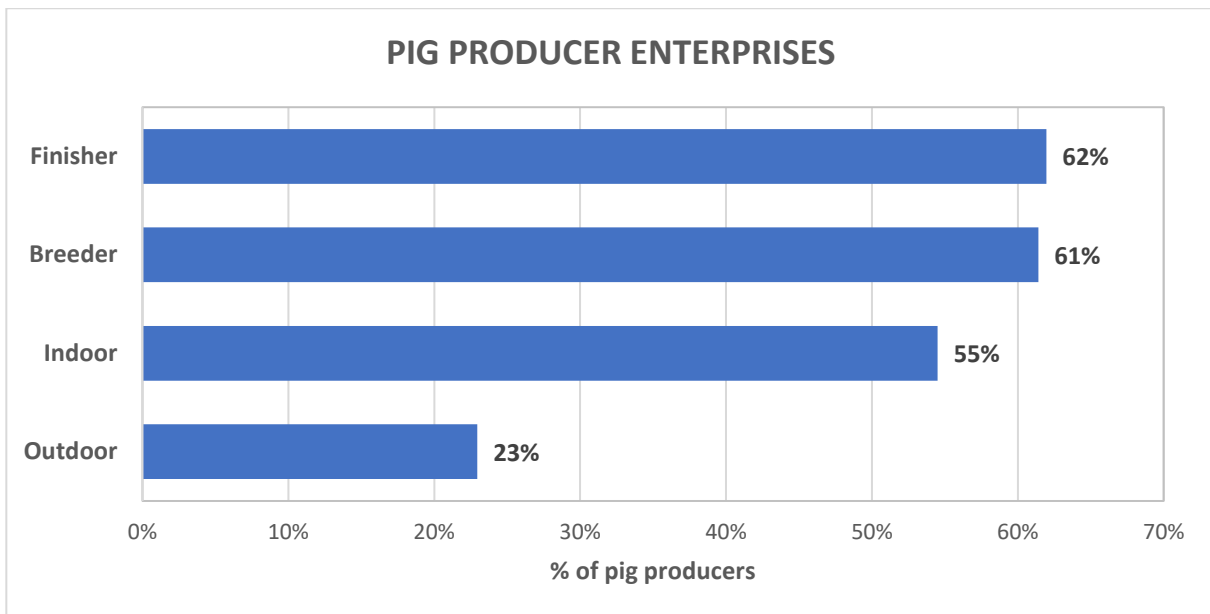
- **62% of visitors were producers**



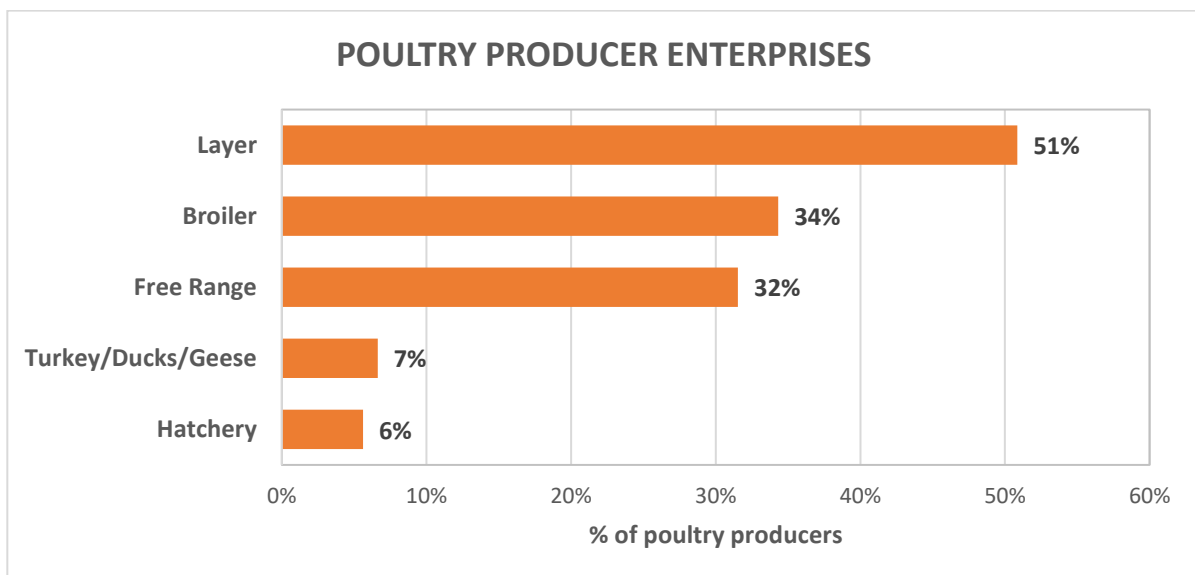
- **84% of producer attendees were owners, directors or managers**



* Question asked of all pig and poultry producers/farmers.



* Please note, respondents could choose more than one enterprise.



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Main reasons visitors attend the Fair

- 70% to see new products
- 62% to gather information and advice
- 62% networking
- 61% speak to exhibitors
- 21% attend a forum

(respondents could choose more than once answer choice)

Overseas visitors

- 9% of visitors to the 2026 Fair were from outside the UK. Of these 42% were from the **Republic of Ireland**. Other countries included: Netherlands, France, Germany, Belgium, Italy, Denmark, Spain and China, among others.

Visitor post event feedback

The following information was taken from the post event visitor online survey which was completed by 341 visitors in the days after the Fair.

Did you find the information / exhibitors / products you were looking for at the Fair?

- **95%** of visitors **found what they were looking for**, with 50% of visitors finding more than they were looking for and 45% what they were looking for.

Purchases as a result of their visit to the Fair

- **47%** of visitors **planned to make a purchase** as a result of their visit, while a further **26%** may make a purchase as a result of their visit

Changes as a result of their visit to the Fair

- **79%** of visitors **planned to make changes to their business** as a result of their Fair visit

Value to their business

- **92%** of visitors to the Fair rated it as **very valuable or valuable to their business**

How visitor rated their visit to the Fair

- **91%** of visitors rated their visit to the Fair as **good or excellent**. (Increase of 5% on 2024)

Attendance of the next event in 2028

- **88%** of visitors to the 2026 Fair **plan to attend** the next event in 2028.

Forums

The 2026 Fair forums saw a total attendance of **2,052** visitors across 48 sessions in three theatres (pig theatre, poultry theatre and innovation theatre).

- **37%** of survey respondents attended a forum
- **65%** of these had decided to attend the forum before they arrived at the Fair
- **94%** rated the poultry forum they attended as **excellent or very good**
- **86%** rated the Innovation forum they attended as **excellent or very good**
- **85%** rated the pig forum they attended as **excellent or very good**

How likely are visitors to recommend the Fair to others?

Net promotor score: + 44 = Very Good (increase of +20 points on 2024)

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Given the NPS range of -100 to +100, a "positive" score or NPS above 0 is considered "good", +50 is "Excellent," and above 70 is considered "world class."

Visitors rated the NEC highly as a venue for the Fair

- **93%** rated it excellent or good for **access by rail or car**
- **92%** rated it excellent or good for the **exhibition halls**
- **91%** rated it excellent or good for **location in the country**
- **80%** rated it excellent or good for **car parking**

Selection of visitor comments when asked 'What do you like MOST about the Fair?'

Great to see lots of different stands full of passionate producers & people.
Everything I needed under one roof
Everyone we need to see in one place, great way to plan ahead and look at options to improve business and build new ideas
A great chance to meet lots of people at the same time. Variety of stands, and how much effort some had gone to. I thought the day, car parking etc was very well organised.
The whole experience was fantastic!
The broad range of companies
Seeing new ideas for better production methods
It is a great place to connect with others in the industry. Lovely to see familiar faces and catch up.
Convenience - could go for just one day anywhere from the UK really.
It was an epic event.
the stands, the atmosphere, business all under one roof, technologies having people to speak to and discuss our sector with
The forums, they provide some very interesting information and views from people in the industry.
Excellent atmosphere. Great variety of exhibitors. Very clean and well organised.
Seeing all the new innovations and meeting like-minded people.
Focus on the industry is excellent
Networking with the industry
New products and speaking with suppliers we didn't know existed.
Convenience to the airport, well-presented stands and a good social event to catch up with partners in the industry.
Attending the forum and networking
Speaking to people face to face who normally I would only speak on the phone with.
Seeing new products for pig health and wellbeing, also how technology is becoming more important in pig production.
Putting faces to names. Introducing the next generation to the exhibition and seeing new ideas.
Good layout, good venue
Access to new companies
It's an opportunity to get questions answered, investigate new products and get details of those that you've come across, and to meet some really nice people too. A one stop shop with a wide variety of 'products'. Thank you for organising this yet again.
Seeing what is new, what we can do better on
The passion visible from attendees
Very engaging stands lots of companies attended
Great exhibition hall. Meeting lots of new people.
The range of exhibitors and the professional organisation of the event.
Well laid out and outlooks were useful
I like to catch up with people in the industry and see what is available within the industry by way of ideas, innovation and technology
Technical discussion
To actually and see product in person not a screen
Innovation and forums
Networking & everyone is up for a chat, no matter what company you are from, as everyone has similar interests. were able to catch up with all sides of the industry, customers and suppliers.
The amount of stands there very good and enjoyed listening to the forums
A great opportunity to discuss and share ideas solutions and embrace new technologies.
As the show is every two years there is always something new to see. A great opportunity for all the pig and poultry industries to get together

Conclusions on visitors' experience at the 2026 Fair:

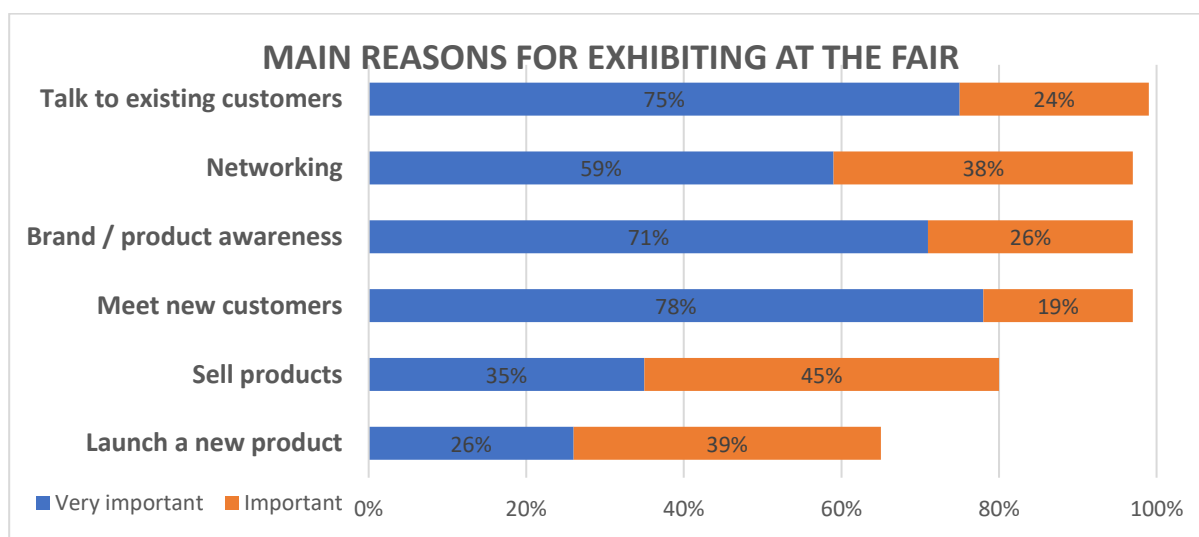
- The Fair is **very important** for visitors who find it **valuable for their business**
- Visitors **found what they are looking for** and **plan to make changes to their business** as a result of their visit
- Highly rated for **seeing new products** and **gathering information and advice**
- Visitors like the **range of exhibitors** and **the chance to meet new suppliers**
- **Forums** key to helping visitors **keep up to date**
- **Face to face** contact with suppliers and other producers very valuable
- **Venue praised** for location, modern facilities, cleanliness and ease of access
- **The Fair is highly rated by visitors who plan to return in 2028 and recommend it to others.**

Exhibitor Summary Statistics

- **Total number of 2026 exhibitors** **333**
- **Loyal exhibitors from 2024** **238**
- **New exhibitors** **95**
- **Event area used at NEC** **19,365 m²**

The following was taken from the exhibitor post event survey completed by 91 exhibitors.

Main reasons for exhibiting



The Fair is important to exhibitors for:

- Talking to existing customers – **99%**
- Networking – **98%**
- Meeting new customers – **97%**
- Brand / product awareness – **96%**
- Selling products – **80%**
- Launching a new product – **65%**

Which sectors are exhibitors looking to engage with?

- Poultry Sector - **88%**
- Pig Sector - **62%**
- Egg Sector - **59%**

Meeting objectives

- **95%** of 2026 exhibitors **met all or most of their objectives** of exhibiting at the Fair

Visiting audience

- **94%** of exhibitors **saw the right visitors** at the 2026 Fair

Importance of the Fair

- **92%** rated the Fair as **very important** or **important** for **generating future orders for their company** (up 6% from 24)
- **89%** rated the Fair as **very important** or **important** for **engaging with current customers**
- **49%** rated the Fair as an **excellent or good return on investment**, with a further **37%** rating it average for return on investment (total of 87%).

Fair organisation

- **95%** of exhibitors found the **organisation of the 2026 Fair excellent or good**

Overall Fair rating

- **85%** of exhibitors **rated the 2026 Fair as excellent or good**

Exhibiting at the next Fair

- **75%** of exhibitors **plan to exhibit at the next Fair**

How likely are our exhibitors to recommend the Fair to others?

Net Promotor Score: +15 = Good

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Given the NPS range of -100 to +100, a "positive" score or NPS above 0 is considered "good", +50 is "Excellent".

A selection of exhibitors' comments in response to 'How would you sum up the 2026 Fair for your company?'

A great event. Our biggest of the year. Hugely important for generating new leads.
Very good, customer engagement was good, good to meet potential new customers.
it was a very well run show with a very good turnout of potential customers
Excellent opportunity to launch products and speak to people
It was notably our busiest fair yet, we had a high volume of visitors on the stand. A high quality of leads and good opportunity to catch up with current customers and industry partners.
A great event and a great opportunity to meet new and old customers.
A worthwhile investment
A great two days networking with the industry
An important opportunity to see both the pig and poultry sectors together in one venue.
The fair was great this year - the best one we have had in a while.
It was an amazing couple of days, very enjoyable and by far the best to date! Got lots of leads to follow up and it was great to meet old and new faces. Was a great opportunity to launch several new products too.
Very good Fair, well organised with a wide variety of customers and suppliers attending.
Great event produced great opportunities
An important part of our marketing and sales activities
A very productive, busy but smooth-running experience.

Well organised and well attended
It was a great opportunity to meet new and old customers, suppliers, see the new products.
Excellent. Having met and spoken with a large amount of Irish people and a family from Zimbabwe, it shows that the UK Pig and Poultry Fair is a necessary showcase for our industries.
Very good show. Met lots of customers/leads. Excellent.
It was our first time exhibiting and it was a very positive experience.
Overall, very pleased with the results, a lot of genuine interest in the product with few tyre kickers.
We had a very good fair; we were excited for the opportunities we felt might present and we were not disappointed
A positive experience which looks to have generated some business for us.
Great opportunity to meet with potential partners.
Excellent opportunity to promote our brand to a wide audience
A good few days connecting with existing and new customers.
It was a brilliant exposure for us
It was very well run, lots of engagement from people visiting the stands and we had a good time!
A Good relaxed atmosphere and a chance to chat to customers old and new,
I think it was very well organised and there was a good atmosphere.
This is always a good opportunity for us to increase our brand awareness and meet with existing customers.
Great event, good to have a show specific to the sector.
A great opportunity to network and demonstrate our know-how. An enjoyable event.

Does the NEC work for exhibitors as a venue for the Pig & Poultry Fair?

- **94% of exhibitors felt the NEC met their needs as a venue for the Pig & Poultry Fair**

Frequency of the Pig & Poultry Fair

- | | |
|-----------------------------------|-----|
| • Remain biennial (every 2 years) | 75% |
| • Move to annual (every year) | 12% |
| • No preference | 13% |

Conclusions on exhibitors' experience at the 2026 Fair:

- The Fair is **very important** to exhibitors for engaging with **new and existing customers**
- The Fair is **very important for generating future orders** for exhibitors
- **Nearly all exhibitors met their objectives** of exhibiting at the Fair
- **The Fair is highly valued** with exhibitors planning to return to the next Fair and **likely to recommend it to others**
- The NEC **venue was well rated** as meeting the needs of the Fair
- The Fair should **remain biennial**