





The Royal Norfolk Show is a remarkable showcase and celebration of Norfolk. With farming and agriculture at its core, the Show has evolved over time into a multi-sector event that celebrates achievement, promotes innovation and excellence, enables learning, encourages arts and culture and – perhaps most importantly – brings people together.

It is the country's largest two-day agricultural show, welcoming people from across Norfolk, the UK and the world. The enduring popularity of livestock and equine classes, growing education programme, strong business and retail presence, engagement with the voluntary sector and many other factors combine to bring an economic benefit to the county in excess of £25 million each year. The Royal Norfolk Show is the RNAA's primary fundraising event, supporting our year-round charitable work in promoting food, farming and the countryside.

This report aims to give a flavour of the impact of the Royal Norfolk Show across various themes. It cannot, of course, fully capture the experience of seeing, hearing and participating in the Show. So whether as a farmer, a business, a school, a sponsor, a visitor, a musician, an exhibitor, a competitor, a community group, a charity or any of the thousands who come...

Join us at the Royal Norfolk Show.

Mark Nicholas MBE DL

Managing Director, Royal Norfolk Agricultural Association

£25+

MILLION
CONTRIBUTION
TO NORFOLK'S
ECONOMY

SHOW IN NUMBERS 2025



TROPHIES AWARDED



173

326

VOLUNTEER
STEWARDS

706

BUSINESS
EXHIBITORS

74

SPONSORS

5,132 ANIMAL ENTRIES

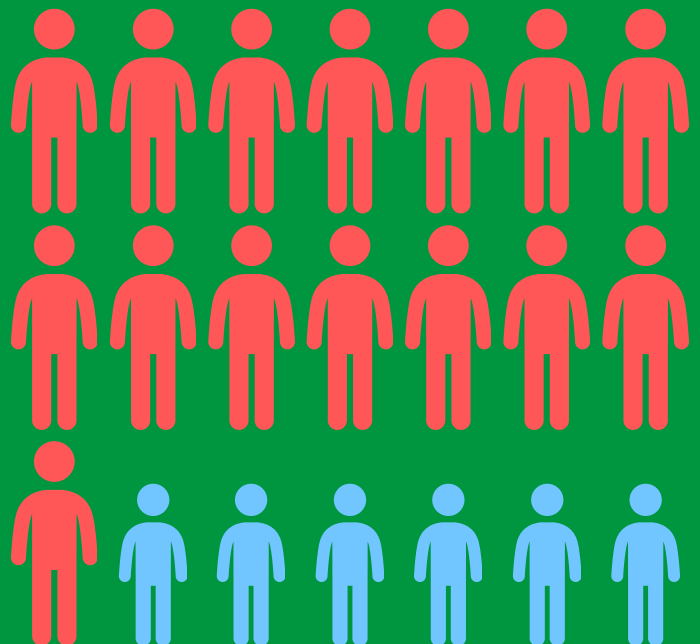


2
DAYS,
ONE



81,161 VISITORS

15,107 CHILDREN
& YOUNG PEOPLE



BUSINESS

The Royal Norfolk Show offers a platform for businesses across sectors. With farming and agriculture at the core, more than 700 businesses – over half from Norfolk – take the opportunity to engage with clients and customers old and new. The Show attracts decision makers, policy makers and consumers from a wide area, providing a unique customer mix for agricultural, retail, food, leisure, automotive and many other businesses alongside the professional and service sectors.

Hospitality and sponsorship opportunities enable local enterprises to raise the profile of their brand, to reach new audiences, to cultivate relationships, and to gain new business.



**252 ACRE
SHOW SITE**

**98 BUSINESSES IN
THE FOOD & DRINK
EXPERIENCE**

**382 INDIVIDUAL
NORFOLK
BUSINESSES STANDS**

NORFOLK CHAMBERS

The Business Zone, curated by Norfolk Chambers of Commerce, brought more than 7,500 potential clients together with nearly 60 SME exhibitors. It offers a managed experience for businesses who might otherwise not be able to coordinate a presence at the Show, with networking opportunities, WiFi and meeting space in a relaxed and professional environment.



MILLS & REEVE

“ Our breakfast event (on the first day of the Show) provides an opportunity to thank our clients and professional advisers for their support. We particularly value the chance to speak with those we might not have seen recently. Last year, we also trialled sponsorship of the Grand Ring, and were delighted with the visibility of our branding. Our clients enjoyed the lunch experience, and we were pleased to be able to demonstrate our commitment to agriculture in Norfolk. ”

MILLS & REEVE

Achieve more. Together.

“

With a large selection of our clients coming from the farming community, it provides the perfect environment to connect with people. - **Alan Boswell Group**

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“

It was great to see so many young people there – the next generation that we need to attract into our industry. – **Traditional Norfolk Poultry**

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Thank you so much for all the help and support your team gave us as first time exhibitors. We met many existing – and potential new – clients; please put us down for next year! – **Premier Seed Services**

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We'd never been to the Show before, but now we've got the bug and we're brainstorming how we can do more, bigger and better! – **Hippodrome Circus**

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ACHIEVEMENT AND EXCELLENCE

Alongside competition in the equine and livestock rings, achievement and excellence are recognised in many other ways at the Royal Norfolk Show.

The Norfolk Rural Business Awards – a partnership between the RNAA and Norfolk County Council – celebrate outstanding contributions to the rural economy across nine categories.



Norfolk
County Council

RNAA Long Service Awards recognise long service and loyalty to employees who have worked in the agricultural industry in Norfolk for a period of thirty years or more. In 2025, 27 recipients had given more than 1,100 years' service.

The Bishop of Norwich Sustainable Environment Young Employee of the Year Award is presented at the Show to a young person working in Norfolk's land-based sector who is making a significant positive impact on the environment.

The Norfolk International Scholarship – a partnership between the RNAA and Norwich Institute for Sustainable Development, generously supported by the J C Mann Trust – offers a young researcher the opportunity to travel abroad to explore a theme relevant to agriculture in Norfolk. Findings are shared widely through the farming and research sectors.



EDUCATION

Education and learning are woven throughout the Royal Norfolk Show. Originally an event to share innovation, science and best practice in farming, today that role is enhanced through offering a vibrant learning programme to young people, families and the general public.

The Show offers access to a range of education and learning experiences of a breadth and scale unequalled by any other event in the region. The Discovery Zone (aimed at primary-age children) and STEMM Village (aimed at secondary age) are complemented by demonstrations of the latest on-farm machinery and technology, sheep shearing, farriery, rare breeds and much more. Commentary in the livestock and equine rings aims to inform at all levels, and there are additional learning opportunities across the Showground.

No charge is made for school groups or home educated students to come to the Show, opening the experience to as many young people as possible. We are proud to welcome students from across Norfolk and surrounding counties, with some travelling from further afield (including Kent, Leicestershire and Manchester) to experience all that the county can offer.

DISCOVERY ZONE

For 2025, the Discovery Zone explored Malting Barley – a crop grown across Norfolk with a wide range of uses from brewing to confectionery. Participants followed a trail that explored planting, growing and harvesting malting barley, and sampled some of the end products – from Maltesers to Ovaltine.

LEARN



“

It's one of very few opportunities to see so many quality and innovative employers under one roof. - **Careers Lead, Suffolk Secondary School**

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It's more than a day out; it's an investment in their growth. - **Norfolk Sixth Form Tutor**

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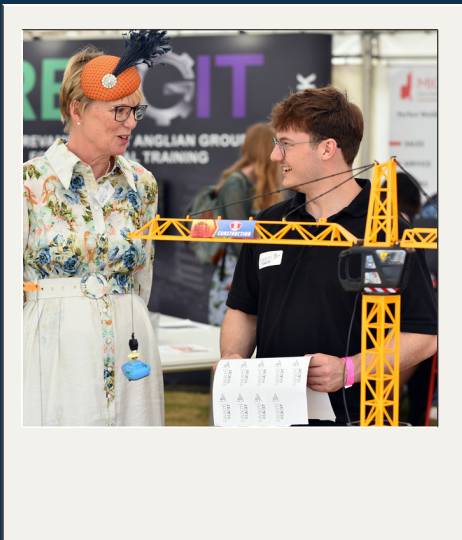
We didn't realise there were so many opportunities in farming, and it's great to be able to understand pathways to get there. It really changed our outlook. - **Mother of home-educated student**

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STEMM VILLAGE

Looking at STEMM in the Food Chain: From Field to Future, the STEMM Village brought together more than 50 exhibitors across sectors, highlighting the breadth of the STEMM sector, learning opportunities and career pathways.

“LAUGH”



15,107 Students booked over the two days

2,326 Home educated students

1,479 Students from SEND settings

166 Schools represented

50+ STEMM Village exhibitors

45 Show Ambassadors

RWE MINI COP

Inspiring and empowering young climate leaders, this pioneering event brought together upper primary pupils from 25 schools. Led by RWE and supported by the Tyndall Centre and the RNAA, the COP explored environmental issues, shared ideas and gave students a platform from which to lead on climate action in their communities.



ARTS & CULTURE

The Royal Norfolk Show represents a unique opportunity to celebrate local talent. With four live music stages, a vibrant art gallery and culture woven throughout the programme, the event offers everything from Battle of the Bands to Norwich Pipe Band and from canvas to ceramics.

For many, the Show is their first experience of public performance or exhibition. It acts as an encouragement for those taking part and an inspiration for visitors and audience members. For young people, the opportunity both to see the performances of their peers and to receive feedback on their own performance contributes to the sense of belonging to an artistic community reaching across the county.

Equally, for visual artists, the Gallery gives exposure to a large audience over a concentrated period of time and is an opportunity to receive critical feedback as well as to sell work and to generate commissions. It builds confidence and raises awareness of Norfolk's vibrant art scene.



NORFOLK MUSIC HUB

Our partnership with Norfolk & Suffolk Music Hub enables students and young people from across the county to perform in front of one of the biggest audiences they have ever experienced. Showcase events in the Grand Ring – the Beat Stampede in 2025 – bring together huge numbers of young people working together to create a spectacle.

ART GALLERY

As well as offering space for a wide variety of works, prizes such as the Youth Artist of the Year and the Sponsors Choice award recognise excellence and promise amongst local artists.

DISPLAY RINGS

A vibrant programme across 39 rings sees everything from stock judging to showjumping, machinery demonstrations to parachuting, music to military parades, pig racing to motorcycle stunts - and much more! The mix of competition, performance, celebration and entertainment offers an engaging programme for a wide range of audiences.

SHOWCASING NORFOLK

The Royal Norfolk Show as a whole acts as a showcase for the best of the county to local, regional, national and international audiences. Show themes reflect aspects of life in Norfolk – in 2025 focusing on Norfolk Food and Drink Produce. This commitment to promoting the county has been expressed most recently through the opening of the Norfolk Food Hall on the Showground site as a year-round celebration of Norfolk's growers and producers, and the science behind our food.

The voluntary sector has a growing presence at the Show, giving a valuable opportunity to raise awareness of their work, to encourage support, to recruit volunteers and to work together to the benefit of the county as a whole. Each year, three charities are chosen to be profiled at the Show – in 2025, the Farming Community Network (FCN), Friends of Clinks Care Farm, and Norfolk Citizens Advice.

NORFOLK WINE AND CHEESE

2025 saw a focus on Norfolk cheese and wine, both growth sectors in the local economy, with a number of local producers participating in a Wine & Cheese Experience over both Show days. Norfolk wines, juices and cheeses were served at RNAA and other events across the Show.

96 NORFOLK
BUSINESSES
REPRESENTED IN THE
NORFOLK FOOD HALL

65 LOCAL GROWERS
AND PRODUCERS AT
THE SHOW

93 CHARITIES AND
COMMUNITY GROUPS
REPRESENTED



“

I was especially impressed with the Royal Norfolk Show's engagement with young people. Teaching and reconnecting the younger generation with the farming community and rural life is important. Hopefully it can inspire them to live in the countryside and to continue producing great food and drink. It is equally important in the UK as in Denmark – and the Royal Norfolk Show is a fantastic event and platform for this dialogue. – **Jan Bay-Smidt, Minister Counsellor for Food and Agriculture, Royal Danish Embassy**

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LIVESTOCK AND EQUINE

Competition has been at the heart of the Royal Norfolk show since its inception. Today, more than 1,600 classes are open to exhibitors from eggs and covies through sheep and pigs to bulls and heavy horses. Showing is an opportunity to celebrate outstanding stockmanship, riding and handling and enables the public to engage with animals and their owners. An important feature of the Show is the Rare Breeds Animal Farm, delivered in partnership with the Rare Breeds Survival Trust, raising the profile of native rare and endangered breeds and highlighting the challenges they face.

SOUTHDOWN NATIONAL SHOW

With a proud record of hosting national breed society shows, we were delighted to welcome the Southdown Sheep Society in 2025. The Breed Champion was Richard Windsor's ram lamb Hercules.



RARE BURKE TROPHIES

The Burke Perpetual Challenge trophies are amongst the most prestigious awards in UK farming. First awarded at the Royal Agricultural Society of England's Royal Show in 1951, this was the first time since 2009 all three trophies – for beef cattle, dairy cattle and agricultural innovation – have been awarded at a single show.

1,823 EQUINE ENTRIES,
796 CATTLE ENTRIES,
226 PIG ENTRIES,
1,256 SHEEP ENTRIES,
243 GOAT ENTRIES
AND 686 SMALL
LIVESTOCK ENTRIES
FROM ACROSS THE
COUNTRY

40 HORSE OF THE
YEAR SHOW
QUALIFIERS

COMPETITORS FROM
35 ENGLISH COUNTIES,
SCOTLAND, WALES,
CHANNEL ISLANDS
AND REPUBLIC OF
IRELAND



“

The best Show in the country. – Sheep Judge

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“

There are few Shows in the UK who offer as much encouragement and support as the Royal Norfolk. – RBST

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“

Brilliant Show; we will definitely be back next year. – Cattle Exhibitor

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COLLABORATION

SHAPING THE FUTURE

The Royal Norfolk Show creates an environment that encourages and promotes collaboration. Just a few examples from this year's Show include:



BIG DEBATE

The Big Debate is a joint initiative of UEA's Norwich Institute for Sustainable Development and the RNAA. Bringing together farmers and food producers, the event at the Royal Norfolk Show discussed issues of collaboration and use of data for sustainability in farming. An expert panel, chaired by Emily Norton, debated key themes with input and questions from a large audience.

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Our participation at the Royal Norfolk Show provided substantial benefits across community engagement, institutional visibility, stakeholder networking and thought-leadership positioning. The Show is unique in its value as a regional showcase, networking hub and civic engagement platform. It reinforced UEA's role as a civic anchor institution and created opportunities for future collaborations. – **Professor David Maguire, Vice-Chancellor of the University of East Anglia**

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The Royal Norfolk Show offers a neutral venue in an outstanding setting, where we know we can reach key stakeholders in a single place, which makes holding an event straightforward. More widely, we welcome the role of the Show in addressing rural isolation and contributing to positive mental health. – **Breckland District Council**

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The AgriFood Industry Council reception was a great opportunity to bring so many representatives from the region's agrifood industries together. It was a showcase for projects funded through the Launchpad, and we had a really insightful panel session around AgriTech adoption. – **Connected Innovation**

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JOINT SOCIETIES' RECEPTION

The Farmers Club, the Royal Agricultural Society of England, the Worshipful Company of Farmers and the Council for Awards of Royal Agricultural Societies held a joint reception in the President's pavilion, giving the opportunity for farmers from across the region and beyond to interact with organisations with a national policy influence.



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THE ROYAL NORFOLK AGRICULTURAL ASSOCIATION IS HUGEY GRATEFUL TO THE DONORS, SPONSORS, VOLUNTEERS AND OTHERS WHOSE GENEROSITY CONTRIBUTES SO MUCH TO THE ROYAL NORFOLK SHOW. TO FIND OUT MORE ABOUT BECOMING INVOLVED IN THE SHOW, PLEASE VISIT OUR WEBSITE OR CALL THE NUMBER ABOVE.



ROYAL NORFOLK
AGRICULTURAL
ASSOCIATION



THE ROYAL
NORFOLK SHOW



NORFOLK SHOWGROUND
& EVENTS CENTRE

NORFOLK
FOOD HALL