



# If agriculture is your business ... ... make it your business to be at the Ploughing!

## THE FARMING FESTIVAL 2013

NATIONAL PLOUGHING CHAMPIONSHIPS  
machinery & livestock exhibition

**2013**  
24th-26th Sept.  
Ratheniska, Stradbally,  
Co. Laois

OVER 300 COMPETITORS COMPETE

for National Titles and qualification for the World and European competitions

TUESDAY 24TH SEPTEMBER 2013

- 3 Furrow Conventional Match Plough Class
- Standard 3 Furrow Conventional Plough Class
- Under 28 Conventional Plough Class
- Under 28 Reversible Plough Class
- Intermediate Conventional Plough Class
- Intermediate Reversible Plough Class
- Vintage 2 Furrow Trailer Plough Class
- Under 40 Horse Plough Class

WEDNESDAY 25TH SEPTEMBER 2013

- Senior Conventional Plough Class (Day 1)
- Senior Reversible Plough Class (Day 1)
- Farmerette Conventional Plough Class
- Macra 2 Furrow Conventional Plough Class
- Vintage 2 Furrow Mounted Plough Class
- Visitors 2 Furrow Conventional Plough Class (Day 1)
- Senior Horse Plough Class

THURSDAY 26TH SEPTEMBER 2013

- Senior Conventional Test Match (Day 2)
- Kverneland Reversible Test Match (Day 2)
- Junior Conventional Plough Class
- Standard 3 Furrow Reversible Plough Class
- Under 21 Conventional Plough Class
- Vintage Single Furrow Mounted Plough Class
- Special Horse Plough Class
- Visitors 2 Furrow Conventional Plough Class (Day 2)
- Loy Digging

## DID YOU KNOW...?

Over 180,000 people visited the 2012

National Ploughing Championships to savour the diverse programme of events and unrivalled atmosphere.



## Tented Trade Village

The tremendously popular TENTED TRADE VILLAGE with demand necessitating all marquees this year to be the large type will see the arcades categorised to include Education & Business, House & Home, Lifestyle & Tourism, Health & Wellness, Food & Beverages, Retail & Business and Agriculture Pavilion.

Our Innovation Arena will also make a return providing a launchpad for INNOVATION and NEW TECHNOLOGY from the latest agri innovators.



## Livestock Exhibition

The Livestock Exhibition and Show ring...



...is a one stop shop for everything the Livestock Farmer needs where the country's finest breeds of Cattle & Sheep can be seen.

Demonstrations and Q & A sessions offer enthusiasts the chance to inspect stock, discuss their specific breed merits, gain expert opinion on genetics and animal nutrition.

## Specialist Exhibition Categories

Throughout the entire 80 acre trade arena, over 1200 exhibits will be on display from 9-6pm daily.

Here you will find many categories of exhibit dedicated to specific business and enterprise including Agri-business, Advisory Services, Rural Organisations, State & Semi-State Agencies, Media, Communications, Renewable Energy, Financial, House & Home, Building, Engineering, Training and many more...

## Agricultural Machinery Exhibition



"If it's on the market, it's at the ploughing"

The core of the Exhibition Arena where millions worth of farm machinery will be on display. Every machine you will need for Irish Farming.

64% of visitors attend the Ploughing to see agricultural machinery. The ploughing is the ideal setting for the industry to meet their customers, demonstrate their products and do business.

## NEW to the Ploughing 2013!

This year the National Ploughing Championships will again be hosting an array of new and exciting exhibitors, including Glór na Gael, who will be incorporating 12 other organisations on their stand to promote the Irish language.



In the machinery section FOR THE FIRST TIME we have Lucas G SAS, travelling from France to showcase their feeders, straw bedders and diet feeders.



LEADER VILLAGE will again be presenting entrepreneurs, businesses and a variety of groups supported by Leader, exhibiting a fantastic diversity of products and services all under one roof with Laois County Council showcasing the best of the economic, social and cultural services that Laois has to offer.



As part of THE GATHERING IRELAND 2013 the NPA in conjunction with Fáilte Ireland will be introducing a traditional Irish Ceili to the Championships showcasing TRADITIONAL IRISH CULTURE TO OUR OVERSEAS VISITORS!



## Food Fayre



The Agri-Food sector, a massively important industry in Ireland will be to the forefront of this year's ploughing through our Food Fayre in the NPA Food & Beverages Hall.

Many retail giants, Bord Bia, Good Food Ireland and artisan food producers will be on hand with sample products while our celebrity chefs cook up a storm at their daily demonstrations.

Visitors will be treated to a world of taste, smells and flavours and will be able to enjoy the best of produce while availing of the latest food products and menus on the market.

## Fashion

Wednesday 25th September will feature the Most Appropriately Dressed Lady & Gent Competitions with prizes to the value of €1000 up for grabs.



The wonderful Celia Holman Lee will host three daily fashion shows promoting the latest trends and Autumn/Winter styles.



Between shows browse the many clothing and accessories on display.



## The Forestry Village



The Forestry Village will feature the Husqvarna Pole Climbing, Advisory Authorities and many of the services associated with this sector. Exhibits will include forestry equipment, horticultural services, garden equipment and furniture.

## Auto Arena

Jeeps, Cars, Quads, Vans, Lorries. Demonstrations, launches & more...



## Bio Energy Village

## Ploughing Features

Hunt Chase, Sheep Searing, Sheep Dog Trials, Vintage Displays, Motor Show, ICA Craft Workshops, Demonstrations, Seminars, FRS & FBD Safe Tractor Driving Demos & Challenges & much more!





### FOR EVENT INFORMATION, PLEASE CONTACT:

The National Ploughing Association,  
Fallaghmore, Athy, Co. Kildare, Ireland.  
Tel: + 353 (0) 59 8625125  
Email: [info@npa.ie](mailto:info@npa.ie)  
or visit our website: [www.npa.ie](http://www.npa.ie)



### ADMISSION INTO THE PLOUGHING

Adults €20  
Students €15  
Seniors €15  
Children U12 go for free (when accompanied by an adult)

**PRE-ORDERED DISCOUNTS FROM NPA OFFICE**  
(offer ends 15th September):  
10% discount if you pre-order 10 or more adult tickets.  
Students €10 pre-ordered (€15 on the gate)

For more information, visit: [www.npa.ie](http://www.npa.ie)  
For ticket enquiries, contact: [tickets@npa.ie](mailto:tickets@npa.ie)



Every year the National Ploughing Championships is built from scratch turning a green field site into a bustling town overnight.

- \* A 5 year average of 180,000 visitors
- \* 1,300 exhibitors
- \* 80 acre Trade Arena
- \* 350 Ploughing Competitors
- \* 15 km of steel roadways
- \* 600 acre site

### THE BIGGEST EVENT IN IRELAND THIS YEAR...

### SHOWCASING IRISH CULTURE...

### Entertainment & Special Events

A major part of the programme on the bandstand will be local artists, traditional musicians and dancers.

Dancing boards will flank the front of the stage and visitors are encouraged to bring their dancing shoes!

Husvarna Pole Climbing  
Vintage Ploughing  
Loy Diggers  
Meggars  
Sheep Dog Trials  
Hunt Chase  
Fashion Shows  
Sheep Sealing  
Irish Axe Factor  
Tractor Build  
The Gathering Cella

### A FAMILY EVENT...

Live Entertainment  
Dancing Boards  
Simulators  
Toy Shops  
Celebrity Guests  
Live Radio & TV Broadcasts  
Free Competitions  
Carnival







### Laois Tourism

James Fintan Lalor Ave, Portlaoise  
Tel: 057-8621178  
e-mail: [laois@laois.ie](mailto:laois@laois.ie)  
Web: [www.discoverireland.ie](http://www.discoverireland.ie)  
For local unregistered accommodation: CONTACT: 087-3304539





### USEFUL INFORMATION FOR THE PLOUGHING 2013...



### Accommodation

For those seeking accommodation during the event, please consult:

### Site Services

Free Car Parking  
Food Courts/ Bars  
Information Kiosks  
Medical Centre  
An Garda Síochána  
Baby Changing Facilities  
Toilets  
Grandstand Seating  
Public Address  
Exhibition Maps  
Wheelchair Car Parks  
Big Screen  
ATM  
Media Centre

### SHOWCASING IRISH FOOD, FARMING & CULTURE

**Economic Impact of 36.6 million in 2011**

The event combines the Annual National Ploughing Finals in 18 different categories with a trade exhibition that includes every aspect of Irish Country Living.

The Ploughing is an electric mix of people doing business, enjoying the Farming Fest, competing for national honours or families and friends on a day trip.

It's unique – it's a household name in Rural Ireland and it's been part of our culture since 1931.



### TRAVELLING TO THE PLOUGHING 2013...

**By Plane**  
Dublin Airport 155 km  
Waterford Airport 36 km

**By Car**  
Dublin 150 km  
Cork City 155 km  
Galway City 280 km  
Belfast 325 km

**By Train**  
For a rail timetable see [www.irishrail.ie](http://www.irishrail.ie)

**By Ferry**  
Dun Laoghaire Harbour, Dublin 137 km  
Rosslare Harbour, Wexford 47 km

**By Bus**  
For a regional timetable see [www.buseireann.ie](http://www.buseireann.ie)  
For local shuttle services see [www.npa.ie](http://www.npa.ie)

### Come and talk to the bank that wants to lend to agri business

**We have credit available and want to lend.**

If you are in the market to grow your farm, we're in the market to help you access the funding you need. We have a dedicated agri funding available and our agri development loan can be tailored to suit your farm cash flow and meet your needs.

Talk to us today to see what we can do for you. Lending criteria, terms and conditions apply.

Email us at [business.banking@boi.com](mailto:business.banking@boi.com)  
Drop into your local branch  
[www.bankofireland.com/agri](http://www.bankofireland.com/agri)



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Bank of Ireland is regulated by the Central Bank of Ireland.

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## NATIONAL PLOUGHING CHAMPIONSHIPS

# 2013




## Ireland's Farming Festival

Showing Irish Food, Farming & Culture - 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> September

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