

LAMMA 2026 returns to the NEC with focus on machinery, technology and sustainability

In January 2026, the National Exhibition Centre in Birmingham will once again host the LAMMA Show, the United Kingdom's largest exhibition dedicated to agricultural machinery, technology and services. Taking place on Wednesday 14 and Thursday 15 January, the event marks the 43rd edition of a show that has become a cornerstone of the British farming calendar. H&P reports.

For two days, the NEC will be filled with the sights and sounds of modern agriculture. The show will occupy 11 halls, bringing together more than 600 exhibitors covering every aspect of the industry — from tractors and combines to digital systems, parts, tools and services. It is an event known for its scale and breadth, reflecting both the diversity and the ambition of British farming.

LAMMA is widely regarded as the meeting point for the sector at the start of each year. Farmers, contractors, engineers and suppliers gather not only to see machinery but to exchange ideas, make connections and gauge the mood of the industry. It is a place to take stock of progress and consider what comes next.

Co-location

The 2026 event will see LAMMA joined under the same roof by two other established shows: CropTec, which focuses on agronomy and crop technology, and the Low Carbon Agriculture Show, which addresses

sustainability, renewable energy and environmental business. All three will run concurrently at the NEC, allowing visitors to move freely between them. This co-location is intended to offer a broader, more integrated view of agriculture — bringing together mechanical innovation, scientific development and environmental strategy in one setting.

LAMMA's primary focus remains on machinery and engineering, but its character has always been practical as well as commercial. It attracts a professional audience, and most visitors either make purchasing decisions or strongly influence them. For exhibitors, that makes it a key opportunity to showcase new models, present upgrades and demonstrate technology directly to potential buyers. For visitors, it offers the chance to compare products side by side and speak directly to manufacturers' technical teams.

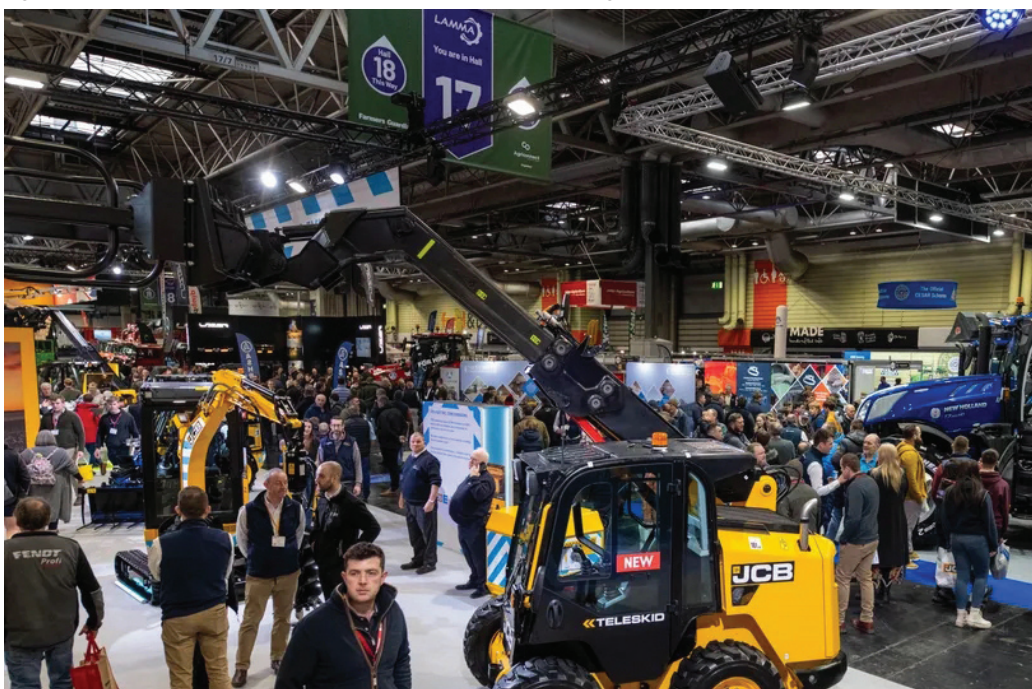
While the exhibition floor remains at the heart of the event, the 2026 edition will feature a greater emphasis on

discussion and learning through the conference and seminar programmes linked to the co-located shows. The Low Carbon Agriculture event, in particular, will provide structured content across three dedicated theatres, featuring expert speakers and sessions focused on renewable energy, carbon management, digital tools, policy and sustainable farming systems. Alongside this, CropTec will continue its established tradition of delivering technical insight and innovation updates for arable producers. Together, they will add a new dimension to LAMMA's largely machinery-based offer, providing visitors with access to both practical demonstrations and broader strategic context.

This combination of shows reflects how farming itself is evolving. Machinery, data, energy and environmental performance are now intertwined, and progress in one area often depends on another. Farmers seeking to improve efficiency or cut emissions increasingly look to solutions that combine

engineering with digital and agronomic insight. The alignment of LAMMA with CropTec and Low Carbon Agriculture recognises that reality, creating an event where visitors can explore those links in a single visit.

An early-bird breakfast service runs from 7am to 9am, giving those who arrive early the opportunity to prepare for a full day of exploration. The show opens officially at 8am and runs until 6pm on the Wednesday, and until 4.30pm on the Thursday. With eleven halls to cover, even two days can pass quickly. Many visitors choose to focus on particular sectors or technologies, whether



SPECIALISTS IN HOSE PROTECTION

SPIRALS

- HDPE
- NYLON
- PVC
- FLAME RETARDENT
- MSHA
- EN 45545
- COLOURS
- TWO COLOUR
- FLAT PROFILE
- DOMED PROFILE

SLEEVING

- POLYPROPYLENE
- POLYESTER
- POLYAMIDE
- VELCRO FIXING
- FIRE SLEEVE
- PVC SLEEVE
- POLYURETHANE SLEEVE
- OVERBRAIDS
- STAINLESS
- GALVANISED

PLASCOMPO

LIMITED



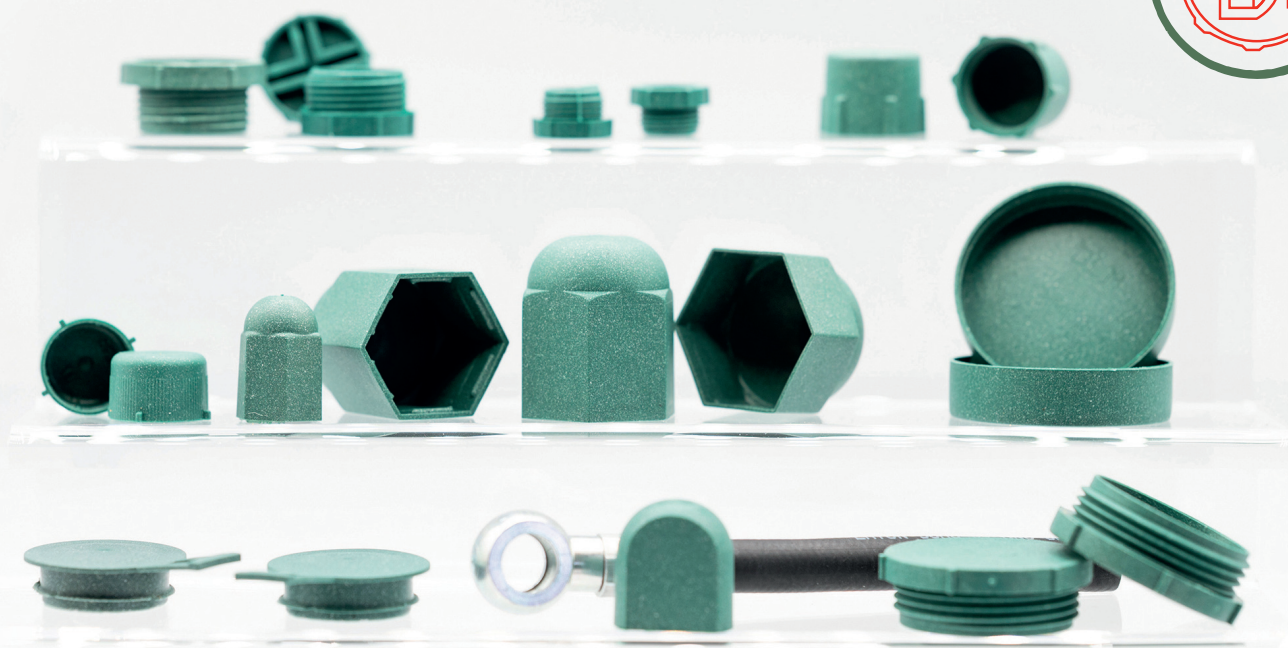
All made in Europe & UK

0114 349 0766 | info@plascompo.com | www.plascompo.com

ECO RANGE OF PROTECTIVE CAPS & PLUGS

Made entirely from second-life plastic

Available now...



PLASCOMPO
LIMITED

0114 349 0766 • info@plascompo.com • www.plascompo.com

LAMMA PREVIEW

that's cultivation equipment, livestock handling systems, or precision tools. Others allow time for browsing, conversations and discovering new ideas.

LAMMA's organisers are careful to ensure the show remains accessible and well-structured despite its scale. The layout groups similar exhibitors together, helping visitors navigate efficiently between related stands. Exhibitors range from the world's largest machinery brands to smaller, independent manufacturers, giving the event both global reach and local character. For newer or specialist firms, the exposure that comes with exhibiting at LAMMA can be significant.

Sustainability

Sustainability is expected to be a recurring theme throughout the event, reflected both in the machinery on display and the conference discussions taking place next door. Topics such as emissions reduction, energy efficiency, renewable power generation and sustainable land management have become central to agricultural decision-making. The Low Carbon Agriculture programme will bring together specialists from across these areas, offering insights

into technologies and policies that could shape farming's transition towards net zero.

While the full list of speakers and sessions has not yet been released at the time of publication, organisers have confirmed that the conference content will include presentations, panel discussions and policy updates. This is expected to give visitors a chance to hear directly from industry leaders, researchers and policymakers alongside their exploration of the machinery halls. It represents a shift in emphasis for LAMMA: not only a marketplace for equipment, but a venue for thought leadership and forward planning.

As the show approaches its fifth decade, its evolution mirrors that of the industry it represents. What began as a regional machinery event in Lincolnshire has grown into a national platform for technology, innovation and strategy. Moving to the NEC allowed it to expand and modernise, accommodating thousands of visitors from across the UK and beyond. Despite the challenges of cost pressures, climate change and rapid technological development, LAMMA continues to attract strong support from exhibitors and attendees alike.

For those walking through the halls in January, the experience will offer both familiarity and new perspective. The machines will remain at the heart of the show — the tractors, implements and systems that define daily work on farms — but around them will be conversations about data, energy, policy and the environment. The co-location of LAMMA, CropTec and Low Carbon Agriculture brings those threads together more clearly than ever before.

Showcase of machinery

Ultimately, LAMMA 2026 is set to be not just a showcase of machinery, but a reflection of how the business of farming is changing. It will combine the tangible with the conceptual, the immediate with the long term. For some, it will be a buying trip; for others, a chance to learn or to see what the future holds. For everyone who attends, it will be an opportunity to witness the breadth of British agriculture in one place — and to appreciate how innovation and resilience continue to drive the industry forward.

For further information please visit:
<https://www.lammashow.com>

Find your next Fluid Power Professional with the Hydraulics & Pneumatics Job Board & Appointments Page

Harness the power



Contact:

Sales Manager – Andrew Jell

01732 370347 – andrew.jell@dfamedia.co.uk



1975

2025

Dependable Under Pressure

Established in 1975, Dual Pumps Ltd is a leading supplier of pumps, fluid handling components, agricultural & industrial spraying products, pressure washers, pressure wash accessories & cleaning equipment.



www.dualpumps.co.uk

Tel: 01664 567226 • Email: info@dualpumps.co.uk



Follow / Like / Subscribe