

Arnhem, 8 July 2015

## 15th edition of NRM postponed to 2017

**The next All Holland Dairy Show (NRM) has been moved from 2016 to 2017. The event will take place from the afternoon of Thursday 7 September to Saturday 9 September 2017 in the IJsselhallen in Zwolle.**

The NRM board has been discussing the future of the event with a view to ensuring that it continues to appeal to a wide audience in the future. The success of the NRM is based on a combination of outstanding cow judging, a progeny group presentation and a top-quality trade exhibition for dairy farmers. These elements reinforce each other, as all three are real crowd pullers.

On this basis, the Board unanimously decided that:

- the NRM will be moved to odd years, since the national and international events calendars are less full in those years. The next edition will therefore be held in 2017.
- from now on the NRM will take place in September. This fits in better with farmers' routines and offers more opportunities to talk to a wider target group.
- the NRM will switch from two to two-and-a half days, starting on the Thursday afternoon, thus extending the opening hours of the trade exhibition.

An NRM working group will work out these changes in more detail. The Board is convinced that this will lead to a very special and successful event in 2017.

**-end of report-**

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