

CONVERSATION ANALYSIS

Highland Show 26

Agricultural Matters · 2026-06-04 to 2026-06-23

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

127

Visible contributions

8,675

Views on The Farming
Forum

282

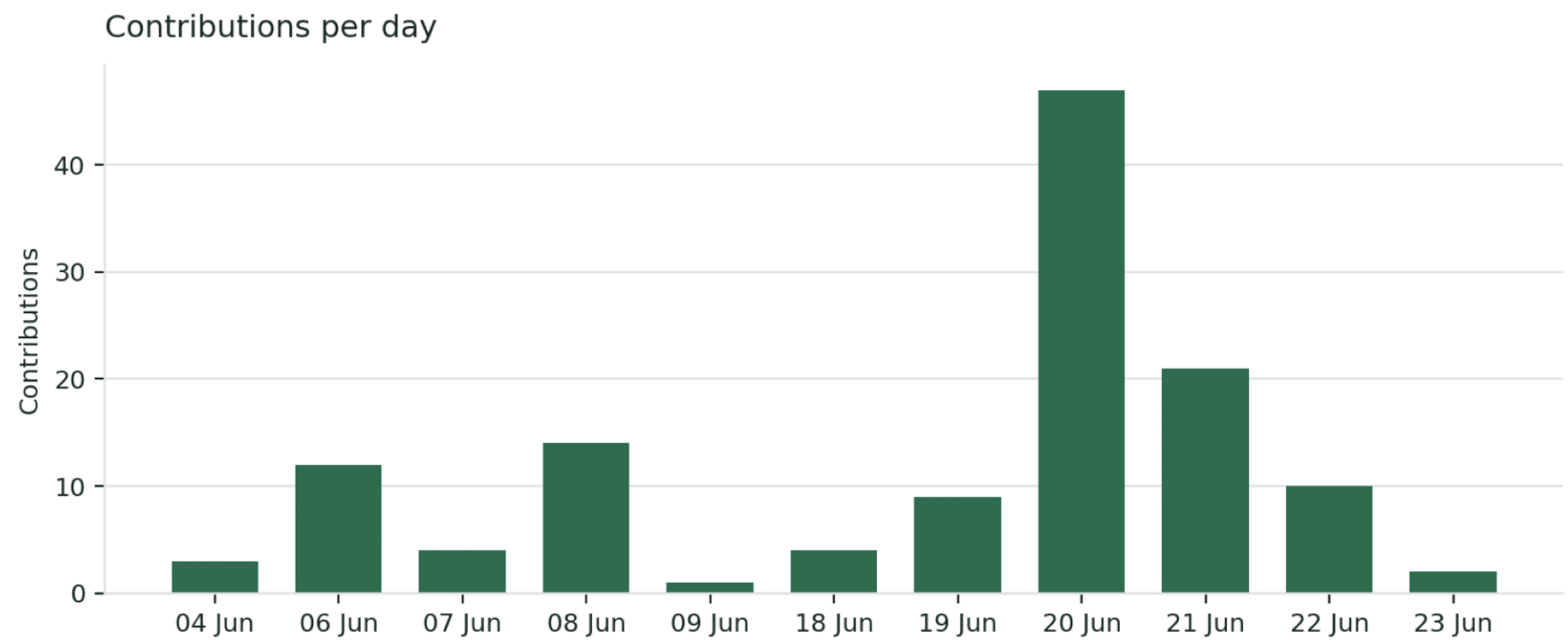
Reactions

2.22

Average reactions per
contribution

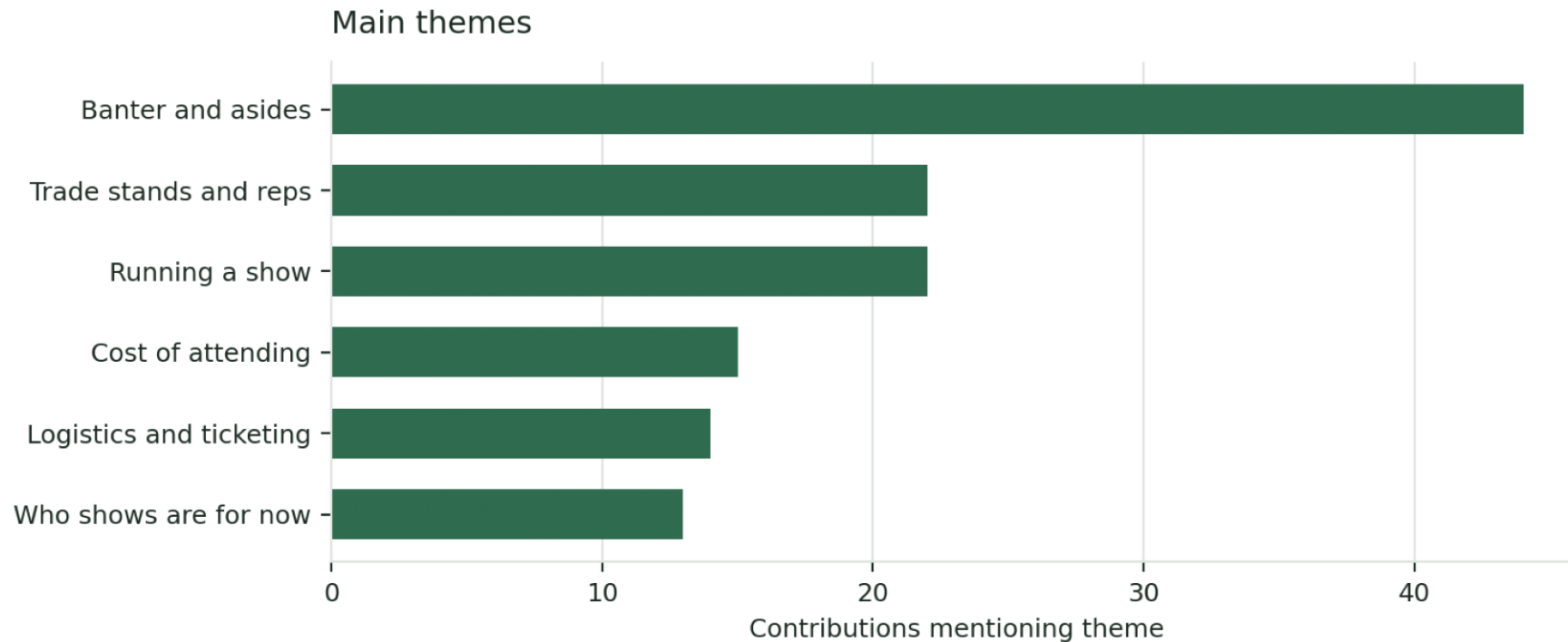
- Ran over 11 active days, peaking on 2026-06-20 with 47 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

When the conversation happened



Peak day 2026-06-20 carried 47 of 127 contributions.

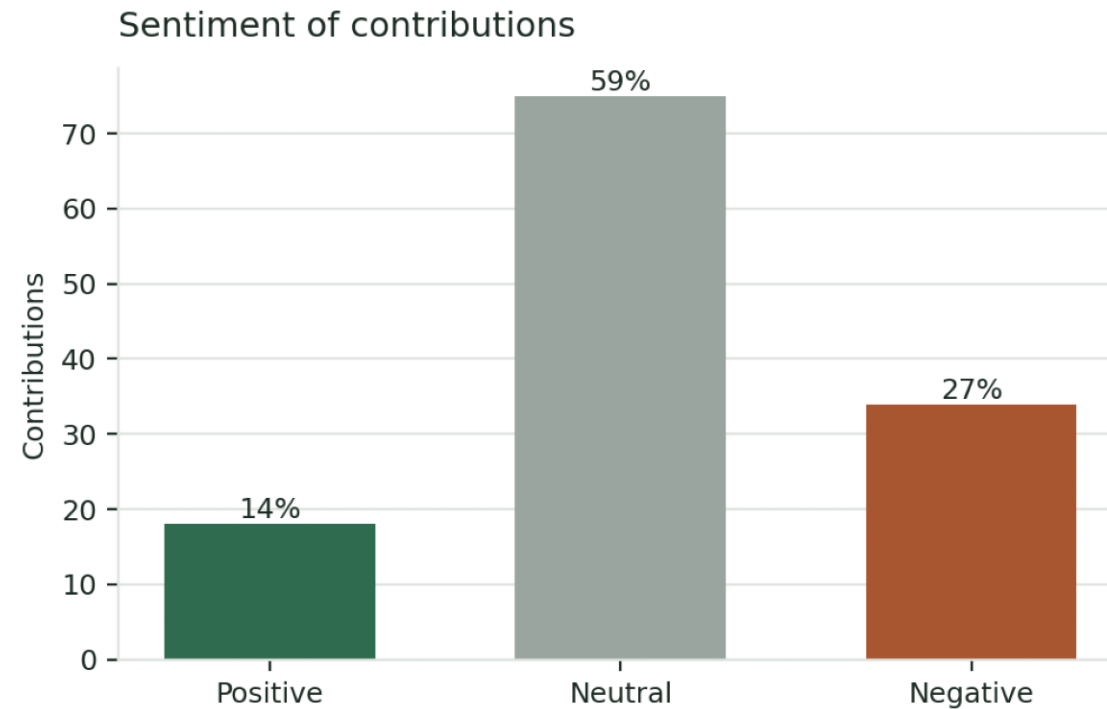
What the conversation was about



Banter and asides led with 44 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

SENTIMENT

Tone of the contributions



Sentiment describes the tone of this conversation, not the stance of UK farmers generally.

Which tone drew agreement

1.65

Average reactions on
negative contributions

2.36

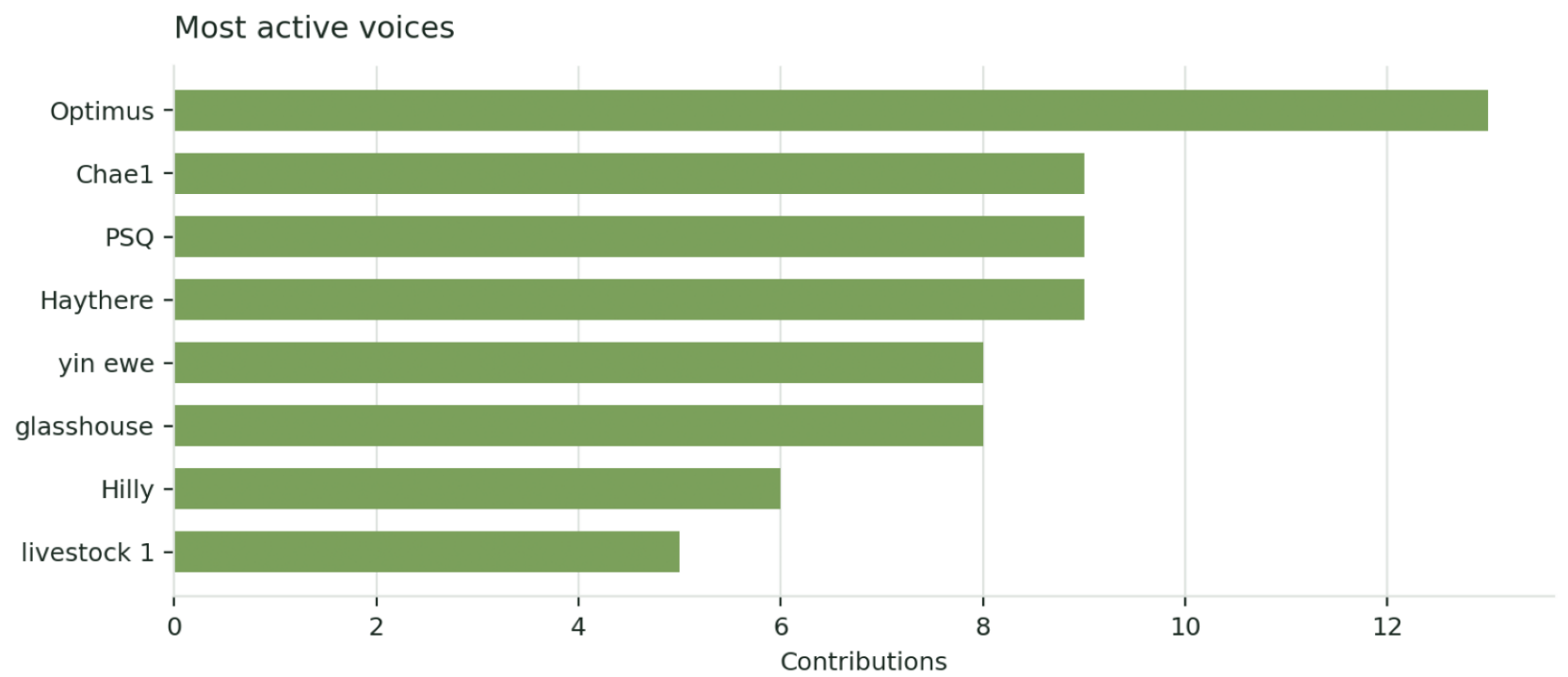
Average reactions on
neutral contributions

2.72

Average reactions on
positive contributions

— 34 negative (26.8%), 75 neutral (59.1%), 18 positive (14.2%).

Who drove the conversation



Ranked by number of contributions. Screen names as they appear on The Farming Forum.

QUOTATIONS

In their own words

"Been missing a thread with people moaning about ticket prices you can't book on day of show, cost of parking, cost of a beer, cost of a burger and chips. Reps just ignore me."

Chae1 · 11 reactions

"Car park seemed pretty full Thursday and Friday. I agree the cost of putting on these things is getting out of hand. I'm involved with our small local show and over 100k to put it on. We do the bar..."

Chae1 · 9 reactions

"Its a day out & in you enjoy it then GO , I would rather pay to go there than be dragged along to a football match"

Speedstar · 8 reactions

SOURCE

Read the source conversation

- Highland Show 26
- 8,675 views · 127 visible contributions · Agricultural Matters
- <https://thefarmingforum.co.uk/index.php?threads/highland-show-26.438921/>

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.