CONVERSATION ANALYSIS

Lamma 2026 @ NEC

Agricultural Matters · 2025-12-31 to 2026-01-31

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

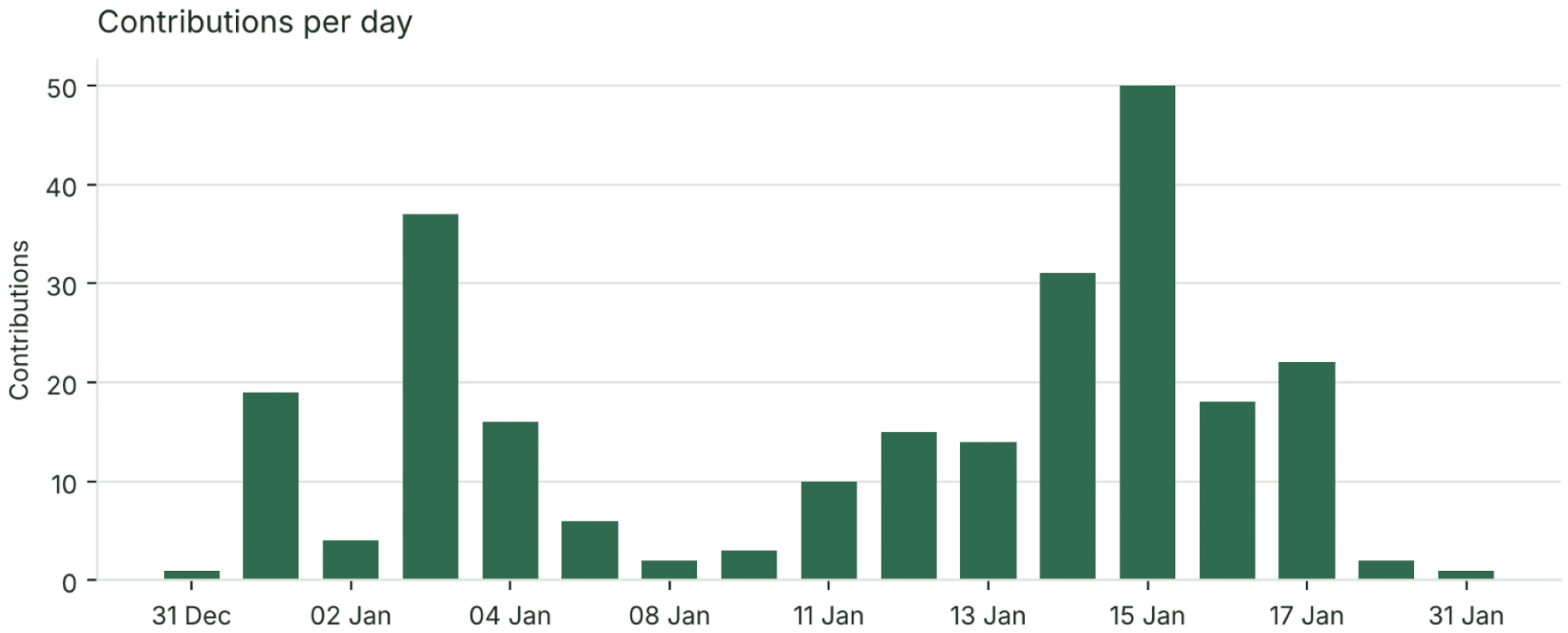
251	19,480	582	2.32
Visible contributions	Views on The Farming Forum	Reactions	Average reactions per contribution

— Ran over 17 active days, peaking on 2026-01-15 with 50 contributions.

— Figures describe this conversation only. They are not a representative survey of the sector.

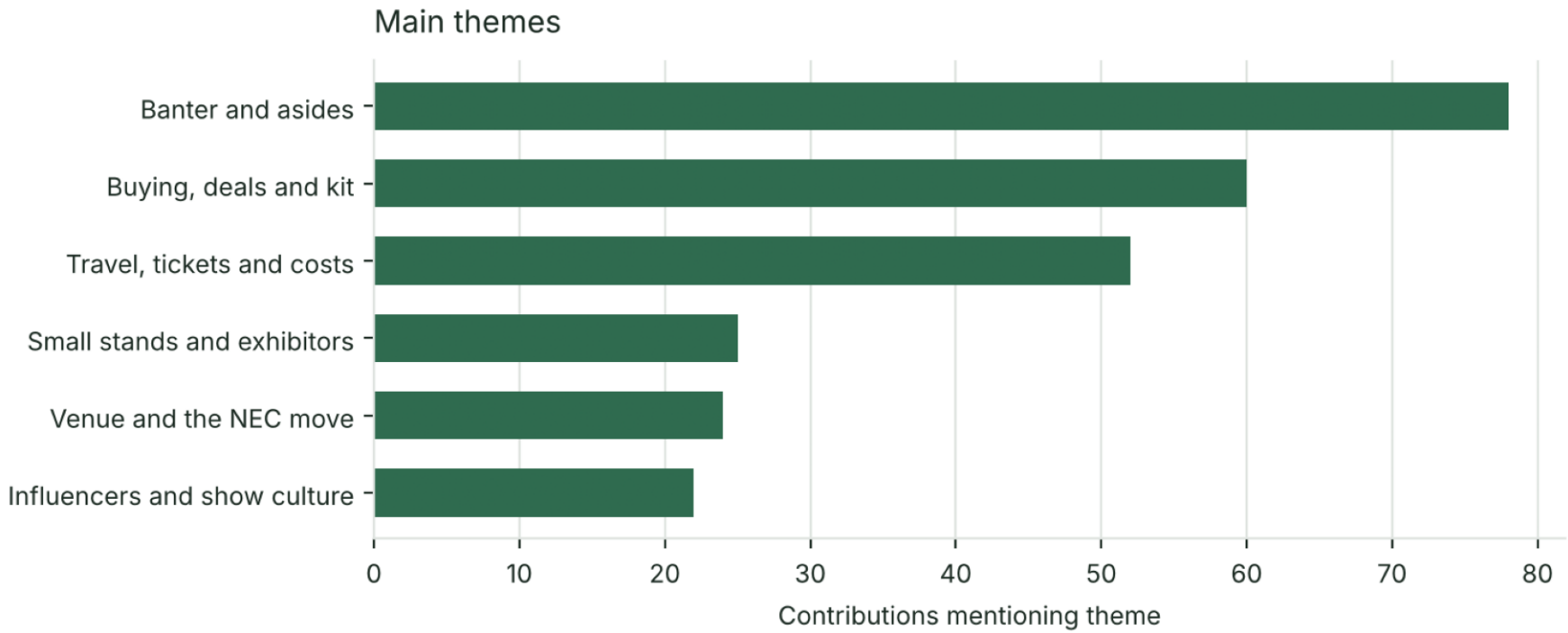
ACTIVITY

When the conversation happened



Peak day 2026-01-15 carried 50 of 251 contributions.

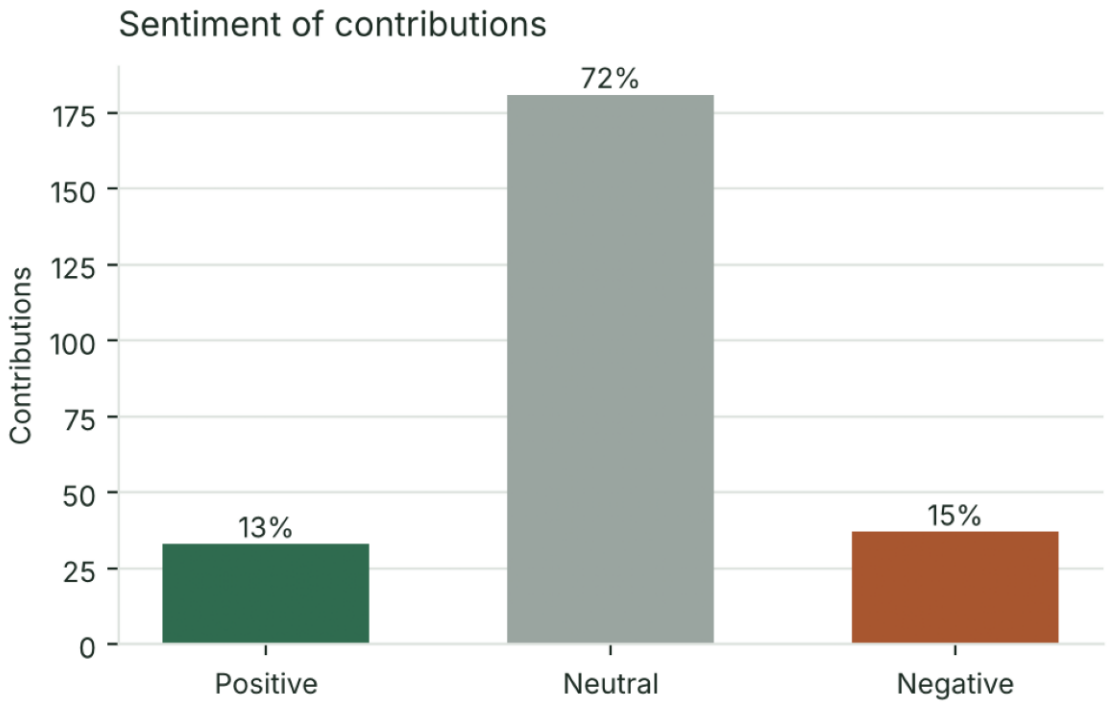
What the conversation was about



Banter and asides led with 78 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.

SENTIMENT

Which tone drew agreement

3.22

Average reactions on negative contributions

1.76

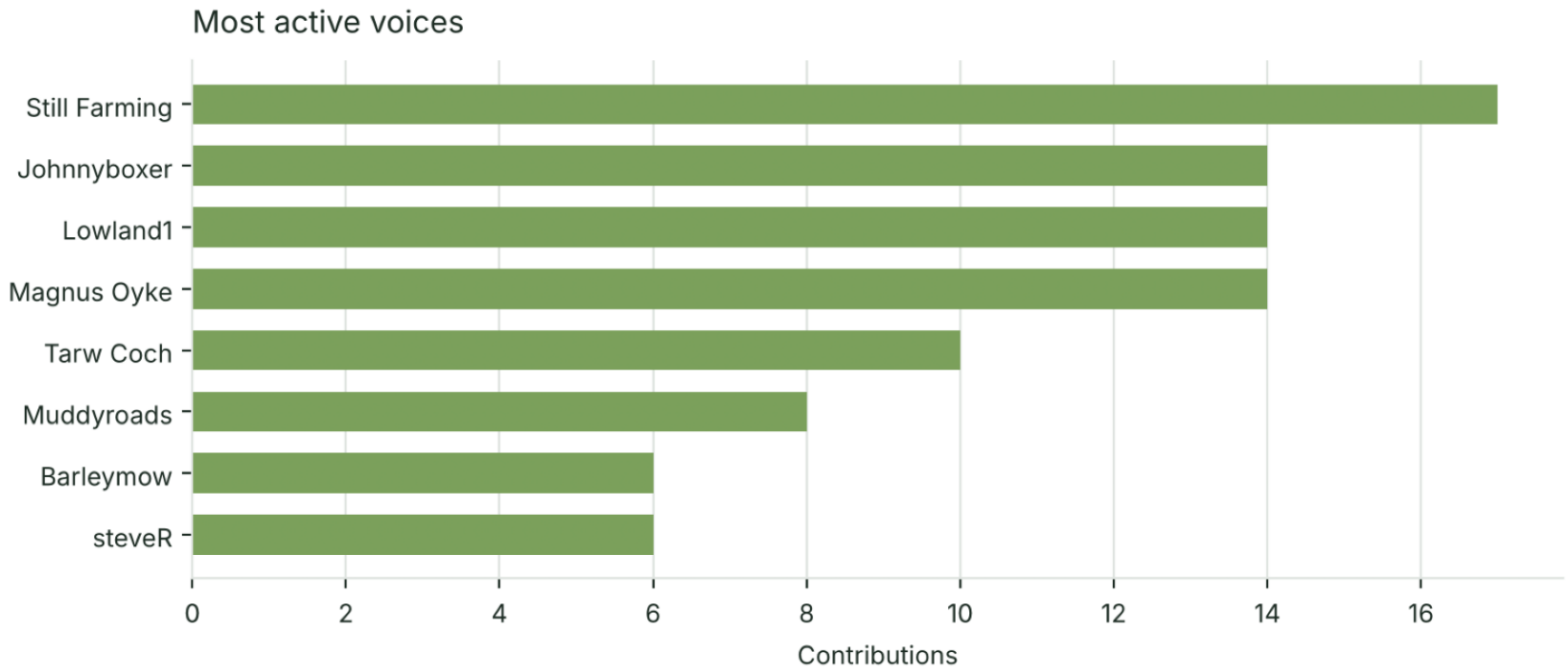
Average reactions on neutral contributions

4.39

Average reactions on positive contributions

— 37 negative (14.7%), 181 neutral (72.1%), 33 positive (13.1%).

Who drove the conversation



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

QUOTATIONS

In their own words

"The way arable farmers think that holding a machinery show in a field in January was preferable to a heated indoor venue is baffling."

Daniel · 20 reactions

"We are going and exhibiting again with our small business that evolved from a thread on the forum. Please come and say hello it’s always nice to put a face to TFF members!"

Colliedog · 15 reactions

"The old Lamma was by far a better show. Admittedly you needed to raid the first stand you came to for a wooly hat but the cheaper stand fees meant you had far more interesting stands from small vendors that..."

tepapa · 13 reactions

SOURCE

Read the source conversation

— Lamma 2026 @ NEC

— 19,480 views · 251 visible contributions · Agricultural Matters

— https://thefarmingforum.co.uk/index.php?threads/lamma-2026-nec.433917/

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.