

THE ROYAL AGRICULTURAL SOCIETY OF NATAL

2011 ROYAL SHOW

FINAL PRESS RELEASE

The 2011 Royal Show ended on a grand note on Sunday, 5 June, with the Ukhozi FM concert.

Some 25 000 visitors attended the occasion. Whilst the numbers – condensed into the main arena - appear to be daunting, the audience, as in past years, was well behaved and a good time was had by all.

To complement the overall mix of agricultural, commercial, industrial and service sector exhibits, both weekends of the Royal Show continue to incorporate a significant entertainment component.

During the course of the first weekend, we were privileged to host three SANDF military tattoos, a nostalgic lunch-hour show with Billy Forrest, Bobby Angel and Dennis East, and Johnny Clegg and an RSG concert.

The final weekend saw the traditional Royal Bollywood Show and, of course, the Ukhozi concert on Sunday.

From an agricultural perspective, the show had over 2 000 animals on site through to Saturday, 4 June, and breeders and farmers from as far afield as the Western Cape have without exception confirmed that the show exceeded every expectation. In particular, the Hereford, Ile de France, Suffolk and Hampshire Down Nationals elicited significant interest.

The Royal Show carcass auction has for many years been viewed as the premier red meat event in the country and with over 300 buyers and breeders in attendance, the occasion saw good prices being realised.

There is little doubt that the Royal Show is today the primary conduit for exhibition grade livestock and is certainly the largest mixed agricultural show in Africa (catering for livestock and equipment).

For the duration of the show and the month preceding, the Royal benefited from a great deal of media coverage and we were particularly pleased to have appeared on national television on two occasions.

Although the public and exhibitors alike appeared to have enjoyed the show, we are currently awaiting responses to an e-mail survey, the results of which will be reported in due course.

Total Royal Show attendance was 149 312, as opposed to 146 031 in 2010.

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