



## **TYRONE FARMING SOCIETY**

### **Background**

Early records show that there was a Show in Omagh in 1832. In 1848 interested parties formed the Omagh, Strabane and Clogher Farming Society. Then in 1852 the Omagh Farming Society was formed as a forerunner to the present organisation. In 1883 the name of the organisation was changed to what it is at present, Tyrone Farming Society. In 1910 the Show moved to a permanent site at Sedan Avenue in Omagh where it remained until 2000. In 2002 the Society moved the Show Grounds to the present site on the Gillygooley Road in Omagh.

The Tyrone Farming Society aims to promote and improve the breeding of all classes of livestock by providing a platform through the Agricultural Show where exhibitors can show livestock in a competitive environment. The Show also aims to promote all agricultural, horticultural and other rural pursuits in the arena of the Agricultural Show.

### **The Bursary Programme**

The aims of the Society are based on the principles of education to improve production methods, the quality of livestock and technical knowledge. With this in mind, Tyrone Farming Society feels that the provision of an annual bursary to CAFRE is an excellent way to continue the enhancement of education into the 21<sup>st</sup> century. By supporting the CAFRE bursary programme we are pleased to be promoting the agri-food industry as a career to talented potential entrants. Our industry needs to constantly attract young talented individuals if it is to survive and thrive.

### **Report Title for the Tyrone Farming Society Bursary Award**

***Tyrone Farming Society has employed you as a marketing consultant and wish you to produce a plan on how to make Omagh Show “bigger and better” so that it is the greatest country show in Northern Ireland.***