

SOUTH ISLAND AGRICULTURAL FIELD DAYS

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KIRWEE

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Sell out looming for the South Island Agricultural Field Days

The 70th year of South Island Agricultural Field Days is shaping up to be one of the best events yet, with demand for exhibitor space heading for a sell-out, despite there still being three months to go before the 2021 event.

The committee have been busy allocating sites across the 17ha as well as the addition of 10ha of demonstration area, with exhibitors right across the agricultural sector lining up to showcase their businesses, products, services, innovations and opportunities.

2021 will see more companies demonstrating their machinery than ever before, headlined by Claas and Norwood. "This is the place that farmers can come and see all the gear put through its paces before making a decision to purchase," said Grounds Committee Chairman Rodney Hadfield. "Plus other big companies like Silver Fern Farms, PGG Wrightson, Farmlands, most of the vehicle and farm bike dealers, as well as the big banks etc will all be here," he went on to say.

It's now been over twelve months since the last big agricultural show in the region and SIAFD Organising Committee Chair Michaela McLeod predicts that's one of the reasons there has been a lot of interest from exhibitors. "Farmers and industry people love to come together and share their ideas, do business and look at ways to incorporate fresh ideas into their farming operation and the South Island Field Days provides that perfect opportunity for exhibitors to showcase their developments and opportunities."

"It's also very healthy and encouraged to spend time away from your farming operation and we're really delighted that we can be that platform for people to meet up and connect."

Tickets are set to go on sale to the public in the New Year, with the event moving to an online ticketing system for the first time. "It's about to be 2021, farmers use technology every day in their farms and businesses and we need to keep up with technology ourselves too," said McLeod.

"We have a large site and by using technology this is one way we can send out exhibitor maps before the event starts, allowing the public to plan who and where they want to go when they arrive. Also, it'll help us play our part in ensuring everyone's safe around Covid 19."

Whilst the machinery demonstration area continues to be a cornerstone of the South Island Agricultural Field Days the event organisers have also been working on an ATV demo course as well as incorporating a fencing competition, which will highlight some of the regions most talented fencers. "This is a way for other industries to showcase their talents to the public and prospective clients too," said McLeod.

For more information and if exhibitors still want to register visit www.siafd.co.nz

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