




9-11 NOVEMBER
LARDNER PARK, GIPPSLAND

MEDIA RELEASE

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Harvest Fest: the Start of Something Very Special

DEMAND for a major lifestyle and small farming event in eastern Victoria has brought together two major players in the field days industry.

Lardner Park and Seymour Alternative Farming Expo have joined forces to introduce Harvest Fest.

It will be run across three days – November 9-11 – with a focus on being an interactive and integrated farming and lifestyle event.

With a catchment area extending from Melbourne's eastern sprawl to the Yarra Valley and to Bairnsdale and beyond, Harvest Fest will be pitched at more than two million people in its launch season.

The organisers expect to draw crowds in excess of 20,000 for an event to be built on the pillars of Grow, Make, Eat and Live.

Events Manager Susie Filleti said Harvest Fest had signed over 50 exhibitors before the formal announcement the field days would be going ahead.

Susie said Harvest Fest will cater for everyone – from those with genuine rural interests to curious city folk wanting to get closer to their country origins – or get some dirt under their fingernails in their city backyards.

Susie said Harvest Fest would be brought to life through hands-on experiences, exciting retail opportunities, entertainment and educational activities and was targeting small farmers, backyard and urban gardeners, home enterprises and foodies.

"It will provide an exciting and diverse program with live demonstrations, how-to sessions and tactile experiences with interactive content," Susie said.

"Participants will be able to equip themselves and learn to operate a small farming enterprise, run their own backyard beehives, make their own cheese or set up their garden," she said.

"They will also be able to take part in many other experiences such as drone demonstrations, the latest sustainable practices and the best food and produce from the Gippsland region.

Lardner Park chief executive Nicola Pero said her group was also looking towards the new event, which she described as a perfect complement for Farm World.

She said Farm World was widely regarded as one of Victoria's premier regional agricultural events, attracting more than 55,000 visitors and more than 800 exhibitors across four days.

"Our event offers a strong focus on the latest in technology, equipment and information and provides an ideal opportunity to get up close and chat with the experts," Nicola said.



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“Lardner Park stages 125 events a year, it is an incredibly flexible and diverse complex spread across 121ha,” she said.

“The location for Harvest Fest is ideal, Lardner Park has Harvest Fest off to a flying start already,” she said.

“It will talk directly to farmers, producers and processors, boutique to mainstream and right down to craft interests.

“The idea of Harvest Fest has been bubbling along between Lardner Park and Seymour Expo for more than a year and we are looking forward to November.”

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