




9-11 NOVEMBER
LARDNER PARK, GIPPSLAND

MEDIA RELEASE

Wednesday 3 October 2018

Boutique farming lifestyle event launched

Harvest Fest 2018 is an all new boutique farming and lifestyle event, shining a light on Victoria's spectacular food bowl in Gippsland.

Held November 9-11 and set amidst the picturesque rural surrounds of Lardner Park, the event is ideally located being just over an hour from the Melbourne CBD. Joint event partners Lardner Park and McPherson Media Group are expecting to draw crowds in-excess of 20,000 over the three days.

"This jam-packed event boasts enticing Food Courts with an array of cuisines, snacks and brews; an extensive Farmers' Market showcasing the best of the region and beyond; demonstrations from the Harvest Fest Kitchen; a learning series of lectures which are set to inform, entertain and excite; farming and machinery exhibits; craft and handmade goods workshops; live entertainment, kids entertainment and more," Harvest Fest Events Manager Susie Filleti said.

"We had a light-bulb moment when creating this event, to target small to medium scale farmers and producers in a super contemporary and exciting lifestyle forum – offering something completely different than the traditional farming and agricultural shows."

In addition to industry innovation, the event also celebrates the generations of farming families and businesses that grow the renowned produce of the region, along with their rich farming history, culture and tried-and-tested techniques.

"This beautiful produce not only helps to feed so much of the State; it is also featured in the trendiest restaurants, cafes and products on the market," Ms Filleti said.

"Gippsland's agribusiness sector is a significant employer in the region, with 52% of Gippsland businesses involved in or supporting agriculture, forestry, fishing and upstream processing operations. A staggering \$7bn of the State's \$14bn gross regional production in food and fibre comes from Gippsland region" said Nicola Pero, CEO Lardner Park.

Ms Pero said the team are incredibly excited about this stellar new farming and lifestyle event and the fantastic activations on offer for all patrons. "Whether you are seeking a decadent weekend of food and specialty brews, along with picking up some tantalising treats for later – or are a small farm operator, backyard, hobby or tree change farmer looking to learn about industry innovation from the most fascinating producers themselves – this broad-ranging event will appeal to all."

Harvest Fest will be held November 9-11, at Lardner Park, Gippsland. For further information or to buy tickets online and save 16% visit www.harvestfest.com.au

[View and download event imagery](#)

