



July 17, 2024

Henty field days showcasing its core focus of the latest in ag technology

The rapidly developing ag tech industry will be a highlight at southern Australia's single biggest agricultural event, the Henty Machinery Field Days, in 2024.

The agribusiness super event is scheduled for September 17-19 and will showcase more than \$200 million worth of agricultural machinery and products to the nation.

HMFD chief executive officer Belinda Anderson said the event has become an institution on the farming calendar and had over its 61-year history, evolved into the nation's agricultural shop front.

"The event has a proud heritage and the HMFD Co-operative has never lost sight of the primary reason for its existence – to showcase the agricultural industry, and the very latest in new and emerging agricultural technology," Mrs Anderson said.

A visitor survey in 2022 revealed an incredible 78 per cent of visitors had been to the event in previous years an average of nine times.

A total of 93 per cent of all visitors came from outside of the Greater Hume local government area. Almost half of event visitors travelled more than 100km to attend and 14 per cent bought major purchases at an average of \$4158.

This year's field days will have all the usual attractions including the prestigious Henty Machine of the Year Award, the working sheep dog trials, Country Lifestyle pavilion, Farm Gate Produce Area, Baker Seeds agronomy trials, helicopter joy rides, live entertainment, the Natural Fibre Fashion Awards and vintage farm machinery display.

"2024 will further enhance the visitor experience with Agtech Alley, a collaboration with the NSW Department of Primary Industries," Mrs Anderson said.

"This hub will connect over 40 collaborating business, industry, grower and producer organisations, and delivers an extensive schedule of workshop, demonstrations, panel discussions, networking events and start-up mentoring for all attendees.

“Agtech Alley will deliver practical advice to producers and industry organisations through hourly speaker and panel sessions, and live demonstrations.

“Visitors can learn about cutting-edge innovation and how they can apply the latest technology, be it remote sensors, connectivity, or post-harvest solutions to streamline their on-farm operations.”

The 2024 field days will be officially opened by popular meteorologist, presenter and founder of Jane’s Weather, Jane Bunn.

The official opening on Tuesday, September 17 will include the presentation of the prestigious Henty Machine of the Year Award while Greater Hume Council will sponsor the Best Australian Designed and Manufactured Machine to be presented on Wednesday, September 18 at 10.30am.

National and international agricultural and commercial businesses will be eligible for the HMFDF Exhibitor Awards at the 2024 field days.

Awards will be presented on Thursday, September 19 to the winners of the Best Outdoor Large Commercial, Best Outdoor General and Best Indoor Exhibitor sites (Country Lifestyle and Farm Gate Produce Market).

At Country Lifestyle, the stage will be the focus of fashion parades featuring garments from exhibitors daily at 11am and 1pm.

Designers with a flair for converting natural fibres into wearable art will compete for more than \$5500 worth of prizes, including the new Business Development Award: Australian Made Fibre sponsored by JMP Developments, Wodonga, for \$500.

The Henty Natural Fibre Fashion Awards showcase designs using at least 70 per cent natural fibres with parades daily at 11am and the winners announced at 1.30pm Thursday.

The Farm Gate Produce Area will be a hive of activity of gourmet products direct from regional producers whilst outside on the sound stage is the talented regional duo Happy Hour.

Competition is expected to be intense this year at Henty as the nation’s best sheep dogs and their handlers gather for the Working Dog Trials which are proudly supported by Hypro.

The display by the Henty and District Antique Farm Machinery Club members always draws a large crowd of both young and old visitors, and will include a display commemorating 160 years of Furphy Engineering, including the famous Furphy water cart, and the centenary of the Sunshine Auto header, one of the nation’s most significant agricultural inventions.

Field day visitors can experience interactive hands-on science learning at Questacon’s Science on the Move roadshow. Discover the science of how things move from light and sound, to force and motion, and electricity and magnetism.

There will be an ATM courtesy of the ANZ Bank on site 567.

Pre-purchase early bird tickets until September 16 by heading to the visitor’s page on www.hmfd.com.au and click on Buy Tickets. Online prices are \$26 + card fees for adults and \$9 + card fees for children 12 to 17 years. Children under 12 years free when accompanied by an adult.

Gates are open from 8am to 5pm, with prices for online and gate entry (unchanged on 2023) being adult gate tickets \$30 (cash), card \$30 + card charges, children 12 to 17 years \$10 (cash), card \$10 + card charges and children under 12 free when accompanied by an adult. Online tickets can be purchased while in the queue at the gate.

Ends

Caption: (image aerial.jpg) A view of the 2023 Henty Machinery Field Days which drew 50,000 visitors across the three days.

Henty Machinery Field Days P.O. Box 107 Henty NSW 2658 Australia

T 02 69293305 F 02 69293180

E media@hmfd.com.au

www.hmfd.com.au