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MEDIA RELEASE

New Opportunities at ANFD 2013

The Australian National Field Days has a 62 year tradition of innovation and 2013 is no exception. This year, the three-day format will move from the mid-week to take in Thursday 24, Friday 25 and Saturday 26 October at the picturesque Borenore location. This change will give even more people from across NSW an opportunity to attend the nation's premier agricultural event.

In keeping with the longstanding focus on providing much more than just a sales event, the ANFD staff and committee have put together a timetable of exciting educational events, demonstrations and hands-on activities. The ANFD welcomes the Australian Poll Dorset Association as this year's feature exhibitor. The Poll Dorset Association will take the opportunity to promote the benefits of the breed from paddock to plate, with expert butchers and Orange's own 2011 Masterchef winner Kate Bracks lending their skills to this delicious product.

The release of the ANFD Prospectus provides an opportunity for potential exhibitors to consider the advantages of attending in 2013. The value of meeting customers and clients face-to-face and demonstrating products in a flexible space is what keeps many exhibitors coming back year after year, as well as attracting new businesses. Statistics from the 2012 ANFD visitor survey showed that 81% of visitors did not attend any other field days, while 69% attended in order to purchase or enquire about purchasing a product or service. Nearly three-quarters of respondents in attendance last year owned their own property.

ANFD Chairman Robert Armstrong said interest in the event was strong.

"The move to Saturday is expected to attract strong support from the general public in the Central West and beyond, with many new exhibitors having already recognized the advantage by booking a position."

The ANFD provides excellent opportunities for exhibitors by making sure visitors have a great day out. Fashion parades, lifestyle products, the famous Country Women's Association cooking demonstrations and a new marketplace area featuring live music and coffee are just some of the activities to ensure a day at the ANFD is relaxing and memorable.

The Australian National Field Days will be held from 24-26 October 2013 at Borenore.

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