

Making a Difference

LLCI011-035

Expanding the horizons on the Hay Plains- Innovating Farmers

Hay Merino Sheep Show Inc





An innovation and technology expo at Hay NSW hosting a range of information to assist farmers in being productive, safe, profitable and sustainable

The issue

Being a remote region the ability to access information and products to benefit farmers was limited unless farmers traveled long distances to speak in person with industry experts and view items that would assist them in being safer, more sustainable and profitable. The innovation aspect of agriculture is also rapidly developing so useful products/services are available but either unknown or too far to view. Also people in the region weren't attending other field days held due to distance, timing and/or relevance to extensive livestock and cropping production areas.

The solution

The Hay Ag and Pastoral Innovation Expo was developed and held on the 9th and 10th March 2018. The event was made possible with the extensive sponsorship and donations from 15 business and organisation, both locally and national. 50 site holders ranging from environmental information to livestock handling equipment, road/truck safety and farming software programs were assembled at Shear Outback in Hay. Sites displayed flyers, products and demonstrations as well as assisting farmers by sharing their expertise.

The impact

The event educated just under 400 landholders over the 2 day period on all things extensive agriculture. Attendees traveled from around the district as well as from afar to source information. Farmers have since started the conversation about innovation changes to their operation to benefit their enterprises and environment. Some producers have already acted on that information and sourced further expertise or purchased equipment and technology to undertake the changes. All feedback from the event has been extremely positive to date with some farmers saying 'it was the most useful event that has been in the region for many years'.

Learnings

The expo was very successful but there were several learning from the event. Firstly better communication between organisers and local business was needed to reduce the misunderstanding of the purpose of the event, it was about education not competition and hard sells. Also the design of the event didn't suit as most people huddled in the marquees instead of walking around. Organisation of and confirmation of sites needed to occur 3-6 months earlier than this event. Advertising of the event also need to start earlier then 2 months out. The event needs to also be either a full one day or 2 day event instead of the 2 half days that was organised.

Key facts

- 50 stall holders
- Just under 400 people attended over the 2 days
- Sponsor and partnerships with 15 businesses
- Confirmed adoption of services and products shown on the day from local farmers.

Project Partners



The Local Landcare Coordinator Initiative Program that enables the promotion of these case studies on the Gateway, is funded by the NSW Government and is supported through the partnership of Local Land Services and Landcare NSW

