

FAST FACTS

Central Districts Field Days delivers a motivated rural audience looking to make purchasing decisions.



NZ'S LARGEST
REGIONAL
FIELD DAYS



25K+

Over 25,000 people visited Central Districts Field Days in 2017



38%

of visitors attend to keep up-to-date with the latest in farming equipment and developments



577

exhibitors showcased their products and services at Central Districts Field Days in 2017



31%

of visitors in 2017 came to make a specific purchase



50%

of visitors attend the event every year



61%

of visitors attend to get information/ideas



84%

of exhibitors likely to return in 2018



32%

of visitors are Farm Owners/
Farm Managers



49%

of visitors are from the Manawatu. A further 45% of visitors come from the rest of the lower North Island.

“

Something there for everyone! The range and quality of exhibits is almost too much to take in for a one-day visit”

Satisfied visitor
CDFD 2017

“

We find Field Days is a great place to show case our brand to the farming community and the general public. The support given from the organising team at Central Districts is first class!”

Rick Hodge
Pacific Helmets NZ Ltd

Call **Cheryl Riddell** and secure your site at
Central Districts Field Days NOW!

 06 354 0000

Email cheryl.riddell@fairfaxmedia.co.nz