



North King Country Farmer June, 2010

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Exciting innovation launches at Fieldays

THE 2010 New Zealand National Agricultural Fieldays opens tomorrow and exhibitors are starting to rev up their sites to get the most out of being a part of the largest agricultural event in the Southern Hemisphere.

The agribusiness event at Mystery Creek near Hamilton is the innovative hub of the rural industry, making it a must on the rural calendar for most farmers, suppliers and enthusiasts.

As a result of the 2010 Premier feature theme – 'Innovation for Future Profit' – there are many companies releasing new technologies.

The Gallagher Group are set to launch yet another revolutionary creation, which is bound to create huge interest in the rural sector.

Corkill Systems Ltd is also introducing a unique world-first at Fieldays and the company says milk handling in dairy sheds is guaranteed to transform after farmers view the new product.

Many diverse agricultural products and services

are being launched at this year's Fieldays.

Two highly anticipated products from Hansen Products (NZ) Ltd will also be released.

The new creations have been refined by the Hansen's in-house research and development team ensuring quality of valve products.

Another inventive company, Scion will be demonstrating a prototype of a new online land management tool.

A new rural publication will also be launched by NZ Landcare Trust.

The publication titled '*Landcare: A Practical Guide*', presents landowners with realistic information on sustainable land management.

These new products are just a sample of the varying types of developments on offer.

This year marks 100 years of business for two major New Zealand brands exhibiting at Fieldays.

Masport is celebrating 100 years of manufacturing outdoor, power equipment and lawnmowers.

Masport equipment, designed and engineered in NZ, is sold in more than 30 countries.

Skellerup, producers of the iconic Red Band gumboot is the other leading business commemorating a century of success.

Dependability and quality have been the holding factors for Skellerup and Masport and are a must see during your visit at Fieldays, to



SIMPLY THE BEST: Hinman Milker's manufactured by Masport were one of the company's products along with a range of other outdoor power equipment and lawnmowers.



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honour their success in the agricultural market.

While at Fieldays, ensure you explore the International Exhibition area where you can expect to find agricultural companies from across the globe.

The French Agricultural Equipment Manufacturers Union, (Axema) can be found in this section. The union has more than 200 members who manufacture an array of agricultural machinery at competitive prices.

Other countries represented in-

clude New Caledonia, China, Belgium, Australia and Italy.

Supporting the 2010 premier feature, 'Innovation for Future Profit' there will be vast amounts of businesses with agricultural inventions, designed to make your farming business prosper.

The four-day Fieldays event runs until Saturday.

Given there are so many interesting and exciting exhibits at the agribusiness show, chances are it will take the entire four days to see them all.



A CUT ABOVE: Iconic New Zealand brand Masport is celebrating 100 years of business with an exhibit at this year's Fieldays.