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Array of machinery to be seen at fielddays

Masport will celebrate its centenary at the annual New Zealand National Agriculture Fielddays held at Mystery Creek and will showcase its agricultural technology and innovation.

This year, in celebration of its centenary, Masport will be represented with an array of machinery, from grenades and milking machines to barbecues and lawnmowers, manufactured by the company over the past 100 years.

Fielddays attracts in excess of 130,000 visitors from around New Zealand and internationally from 38 different countries.

The general manager of Masport Steve Hughes says the company is proud to be showcasing products from its 100-year history at Fielddays.

"The Mystery Creek Fielddays is the perfect platform to highlight our 100 year centenary," says Hughes.

"We are looking forward to being able to show the public and our consumers how we have progressed by continually innovating and by always listening to our customers."

The Feature Area at this year's event is themed Innovation for future profit and Masport will be showing and selling their products to the farming community on their annual pilgrimage to Mystery Creek.

Masport has attended nearly every Fielddays since its inception over 40 years ago and Hughes said the event provides an invaluable opportunity for the company to gauge feedback from its customers.

The National Agriculture Fielddays 2010 will be held from June 16 to 19 at the Mystery Creek Events Centre, Hamilton.