

Economic Development Insights

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The heart of agri-innovation and tech

That time of year

The familiar sights and sounds of Fieldays are back this winter, as the Southern Hemisphere's largest agricultural event returns for its 57th year welcoming New Zealand and the world to the Waikato.

Held at Mystery Creek, the four-day event attracts over 100,000 visitors including exporters, trade ministers and ambassadors eager to talk shop and seal deals. With more than 1200 exhibitors, Fieldays is set to showcase the best in agricultural products and services.

The economic impact of Fieldays on the country is significant with an estimated \$528 million in 2024 – much of that benefiting the Waikato region.

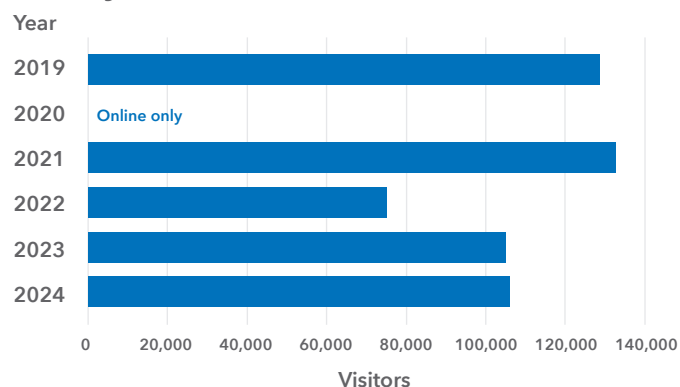
Working smarter

Showcasing innovation is a core part of the event, with a dedicated innovation hub and the sought-after Fieldays Innovation Awards.

These awards recognise ideas that improve operations across primary industries, with categories that reflect stages of the innovation lifecycle – from prototype to early-stage development and growth.

Entries come from across the sector including dairy, meat, wool, forestry, horticulture, viticulture, aquaculture, fishing, food tech, and green tech.

Fieldays on-site visitors



Those in the primary sector are skilled at adapting to conditions, and Fieldays is no different. While visitor numbers over the last two years have held steady at just over 100,000, this consistency comes after several challenging years. The COVID-19 pandemic meant Fieldays 2020 was online-only, and 2021 was an in-person event held with restrictions. 2022 saw a one-time shift from the traditional winter event to a December event. Looking ahead, newly appointed CE, Richard Lindroos, has said the New Zealand National Fieldays Society aims to think big and create a “mega event”.

More information available at:
hamilton.govt.nz/economicdevelopment