

Fieldays prepares for farming fever

Rotorua firm keen to show off technology to event crowds

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The annual Fieldays held at Mystery Creek Events Centre in Hamilton is fast approaching and for farming communities it's one of the best times of the year.

With more than 800 national exhibitors showcasing livestock, machinery, food and new technology it is easy to get swept up in the farming fever.

Rotorua business, TechniPharm, has frequented the Fieldays for more than two decades and sees it as an invaluable opportunity to connect with the far community.

Owner and chief executive Harmen Heesen, who set up TechniPharm in 1987, said Fieldays was a great platform for discussion on the latest developments in technology.

"The event brings together all the businesses in the industry and gives everyone a chance to visit different companies, touch base with friends, make new contacts and look at new ideas being developed."

Mr Heesen said this year's Fieldays would be extra special for TechniPharm as it would be showcasing a live milking display with robotic technology.



GATHERING:
The annual event is expected to draw huge crowds as the farming community comes together.

PHOTO/FILE

Such a system does not require any human assistance in milk harvesting and the machinery used is stress-free and cow-friendly.

"Having this display set up gives us the chance to showcase our capability and what we can offer to farmers to revolutionise their milk harvesting processes.

"There is nothing wrong with providing brochures and descriptions of what you have on

offer but the Fieldays allows businesses to have an interactive relationship with their clients and opens a platform to display and discuss the latest and greatest innovations."

Mr Heesen said in past years, connections made at Fieldays had meant new clients roll in all year round.

"You definitely get some new clients interested in your wares straight away but lots of people

use the Fieldays as a chance to investigate new processes and ask questions then go away and contact you at a later date."

TechniPharm is a New Zealand-owned independent company which develops and sells a range of farming wares including dairy, beef and sheep housing and various automated processes.

With its head office in Rotorua, TechniPharm also has pro-

duction facilities in Auckland, Tairāngā and Australia.

"Fieldays creates an enormous opportunity to upskill farmers and staff and expose them to new ideas. It benefits everybody who is involved," Mr Heesen said.

■ *Fieldays will be held on June 11 to 14 at Mystery Creek Events Centre, Hamilton. For more information, visit the website fieldays.co.nz.*