

Media Release

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New dawn for Sungold Field Days

Goulburn Valley-based McPherson Media Group will take over the Sungold Field Days from Australia's largest dairy processor, Saputo Dairy Australia.

The event, which has been running since 1981, is the one of Victoria's premier agricultural shows.

It has traditionally been held at Allansford, about 12 km east of Warrnambool.

MMG events manager Jamie Gilbert said the event was a good fit for the company.

"With its focus on dairy innovation and agricultural machinery and products, Sungold Field Days is a great addition to our calendar of events, which also includes Seymour Expo and Wild Deer Hunting Expo," Mr Gilbert said.

The family-owned MMG also publishes *Dairy News Australia*, *Country News*, *Small Farms* and a range of other national and regional publications.

Sungold Field Days is usually held in February. It was cancelled in 2021 due to COVID-19 and Mr Gilbert said the 2022 event would be postponed until 2023 due to recent uncertainty around restrictions, which had constrained the event planning phase.

"As part of the transition process, we are looking at a new location for the 2023 event," Mr Gilbert said.

"Among other options, we're in discussions with Warrnambool City Council about suitable sites in Warrnambool.

"The potential of moving the event into Warrnambool will give even more people access to the field days and the expanded range of activities and exhibitors we've got planned."

Saputo Dairy Australia's director of supplier relations Anthony Cook said they looked forward to remaining involved as the naming rights sponsor for the event.

"Over four decades, Sungold Field Days has established its reputation as one of the leading agricultural events for businesses to showcase their latest technology, products and services to the farming community," Mr Cook said.

"We are excited to work with McPherson Media Group to present a bigger and better field days in 2023."