



Planning Document



Showgrounds Hawke's Bay, Tomoana

23-24-25 October 2019

1. The Concept

The New Zealand Edible Garden Show is a focused themed precinct to showcase the food story of Growing and Eating plant-based food. Encompassing the qualities of wellness and wholistic values associated with sustainable living and caring for our environment.

The NZ Edible Garden Show is a crucial piece of the food puzzle, naturally complimenting the Agricultural meat story giving the general public the tools, knowledge and passion to celebrate the food bowl that is Hawke's Bay.

Capitalising on the large crowds and infrastructure of the Hawke's Bay A&P show which hosts well over 30,000 visitors over the three days. The New Zealand Edible Garden show will showcase trends, innovation in horticulture and food health sectors.

2. Rational

Globally there is a trend towards fresh, seasonal produce, food traceability, raw and organic foods and food health. The New Zealand Edible Garden Show leverages off this growth sector and is a modern platform for Hawke's Bay industries to project their messages, services and products.

The New Zealand Edible Garden Show will focus on being engaging, educational, informative and practical delivering through a modern and exciting platform.

The Garden Show will assist in bringing the rural and urban business community together through the global food health trends which resonates across all sectors present at the Hawke's Bay A & P Show.

We know that:

- Food health and nutrition is one of the largest growing industries in the world.
- Growing your own food is returning to its popularity of previous decades as people demand more information around food sources and nutritional value.
- There is a clear link between good food and wellness.

3. The New Zealand Edible Garden Precinct

This special and unique oasis within the Hawke's Bay A&P Show site received great support and positive feedback in 2018. A relaxed and inspirational vibe was described by many patrons.

The space is a themed courtyard concept of a 'Show within a Show', with focused trade, healthy and inspiring food choices, ample seating, live music, shade, free water and lots of trees/garden plantings. This unique and inspiring space provides people with the right frame of mind to be receptive to the messages being presented.

The New Zealand Edible Garden show will have four corner stones and an Interactive competition.

EDUCATION

To share knowledge and innovation in the horticulture and food health sectors. With a focus on utilising the space you have at home.

GROW

Showcasing the skills and passion to grow produce; vegetables, fruit, herbs, flowers and livestock through all seasons and eating what you grow.

NUTRITION & ACTIVITY

Fuelling the mind, body and soul promoting the links between nutrition, activity and wholistic wellness.

SUSTAINABILITY

Empowering people to take responsibility for their actions and the positive impact we can have on the environment across the region and beyond.

These corner stones will be achieved through focused and interactive workshops, trade exhibitors, displays, educational components, competitions and positive interaction with national and local experts within these fields.

The Food Show - Using Food from the Garden

- Including a “cookery theatre” where people can learn “how to” more effectively prepare, present and preserve the food from the backyard.
- Guest celebrity chef demonstrations bringing an expert approach to food.
- Home baking and preserving competitions.
- Trade Show and product demonstrations.
- Small animals – a feature on the opportunities for small spaces such as bee’s and poultry.
- Focused sessions for little hands to encourage students to eat healthy options and enjoy plant based food.



The Garden Show - The Backyard

- An “Experts theatre” where practical tips will be provided through a seminar centre and keynote speakers.
- Hands on activities including potting of plants, composting techniques, landscaping ideas, weeds and pest management, companion planting etc.
- Trade Show and product demonstrations.
- Competition’s for schools and community groups.

The Wellness Show – wholistic values

- A focus on eating for nutritional richness and making choices about food content.
- A focus on organic locally produced food, including knowing the stories behind the food that you choose.
- Connecting mind and soul with personal wellbeing – offering massage, meditation and yoga sessions.
- Enriching the mind through inspiring talk sessions and opportunities such as Pecha Kucha and presentations from wellness experts.

The Sustainability Show

- The whole New Zealand Edible Garden precinct will be zero waste – with a focus on Waste Minimisation through education, recycling, reusing, packaging choices and composting.
- Practical aspects such as the New Zealand Edible Garden Worm farm project with support from the Hastings District Council and Environment Centre Hawke’s Bay.

- Celebrating exemplary practice through the creation of the Waste Minimisation Award.

Sponsorship and Partnering Opportunities

There are a number of sponsorship and Partnering opportunities available.

Please contact Di Roadley events@showgroundshb.co.nz