



“Healthy Living – Your Backyard”

25 & 26 March 2017
 10am to 4pm
www.nzediblegarden.co.nz
[#growediblegarden](https://twitter.com/growediblegarden)

EVENT INFORMATION

For the past three years the Bostock New Zealand Edible Garden Show has been a successful community (free) event over two days in the spring. Following a group planning session in this event has moved to the autumn.

This “must attend” event celebrating all aspects of the “edible garden” from garden to table will appeal to everyone from seasoned gardeners to complete novices, enthusiastic cooks, lifestylers, families, youth and anyone who wants to embrace a healthier way of living.

Encapsulating four key cornerstones Food, Gardening, Landscape, Animals. Combining education and entertainment with a fun, family day out, the Bostock New Zealand Edible Garden Show will appeal to a broad range of people, embracing both the local community and attracting visitors from outside the region.

With an autumn event this allows Hawke’s Bay to showcase the wonderful bounty that we can grow in our backyard gardens or commercially and gives an opportunity to learn something new.

GREAT
 THINGS
 GROW
 HERE



The Bostock New Zealand Edible Garden Show is the only national event dedicated to the “Edible Garden”. Owned and Event Managed by the Hawke’s Bay A&P Society, hosted by the Society in the iconic Waikoko Gardens, Showgrounds Hawke’s Bay in Hastings.

Don’t miss this opportunity to be part of the Bostock New Zealand Edible Garden.

“From a small seed a mighty trunk may grow.”
Aeschylus





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POSITIONING

The Bostock New Zealand Edible Garden Show is uniquely positioned to capitalise on the international trend towards eating fresh, local, seasonal produce. The global economic recession and a movement towards a more sustainable way of life have fuelled a resurgence in the popularity of home vegetable gardening and keeping of backyard animals, such as poultry and bees.



Coupled with this trend, is the rise in popularity of home cooking using fresh, high quality ingredients. This has seen cuisine shows become the fastest growing genre on New Zealand television.

TARGET MARKET

By incorporating the four themes within the one event, the Bostock New Zealand Edible Garden Show will appeal to a wide cross-section of people throughout New Zealand. Anyone with an interest in Cooking, gardening or a healthier way of living is likely to have an interest in some or all of the activities on offer. The event venue is designed to showcase the four pillars of the event, Food, Garden, Animals and Landscape. There will be exhibitor zones dedicated for Exhibitors within these elements, all positioned to capture the people attending the event.

A specific marketing programme along with competitions and events for the following groups;

- Children (through our integrated schools and pre-school programme)
- Tertiary Students (via landscape Design)
- Families (marketed as fun, family day out)
- Senior Citizens (a celebration of ‘back to basics’ living)
- Lifestylers (special sections dedicated to owners of lifestyle blocks)
- Out of towners (an opportunity to experience the abundant offerings of Hawke’s Bay)
- Gardeners (home gardener who wants to learn more, talk to the experts)
- Foodies (passionate about cooking with what they grow)
- Anyone with an interest in gardening, food or healthy living!





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FOOD

From Garden to Table

Celebrating the ‘self-sufficient kitchen’, it’s all about turning home grown produce into delicious, healthy food and beverages. Practical demonstrations and talks, aimed at young and old, amateur and experienced home-cooks. Product demonstrations within the Trade Show aimed at Food.

Potential Topics for demonstrations and talks in the Make It! Marquee;

- Back to basics with home preserving, jams, Relish making
- Tips on Freezing your produce
- Backyard Nutrition
- Herbs for Health, straight from your garden
- Cheese – making at home
- Kids in the Kitchen
- Budget Tips – Grow your Kitchen, Feed your family



“Gardening is cheaper than therapy and you get tomatoes.”
Author Unknown

GARDEN

Backyard Bounty

We may no longer all live in a quarter-acre paradise, but we can still enjoy home-grown produce. Practical demonstrations and talks from a range of experts, product demonstrations within the Trade Show aimed at gardening. Engaging the community with competition and events aimed at involvement from schools, community groups, garden clubs etc.

Potential Topics for demonstrations and talks in the Garden Marquee;

- Making Compost
- Dealing with Bugs (Good and Bad)
- The Home Herb Garden
- Pruning and Companion Planting
- Growing Espalier Trees



**“A good compost pile should get hot enough to poach an egg,
but not so hot it would cook lobster.”**
Author Unknown



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LANDSCAPE DESIGN

The lay of the land

Providing inspiration and entertainment to visitors, the Landscape Design section will showcase edible garden design. Designers will be invited to create an edible garden design.



Potential Topics for demonstrations and talks that may be incorporated in the Garden Marquee;

- Preparing your new vege patch
- Designing a potage garden
- Container Landscaping
- Incorporating your edible garden into your landscape



“God made rainy days so gardeners could get the housework done.”
Author Unknown

ANIMALS

The Pop up Town Farm

Piggybacking on the rising popularity of small scale backyard farming. The Pop up Town Farm will offer practical advice and tips on keeping animals in the backyard through talks and demonstrations within the Trade Show.

Potential Topics for demonstrations and talks in this area;

- Poultry in your backyard
- Beekeeping – How to
- Milking Goats
- Pigs in the back yard
- Expert Tips on raising happy, healthy alpacas, sheep/lambs, ducks, rabbits and miniature cattle!





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BOOKING YOUR SITE

Our team are ready to assist with the process of choosing your site. When completing your trade Application form please fill in all areas especially the section about your business type so we know which zone is best fit for you.

Zones include Garden, Food, Landscape and Animals

The venue is outdoors set in the beautiful Waikoko Gardens at Showgrounds Hawke’s Bay. All sites are on grass and will require you to provide your own cover, except for the Strip marquee sites which include the marquee.

Our team can arrange to hire a marquee for you to take the stress from setting up your site.

You may enter your application on line this can be done by visiting www.nzediblegarden.co.nz

Site Options

Own Set up – sites available are (For 2 Days)

Up to 5m x 5m	\$385.00 + GST
Up to 10m x 10m	\$485.00 + GST
Over 10m x 10m	\$600.00 + GST
Power connection	\$100.00 + GST (3pin Connection) \$150.00 + GST (3phase Connection)
Water to your site	\$100.00 + GST

Strip Marquee – Includes Marquee

3m x 3m	\$485.00 + GST
Power connection	\$100.00 + GST (3pin Connection) \$150.00 + GST (3phase Connection)
Water to your site	\$100.00 + GST

Not for Profit, Clubs and Societies Community Site. 50% Subsidy

Up to 3m x 3m	\$192.50 + GST
Up to 5m x 5m	\$242.50 + GST
Power connection	\$100.00 + GST (3pin Connection) \$150.00 + GST (3phase Connection)
Water to your site	\$100.00 + GST

Food Vendors

The organising committee of the Bostock NZ Edible Garden Show will decide what food vendors will be required. If you are a food vendor and you feel your product fits with this event please apply. Food sites are \$55.00 + GST per sqm.



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ORGANISERS

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