



MEDIA RELEASE

Small Farms Trade Show Targets the Growing 'Tree Change' Market

Addressing the needs of small farm owners and those contemplating a 'tree change' will be the focus of this year's farming equipment trade show at the Wollombi Small Farms Fair on Saturday 2 and Sunday 3 November.

Situated only 90mins away from Sydney's north shore and 75mins from the city of Newcastle, the Wollombi Valley has been a popular choice for people who would like a taste of country living but still within a reasonable travelling time from a major city. The Valley boasts 600 permanent residents, many of whom have made the 'tree change' from elsewhere and an army of 'weekenders' (as they are affectionately known), who make the journey to the Valley every weekend to enjoy country life and back to their jobs in the city on Monday.

Owner of Wollombi Real Estate, Steve Annis-Brown, is very familiar with the 'tree-change' audience and has become not only the realtor but also the village 'go to' person initially when it comes to answering the many questions that new owners have about their properties.

"Many people who buy in the Valley don't have any prior knowledge of agricultural practices, soil, weather, farm machinery or the like," said Steve. It is very common for them to be a little uncomfortable in asking questions so as not to appear like they have no idea! I get asked everything from, what's the weather like, how and what livestock to run, what the soil is like, what fruits and vegetables can be grown, can they keep a couple of horses for their kids, to who is around that could look after their place during the week while they are at work. I find the best approach initially is to provide basic information that will keep them confident and positive about achieving what for many has been a lifelong dream to own a rural property and experience the unique lifestyle that an area like the Wollombi Valley has to offer.

This year's Small Farms Trade Show will feature exhibitors that specialize in supplying both the novice small farm owner and old pros.

Organiser Michael Noyce is delighted to say that this year's Trade Show is the biggest and best yet.

"We've had a great response from the exhibitors confirmed and are confident that this year's trade show will be a 'must see' for anyone interested in doing things on their small farm. All the exhibitors will be located throughout the historic Wollombi Village and in the picturesque Wollombi cattle saleyard area. All exhibitors will have personnel on hand to answer any questions that people may have and of course purchases can be made on site."

Exhibitors include most of the major brands such as John Deere (Sharpe Tractor Centre), Kubota (Kentan), Stihls (Topline) Dixon Mowers (Total Pumps) and Cut Above Tools. Masters Home Improvement will have a major presence with many additional exhibitors with products and services to suit the small property owner, such as water tanks, fencing and irrigation.

For a full programme of events, exhibitors and other Fair details please visit www.wollombismallfarmsfair.com.au or our Facebook page.

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