

FLAVOURS OF CHITTERING SQUARE MEATERS FIELD DAY.

Chevy Farm Super Sunday was held at the Flavours of Chittering Field Day on the 13th of September 2009.

Early start at 5am on Sunday morning, setting up the yards at the venue, 5km down the road which made it quite convenient for me. Then back home to wash the cattle, load them in the trailer and transport them in two trips to the venue. All had to be set up to be ready for the public to view at 10am.



Flavours of the
Valley Square Meaters site

The event was held for the first time with the organisers objective of making people aware of local businesses and to draw people into the valley. Chevy Farm advertised through the Square Meaters website as well as erecting posters and distributing flyers at the local produce stores, dropping off flyers in surrounding farms and small properties mailboxes on the weekend prior to the show. There was also a small ad printed in the Local Paper and Produce Stores.

Well, the day turned out fine, no rain just a little bit overcast. The gates opened at 10am. People did not stop coming in from the time it opened to about 3pm. The cattle and myself were flooded with people enquiring about the breed. Others who have heard about Square Meaters but have never seen them before. We even had people who saw our ad on the Square Meaters website and travelled more than 250kms to see the cattle. The enquiries were overwhelming. We ran out of brochures, business cards and show bags. The organisers estimated that about five to six thousand people came through the doors during the 6 hours of the Field Day.



Chevy Farm Chazzelle, Chevy Farm
Dynamic and Vesco Bobby Dazzler
on show at Flavours of the Valley



Josh Auguste taking time out with
Chevy Farm Excaliber at the Flavours
of
the Valley Field Day



Flavours of the Valley
Square Meaters site

The very next day, I received a phone call from a gentleman who attended the field day. He purchased one of my bulls that was up for sale.

The Field Day turned out to be better than what I expected, and I will be definitely do it all again next year.

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