



THE
GALLAWAY
COOK
ALLAN 

AGRI
EXCHANGE



THE GALLAWAY COOK ALLAN AGRI EXCHANGE

THE GALLAWAY COOK ALLAN AGRI EXCHANGE IS A DYNAMIC PLATFORM WITHIN THE WĀNAKA A&P SHOW, DESIGNED TO UNITE VISIONARY THINKERS FROM RURAL COMMUNITIES, FOSTERING COLLABORATION AND ADOPTION OF INNOVATION.

This sub-event of the Wānaka A&P Show is dedicated to shifting mindsets, inspiring practical solutions, and strengthening the resilience of rural communities. By focusing on rural development, leadership, and innovation, The Gallaway Cook Allan Agri Exchange highlights the critical issues facing today's agricultural sector while showcasing the transformative power of forward-thinking solutions.

Exhibitors and attendees in this space will hear from industry leaders, thought-provoking speakers, and change-makers who are shaping the future of rural communities across key areas, from sustainable farming practices to community-led growth. We hope you can join us for an inspiring and action-oriented gathering where ideas take root, and the future of rural communities thrives.

CRITERIA TO EXHIBIT

- Offer high-impact, thought leading solutions to sustainability, productivity, growth or resilience in the primary sector.
- Be New Zealand focussed.
- Be ready to network, discuss and present the subject over the two A&P Show event days.

Further criteria information can be found on page 4.

HOW TO GET INVOLVED

If this sounds like you, and you are ready to be profiled where rural mindsets shift and collaboration begins, we'd love to hear from you. Apply now via the [Gallaway Cook Allan Agri Exchange Exhibitor Application Form](#).



WHATS ON? *



OVER THE TWO DAYS, THE GALLAWAY COOK ALLAN AGRI EXCHANGE WILL HOST A SERIES OF MINI EVENTS AIMED TO BRING TOGETHER THOSE IN THE RURAL SECTOR.

LEADERS BREAKFAST

Friday 13 March, 7.30am–9am

Join us for The Gallaway Cook Allan Agri Exchange Leaders Breakfast: an exclusive gathering of 150+ rural-sector leaders. This invitation-only event takes place early on the first show morning, before the gates open, and offers a unique chance to connect, exchange ideas, and help set the tone for the weekend.

Last year's breakfast proved to be one of the weekend's standout moments. It was opened by The Honourable Mark Patterson, associate Minister of Agriculture, whose inspiring address on rural innovation, resilience, and the future of farming set the tone for the weekend ahead.

FARMERS FOCUS AFTERNOON DRINKS

Friday 13 March, 3pm–4.30pm

Join us for Farmers' Focus: Afternoon Drinks — an inviting rural networking experience at The Gallaway Cook Allan Agri Exchange, nestled within the Wānaka A&P Show. This relaxed reception brings together farmers, innovative thinkers from the Central Otago basin and beyond to discuss on-farm challenges, emerging solutions, and the future of rural Aotearoa — all over a drink at the close of day one.

RURAL PROFESSIONALS BREAKFAST - CONNECTION, INSIGHT & PITCHING POWER

Saturday 14 March, 9am–10.30am

Kick off day two of the Wānaka A&P Show with a curated rural-sector breakfast—a focused 90-minute event intended for rural professionals from across farming, agri-business, local councils, rural media and policy organisations.

Featuring an inspiring keynote from a rural innovation leader, followed by a 'speed-dating' pitch session where exhibitors (you!) present to groups of rural advisors and professionals. These forward-thinking guests offer live critique, strategic insight, and collaboration cues to help refine your product or service as well as being supporters for the adoption of your innovation. A real chance to put your best foot forward and embrace the captive audience.

BRIDGING THE URBAN GAP

Saturday 14 March, 2pm–4pm

Join us for the closing highlight of The Gallaway Cook Allan Agri Exchange 2026—a dynamic, one-hour session spotlighting the wool sector and bringing together urban consumers and rural producers. This cross-sector conversation transforms a packed weekend into a powerful finale, fostering deeper connection and understanding between the people who grow wool and those who use it.

* All events are subject to change and development



EXHIBITOR SELECTION CRITERIA

The Wānaka A&P Show now welcomes expressions of interest to exhibit within The Gallaway Cook Allan Agri Exchange on the 13th and 14th March 2026. Those selected will have exhibition space to showcase their innovations, inventions, research and industry developments. In addition to exhibitions, the space will host five events with a future-thinking focus on community, leadership, and agri innovation.

Exhibitors should present agri-innovations or business ideas that provide practical 'how-to' solutions for farmers/growers and agri-businesses, making tasks easier, increase productivity, more efficient, or more sustainable.

SELECTION CRITERIA FOR THE GALLAWAY COOK ALLAN AGRI EXCHANGE EXHIBITORS

The following selection criteria for exhibitors is designed as a guide, we encourage those already in production stage to apply as well as those early scale innovators and thinkers.

1. **Innovation Stage & Practicality** – Must deliver practical 'how-to' solutions. Early stage to production stage ideally.
2. **Location & Eligibility** – NZ-based innovations preferred, must be represented onsite.
3. **Alignment with Themes** – Must link to community, leadership, or agri innovation.
4. **Demonstrated Impact** – Offer high impact thought leading solutions to sustainability, productivity, growth, cost savings or resilience in the primary sector.
5. **Engagement** – Ability to present, demonstrate, and engage with attendees and at the four events.
6. **Added Value** – Consideration for community/rural benefit and young innovators.

EXAMPLE SELECTION RUBRIC

Criteria	Early-Stage Definition
Practical 'How To' Benefit	Direct efficiency/productivity/problem-solve on-farm or agri business
Stage	Early-Stage
NZ Connection	NZ registered or based; exceptions by review
Alignment with Themes	Must link to community, leadership, or agri innovation
Visual & Narrative Submission	Must include visuals + clear value proposition
Demonstration/ Engagement Readiness	Capable of presenting or interacting live at event





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