

Scottish Smallholder Festival 2024

19th October 2024

Royal Highland Centre
Edinburgh



Inform. Educate. Inspire.

SCOTTISH
SMALLHOLDER
FESTIVAL

The Leading National
event for Smallholders

What is the Festival all about?

It is a celebration of the smallholding year.

It provides a showcase for smaller scale producers to give an illustration of what can be done in a small scale farming environment

It also gives an opportunity for those interested in rural life to get a close up view including skills and livestock that are not in the mainstream

We focus attention on the 20,000 smallholdings across Scotland farming less than 20 hectares

We aim to inform, educate and inspire current and future smallholders and the general public



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Festival facts and figures

13

years of
operation

1

The only
pig show in
Scotland

3000

Facebook
followers

1700

recipients of
newsletter

6500

unique
website
views in
event week

2000

attendees
in 2023

32

different
breeds of
sheep on
show in 2023

1000

followers on
X

47.1%

average opens

4000

target in
2024

5.02%

clickthrough

21,000

page views in
event week

Unique Displays of Farm Livestock



The Festival is unique – nowhere else will you get Goats, Cattle, Sheep, Pigs, Equines and Alpacas all under one roof.

In 2023 we had highly competitive Pig, Goat and Sheep competitions, and we also awarded the RBST Scottish National Championships.



Our equine showcase featured 10 different breeds and we had six different cattle breeds of interest to smallholders



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Unique Format



The Festival has a unique format combining competition with information, as well as the opportunity to learn new skills and to shop for smallholder focused products.

The seminar programme features five strands of topics that follow set themes:

- Small producer showcase
- Starting Out
- Diversification and adding value
- Grow your own, cook your own in the Cookery Theatre
- Practical help in the SRUC Theatre.



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“Be known by the company you keep” (Festival supporters 2023)



Scottish Government
Riaghaltas na h-Alba
gov.scot



THE UNIVERSITY of EDINBURGH
The Royal (Dick) School
of Veterinary Studies

Farm Animal Practice



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A Unique Opportunity for Trade

- The Festival presents the opportunity for speaking directly to smaller producers who may not be seen through other channels. The audience at the Festival is very focused and interested, with the majority being active smallholders and crofters or those interested in local produce. Smallholders are typically at the sharp end of efforts to live more sustainably and regeneratively.
- The Festival is very cost effective compared to other routes to market, offering brands the opportunity to tailor their approach to a vital part of the market. Trade stands will be located in the main Highland Hall.
- With an event spread over two halls at the Royal Highland Centre and four competition rings as well as other branding locations, the Festival offers sponsors numerous opportunities to site promotional material which is coupled to an entrepreneurial approach to maximise the impact of marketing initiatives for brand partners



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What's new for 2024



- The “Smallholders Market” which will feature stalls offering smallholding produce whether that is meat, dairy, preserves, drinks, ‘fifth quarter’ products such as felted fleeces or baked goods.
- In a unique agreement, the Festival has teamed up with renowned craft fair experts 3D2D who will run an enlarged craft zone.
- An essential part of the Festival has always been knowledge transfer, and so this year we are launching the “Skills Hub” featuring training providers from across Scotland who offer opportunities for smallholders to learn and grow.

How to get involved?

There are several ways:

- Sponsorship
- Trade Hall
- Smallholders Market
- Craft zone
- Skills Hub in conjunction with Lantra
- Food court

- Sponsor packages from £250
- Trade Hall space at £12.50 psm
- Smallholders Market stalls at £65
- Craft zone from 3D2D
- Skills hub stands at £112.50

Note all rates subject to confirmation and VAT. Production not included.

Scottish Smallholder Festival 2024

The Scottish Smallholder Festival is owned and organized by Smallholding Scotland, a Scottish registered charity



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