

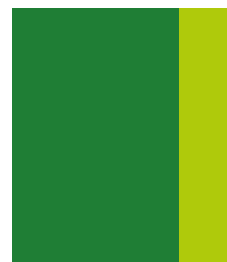
Project information



РоссельхозБанк



FARMER
FOOD FESTIVAL
«**SVOYO**»





Project information

Location:

Museum-estate
'Arkhangelskoye'

Dates:

September 15-17, 2017
from 10:00 to 20:00

Information support

Russia24, NTV, Autoradio,
Business FM, information
agencies, Internet media.

Partners:

- Ministry of Agriculture of the Russian Federation
- Government of the Moscow region.

The first Farmer Food Festival 'SVOYO', according to the assessments of participants, journalists and guests, provided itself as a great festive family event, which was attended by true lovers of national cuisine and quality Russian-made products.



Festival's Main Goals

The festival «SVOE» is a bright, festive family event for true lovers of Russian cuisine and products.

The main task of the festival was to demonstrate that agricultural business in Russia was developed and that the doctrine of economic and agrarian security of the country already brought visible results.

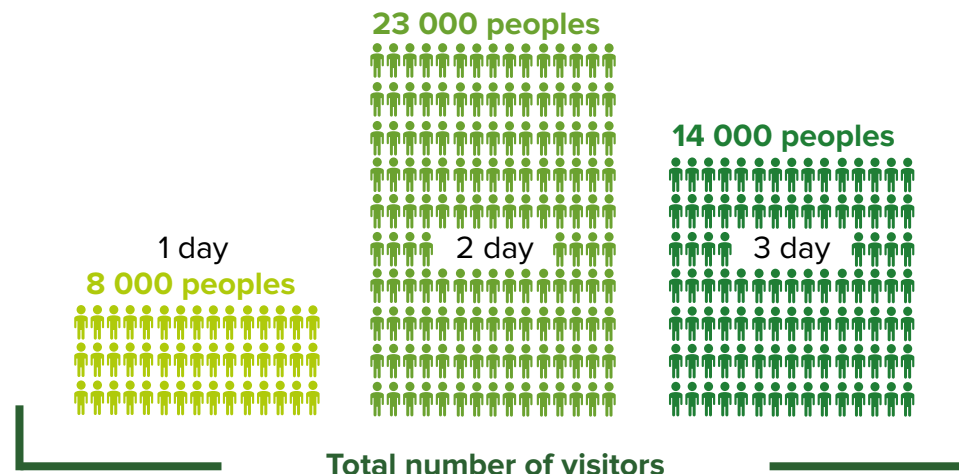
Within three days, the festival guests could get acquainted with the best farmers of Russia, try and evaluate their products, choose and buy the most delicious. But the main thing is that each of those present was able to make sure once again that our huge country is self-sufficient and unique, its people are talented and purposeful, for which the «SVOE» is not an empty sound, but the philosophy of life.



Statistics



Members were selected with the support of the Department of Small and Medium Businesses of the Rosselkhozbank (RSKHB). Participants presented their products in different product categories:



Festival's Image

The Agency developed an attractive corporate identity for the festival, combining the classic style of the RSHB and the subject of the farmer, with the ability to scale communication materials to the required formats.



Farmer's Area

The farmers' zone was represented by more than 100 fair stands.

For the convenience of the guests, product lines were created in various product categories such as 'Milk Line', 'Honeys' and many others.

All farmers who represented the agro-industrial complex of Moscow and the Moscow region, had their own selling points for three days.

Festival attendees could buy true eco-products at attractive prices and directly from farmers.



Farmer's Area



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FOOD ZONE

All guests were offered not only to buy food and groceries, but also to try dishes made with domestic products. There was a food court zone where 12 participants, namely Moscow activists of quality street food, cooked tasty dishes for festival guests in traditional Russian style.



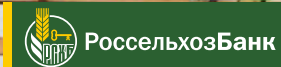
The Rosselkhozbank zone

Lecture hall of the RSKHB was organised as a special space where visitors could learn more about the bank's ecosystem. During a special business program there were lectures on different topics, such as «Five steps to creating your own business», «How to become a farmer» or «How to fulfil your wish with the Rosselkhozbank».

Also there were lotteries with opportunities to win valuable prizes and souvenirs.



The Rosselkhozbank zone



Main Stage

Daily musical program was supported by various participants of folk and indie Moscow groups invited to the Festival. Charming performers from 'Maidele', Balkan orchestra Exilados, romantic 'Kimakima' headlined the event.



Main Stage



Kids Zone

The festival offered a variety of interactive zones for kids with activities for baking pancakes, gingerbread painting, stained glass decorations and other crafts.

The 'Motor City kids' as a project partner helped with organizing electric car test drives for younger guests. The petting zoo was especially popular, where guests could see such animals as sheep, mini-pigs, ducks, rabbits, and geese.



Kids Zone



Activities

The entire activity area was implemented by partners of the festival. There were exciting masterclasses for the whole family, for example, ocarinas playing, working on the potter's wheel and production of wax products.

At the festival there were sections of the carpentry and pyrography workshops, birch bark weaving, floristry and many others

As a compensation for offering activities to festival visitors, partners had selling points for their products.



Activities



Thank you!

