



16 February 2018

New Era New Display at Museum

A brand new display for the Esperance Museum will open soon which showcases development of Agriculture in the Esperance.

The New Era in Agriculture display focusses on developments during the era of 1920 through to 1980s and tells the story of how the land in the region opened up to new farming practices through trial and error to make Esperance the farming region it is today.

With the dedicated work from researchers John Guest, Wendy Plunkett and John Bridges this story was brought to life by the Esperance Bay Historical Society with the help of funding from Lotterywest.

The official opening of the New Era in Agriculture display will be on Saturday 3 March at 9am. The Museum will be open all day from 9am to 4.30pm on Saturday 3 March, with a special entry price of \$6 per Adult and \$3 per child.

Shire President Victoria Brown said, "This display captures an important piece of history that played a huge part in what makes Esperance the place it is today. A lot of hard work has gone into this project and it will be exciting to first see this work brought to life at the opening of the display."

Ends

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Additional Information:

About the New Era in Agriculture display

During the New Era time research stations were established that identified the need for nutrients to make the land fertile and productive. American investments came to the region bringing along a touch of Hollywood and their own farming practices some of which turned out to be unsuccessful. The opening of Conditional Purchases of Land (CPL) sparked the interest of Australian farmers and an influx of New Land Farmers from across the country. The establishment of the Esperance Land Development Company turned the American failure into a successful Australian farming story.

Photo Caption: Sneak Peek of New Era in Agriculture display

