

## **Spud town turned on its ear**

### **Jamie First**

The small town of Trentham had particular appeal last Saturday.

Celebrating the humble potato, the town's seventh annual Spudfest attracted nearly 4000 people.

Recognising the town's potato-growing heritage, the event included old-fashioned sack races, spud digging and carving, mashed together with live music, local producers and more than 30 food stalls with a potato theme.

Spudfest chairwoman Jacinta Carboon said it started as a way to boost local residents' spirits.

"In 2008, the international year of the potato, the town was in a bit of a lull," she said.

"So we created this to engage people, raise our profile and attract tourism."

Starting small, the festival has quickly become the biggest event in Trentham.

"It's a lot of fun, with roving entertainment, spud-tastic activities and local growers telling you the story behind their produce. You can't get much better than that."