



## Media Release

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**For Immediate Release**

### **Heavy rain celebrated at Canada's Farm Progress Show to wrap up another successful year**

*Regina, Saskatchewan* – The 2019 edition of Canada's Farm Progress Show, presented by Viterra, wrapped up on Friday, marking another successful year, perhaps with the rain to thank.

"We're absolutely thrilled that it rained during the show," said Tim Reid, Regina Exhibition Association Limited President & CEO. "Our hard-working farmers finally got the moisture they were looking for. The energy and optimism throughout the show around Saskatchewan agriculture was contagious and we couldn't have been happier to celebrate the great news with everyone."

The downpour also brought many qualified buyers into the show that were unable to work in the field. The 42<sup>nd</sup> edition of the show saw strong performance in domestic and international sales and leads generated, which contribute to the millions in economic impact the show drives locally and provincially.

"I'm incredibly proud of what this show does for our city and province," said Canada's Farm Progress Show Manager Shirley Janeczko. "When you think of the thousands of visitors that come to Regina over the course of the three days and add in sales generated during and in the months following the show, the impact to our economy is outstanding."

In addition to domestic sales and leads, the International Business Centre saw an estimated \$357M in sales for the three-day show. Over 900 registered international visitors and buyers from 54 countries such as the USA, Russia, China, Australia and United Kingdom visited this year's show prepared to spend with Saskatchewan and Canadian manufacturers and exporters. There were a dozen countries that attended the show for the first time including Japan, Sudan, Philippines and Azerbaijan.

"Canada's Farm Progress Show is known as one of the world's top shows for bringing together international buyers with our local companies," said Janeczko. "We bring the world together to do business right here in Regina at Evraz Place."

Show organizers announced that they worked closely with an advisory committee of ag-industry experts to deliver new programming elements focused on three key pillars of innovation, education and collaboration. The all-new 24-Hour Startup AGTECH Challenge, powered by Cultivator drew strong crowds to the Farm Progress Forum. Forward-thinking students and entrepreneurs were brought together to solve challenges farmers are currently facing in the ag industry. Through collaboration, solutions were brought forward and pitched to a panel of judges. The President's Reception recognized and celebrated 22 submissions in the Innovation Program and the VIP Program paired key partners with key partners to deliver an enhanced exclusive experience for exhibitors and attendees through a variety of networking and education events.

"We programmed the show this year knowing that our exhibitors and attendees want more opportunity to experience innovation, education and collaboration," said Janeczko. We're confident that we provided the value and tools they need to continue to advance productivity in their farming operations."

A new direction for the 2020 show was announced at the Presidents' Reception with an even stronger focus on innovation and collaboration with elements like the Innovation Launch Pad and Alpha Bull Rodeo for exhibitors and clients.

"The ag industry in Canada and especially in the West is incredibly strong. You'll see evidence of that in the number of ag shows that are in the market", said Reid. "What's unique about our show is we are the first show of the season where farmers and producers can come and see the latest in dryland farming equipment and technology for the first time."

Dates for 2020's show will shift to a Tuesday, Wednesday, Thursday format to allow exhibitors an additional day to move out prior to the weekend. The first day of the show will also see the hours shift from 9 a.m. – 5 p.m. to 11 a.m. – 7 p.m. to allow attendees to tend to their cropping needs in the morning before coming to the show.

The event committee looks forward to welcoming everyone back to Evraz Place for Canada's Farm Progress Show in 2020.

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