

Media Release

June 18, 2021

Canada's Farm Show 2021 Virtual Event a hit with Viewers!

Regina, Saskatchewan – The Regina Exhibition Association Limited (REAL) and the Canada's Farm Show (CFS) Advisory Board were excited to share the return of Canada's Farm Show in 2021, in a virtual platform. The pandemic had forced the cancellation of our show in 2020 and we were committed to bringing the Ag community together in the safest way possible - virtually. In 2021 we had plans to enhance the show and announced a Launch Pad experience for innovations and keynotes. That blueprint became the 2021 Virtual experience.

The industry was ready to embrace this new, virtual platform. CFS received over 68,000 views during the 2 day show and engaged viewers from around the globe reaching over 50 countries including India, Ethiopia, USA, Columbia, Uganda, and Eritrea with Canada having the most views. The Presidents Panel led the way as the most viewed segment, that session and many others will be available to stream starting today. CFS is your show, your way, your time!

"We were extremely excited to welcome everyone to our CFS virtual platform," said Tim Reid, president and CEO of REAL. "We are overwhelmed by the response and how many viewers we were able to reach. The response from the International community was incredible and speaks to Saskatchewan's importance as a global leader in agriculture. The response we have seen has validated the investment made to connect virtually and solidify the Launch Pad at Canada's Farm Show moving forward. We can't wait to welcome visitors back to Regina for 2022!"

The two-day virtual event was live over June 16th and 17th and will now be available for streaming from Canadasfarmshow.com. Panel discussion topics will vary from Manufacturers Discussion, Mental Health, Exporting Panel, Western Canadian Technologies for Export and more.

As part of the show, we showcased the 24 Hour Startup AgTech powered by Conexus. This live event saw competitors pitch their Ag Tech concepts to a distinguished group of judges. On June 17th, SEED Investing was awarded the top prize!

Canada's Farm show is known for its innovation and this year was no exception, we had five Innovation Winners:

- CLAAS/6800 Lexion APS SYNFLOW Threshing System – New Equipment Innovation
- South Country Equipment/Crop Intelligence – New Technology Innovation

- Francisco Zacharias/Full-Floor Hopper Bin Aeration System – New Equipment Innovation
- Vincent Pawluski/RcFarmArm – New Technology Innovation
- Darren Grose/Retracting Transfer Auger for Air Seeder – New Equipment Technology

It is this new, cutting edge technology that is the heart of CFS and we want to celebrate these winners, and all that work to improve our sector.

Our show's success is due to many but we would like to recognize our title sponsor, Viterra. Their commitment to our show is long standing and we are grateful for their support. Please check out our extensive list of sponsors and exhibitors who support our show and ensure we are bringing value to the AG community.

Live streaming and information about the show can be found at canadasfarmshow.com.

We can't wait to host you in person again at Canada's Farm Show 2022.

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