

Media Release

For immediate release

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Canada's Farm Show 2021 to go virtual

Regina, Saskatchewan – The Regina Exhibition Association Limited (REAL) and the Canada's Farm Show advisory board are excited to share the return of Canada's Farm Show in 2021, moving to a virtual platform.

"Last year was a difficult year for everyone, globally," said Tim Reid, president and CEO of REAL. "We saw a number of our events get cancelled due to the coronavirus pandemic, one of them being Canada's Farm Show. This year, after seeing the way so many in our industry, including ourselves, having to adjust to this new normal, the advisory committee decided we could go ahead with Canada's Farm Show in an adjusted capacity, recognizing the show's importance within the Ag industry."

The two-day virtual event will take place on June 16th and 17th and has a stacked line-up of speakers and panels. The first day will focus on one of the show's pillars, Innovation, and the state of the industry, while the second day will revolve around International Trade and Export. Both days will be filled with panels, keynotes, innovations showcase and the Ag Tech Challenge. The two-day event is free for all those who register.

The list of scheduled speakers include former Prime Minister, the Right Honourable, Stephen Harper, Saskatchewan's 14th Premier, Brad Wall, financier and author, Lord Conrad Black and agrologist, agriculture consultant and entrepreneur, Robert Saik.

"Canada's Farm Show is adjusting to the ways of the world we're in right now," said Jeff Cockwill, Canada's Farm Show Advisory Committee Chair. "It was important to adapt and make the necessary changes to ensure we could still be a place for industry players to connect, a forum for meaningful dialogue and a showcase for innovation."

Minister of Agriculture, Honourable David Marit will also be a speaker at the event discussing the role of Agriculture in COVID recovery.

"Canada's Farm Show is an important part of our agriculture community and we look forward to the show each year," Saskatchewan Agriculture Minister David Marit said. "Our province's agriculture industry has found new safe ways to connect and adapt over the last year and I'm pleased to see Canada's Farm Show do the same. This year's virtual show is an opportunity for producers and businesses to learn about industry advancements and opportunities."

Panel discussion topics will vary from a Presidents Panel, Manufacturers Discussion, Mental Health, Exporting Panel, Western Canadian Technologies for Export and more.

“Canada’s Farm Show provides an important connection between the agri-business industry and the agricultural community, both of which are essential to our City’s economy,” said Mayor Masters. “Safety remains everyone’s first priority. Taking Canada’s Farm Show into the virtual space is an innovative step that will allow this event to proceed safely and successfully.”

The full detailed schedule will be released throughout the coming weeks.

Registration of the virtual event opens today at canadasfarmshow.com

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