

News Release

For immediate release

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Canada's Farm Show Sees \$176 Million in International Investment & Sales

Regina, SK – The Regina Exhibition Association Limited (REAL) is excited to announce the first Canada's Farm Show (CFS) presented by Viterra in over three years, saw a total of \$76 million in international sales in the agriculture sector. There was also a \$100 million investment in the agri-value chain. In addition, there were over 300 international delegates from 50 countries at the show.

"This is incredible," said Kirk Westgard, VP of Agriculture for REAL. "The feedback we got from exhibitors, vendors, delegates, and the public is that they loved the indoor format and what it meant for their ability to talk to customers. They didn't have to fight wind, rain, and heat made this show something special when it came to doing business."

Attendance for the three-day event is on par with 2019 (the last in-person show). For the first time in the show's history, it was entirely indoors covering over 1.5 million square feet of event space.

"This was our fifteenth consecutive year as presenting sponsor, and it was exciting to once again be a part of this important forum for innovation, collaboration, and education.," said Kyle Jeworski, Viterra's CEO for North America. "Canada's Farm Show and Viterra both recognize the importance of sharing knowledge and exchanging ideas. Our mutual interest is in improving the business of agriculture and Canada's Farm Show is an excellent way for people to come together and do that."

Canada's Farm Show presented by Viterra is the nation's largest and longest-running dryland farming show. 2022 marked the 44th edition of the event. A total of 400 exhibitors from across North America came to the show. This includes almost 100 first-time exhibitors.

"After two years, we were excited to see the return of Canada's Farm Show to Regina," said Sandra Masters, Mayor of Regina. "Our city was filled with energy as we welcomed individuals from across Canada and the world. The show boosted the local economy as it was great to see our hotels full and restaurants busy throughout the week."

The 44th CFS also marks the final one for show Manager Shirley Janeczko. Shirley started with REAL in 2007 with the Farm Show (then Canada's Farm Progress Show) and was promoted to Farm Show Manager in 2015.

Her passion and commitment to the agriculture industry are unparalleled. When she started, the show was only two days. Under her guidance, CFS grew to three days and rebranded as Canada's Farm Show. Shirley helped launch the Empowering Women's Conference, develop a show APP, and pivot to an indoor show during COVID.

Presented By **VITERRA**

“Shirley is a legend in the ag sector. She will be missed by the exhibitors, customers, and our team. We want to wish her all the best in retirement,” said Tim Reid.

The 2023 Edition of Canada’s Farm Show presented by Viterra takes place from June 20 – 22 at the REAL District.

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