

## Media Release

June 23, 2017

**For Immediate Release**

### **Canada's Farm Progress Show wraps its 40<sup>th</sup> year**

*Regina, SK* – The final day of Canada's Farm Progress Show, presented by Viterra, wrapped up on Friday. Overall attendance was 38,000, which is down slightly from 2016. The cool, rainy and windy weather was likely a factor, but organizers are pleased with the numbers and the show's success.

"Attendance is certainly one measure of the show's success, but we pay close attention to the business generated at the show because our main purpose is to bring qualified buyers and sellers together," said show manager Shirley Janeczko. "I attend farm shows across North America and around the world, and our show is always renowned for the success we have in facilitating business by having one of the highest percentages of qualified buyers through the gates."

Although tracking domestic sales generated from the show is difficult because they don't always happen immediately, the International Business Centre once again had a successful year and tracked and estimated \$360 million in sales. Attendees from nearly 65 countries were registered and were able to learn and experience the latest trends and technology in the Canadian agriculture industry. Trade delegations from several countries, including Australia, the United States, Latvia and the Ukraine, attended the show to make formal connections with suppliers at the show.

"In my time as show chair, I've seen the International Business Centre expand, both in terms of the number of countries and delegates attending, but also in reputation," said René Carpentier. "Canada's Farm Progress Show is well recognized as the premier show that introduces our guests to leading-edge exhibitors that export their equipment and technology. It's a global marketplace right here in Regina."

Since the show's beginnings, innovation has been a core element. This year's Farm Credit Canada Innovation Program had several entries with four that won the Sterling Standard Award. Two of the highest-ranked entries received the Gold Standard Award. [Learn more](#) about the Innovation Award winners and the program.

New to the 2017 show was the Farmyard Inventions competition, presented by Peavey Mart. Entrants showcased their creations that were designed to advance agriculture and improve productivity on the farm. The winner was Ryan Dennis who invented the Better Buncher that is used for making pile to facilitate the burning of straw. The Better Buncher inventor took home a \$5,000 Peavey Mart gift card.

Also new to the 40<sup>th</sup> edition of Canada's Farm Progress Show was the Empowering Women conference, headlined by Rachel Mielke, founder of Hillberg & Berk. The sold-out conference was

added to this year's show because 42 per cent of attendees are women who are taking a more active role as agricultural entrepreneurs, producers and industry experts.

One of the final day's highlights was the hilarious "rant" from CBC funny man Rick Mercer on the FCC Farm Progress Forum stage. Mercer gave his take on what it means to be Canadian in 2017, and shared his experiences from his travels across the country talking to people about what makes us unique.

As for next year's show, planning is already underway. In 2018, Canada's largest trade show will get even larger with the addition of new exhibit space. The new 150,000 sq. ft. International Trade Centre will open later this year, and two buildings no longer suitable for events will be removed this summer.

"Our footprint will grow again next year with the new International Trade Centre, and we look forward to the opportunities it will bring," said Janeczko. "We have a waiting list of exhibitors each year, so we're happy to accommodate them with the new building and the additional outdoor space."

Canada's Farm Progress Show started in 1978 and is now the country's largest trade show with 1.9 million sq. ft. of exhibit space on the 100-acre Evraz place property. For 40 years, the show has been the place for innovation, education and collaboration among the latest and greatest in farm machinery and technology.

- 30 -

For more information, please contact:

**Paula Kohl**, Director of Marketing, Communications & Strategy  
The Regina Exhibition Association Limited (operators of Evraz Place)  
Phone: 306-519-9715  
Email: [pkohl@evrazplace.com](mailto:pkohl@evrazplace.com)