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ABOUT US

Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats, an extensive agribusiness trade show, and professional rodeo. CWA continues to promote the expansion, development and interest in agriculture.

MISSION STATEMENT

To create and maintain an effective, hospitable and entertaining atmosphere to market Canadian agriculture products and expertise to the world.

VISION STATEMENT

Year after year, Canadian Western Agribition will be regarded as the best and most sought after agricultural marketplace in the world.

MESSAGE FROM THE PRESIDENT

The volunteer visionaries who created Agribition had a dream to have an event where the cattle industry could meet to promote the industry and market their stock and genetics. Over the years it has grown and diversified to serve the many stakeholders in the agriculture industry. It has become an integral part of the Canadian livestock industry, the city and the Province of Saskatchewan.

The past year was a year of change for Agribition and we achieved many successes. The 2016 show saw strong exhibitor participation and visitor attendance. We had an outstanding representation from international guests who come to Agribition to purchase Canadian genetics and products. Our programming continued the strong tradition of promotion, competition and entertainment. Great sponsorship re-enforced the value of the show to our stakeholders. All of these contributed to a very gratifying financial result.

We welcomed a new Chief Executive Officer mid-year and look forward to his contributions into the future.

The organization invested in the future with the new John Deere Sale Arena, new tie-out panels and many other upgrades. Evraz Place continued their investment in facilities and we were fortunate to be able to use the partially completed International Trade Center. Its completion in 2017 will offer Agribition first class facilities across the grounds and exciting new opportunities for Agribition into the future.

Agribition will continue to evolve to meet the challenges ahead with the spirit and passion that has sustained us since our inception.

There are many who contribute to Agribition's success – sponsors, exhibitors, staff, volunteers and many more. I would like to acknowledge in particular the contribution of Agribition's 400 plus volunteers. You are the heart and soul of the organization and your willingness to give your time and expertise is valued very much – Agribition is truly indebted to you and we couldn't hold Agribition without each one of you!

I look forward to seeing you at the 2017 show, November 20-25.

Stewart Stone
President

MESSAGE FROM THE CEO

They say change is often the most difficult while you're in the middle of it. But it is a testament to the passion and energy of everyone involved in Agribition that we have found significant success in transition.

In many ways, 2016 was a year of change: a new CEO, our first tentative steps inside a brand new facility, saying a final farewell to Exhibition Stadium, and welcoming Pro Rodeo back to Agribition. That is a lot of "new" for any organization and I couldn't be more proud of how volunteers, staff, exhibitors and guests came together to make the show a shining example of dedication and success.

Now more than ever, Agribition is a premier destination for international commerce in the livestock industry. 2016 saw our highest number of international buyers attend the show since 2012, and those buyers did more business at the show in one year than they'd done in the last four years combined.

Livestock sales and entries remained strong through this transition, only slightly below 2015 numbers. Overall livestock sales were $2.9 million, the second highest value in decades. The purebred barns were full once again, and there's more interest than space available for a yard pen in the Stock Exchange. Even though the International Trade Centre was only partially complete, it was home to several breeds of cattle and a new impressive wash rack facility. While space was tight, we learned a lot about how to use the new trade centre to its full potential for 2017.

The work also continues on expanding the Agribition brand to a wider audience. 2016 saw a new partnership with Country Thunder Saskatchewan in an effort to make live music entertainment a bigger draw at the show. The addition of a "daredevil" event in Running with the Bulls packed the Brandt Centre on Saturday afternoon, and the popularity of the Food Pavilion presented by Mosaic continues to grow with consumers looking for more connection points with the food story.

Diversity is a core strength of Agribition. Our Indigenous Pavilion and programming is as popular as ever, and growing. Whether it's the Indigenous theme night at rodeo, the Indigenous Agriculture Summit or the unique opportunity to take part in a traditional Pipe Ceremony, Agribition was once again proud to host a display of Saskatchewan's First Nations culture.

A new rodeo format was introduced with new partners in C5 Rodeo Company and the Canadian Professional Rodeo Association. The rodeo was fast, fun and high-quality. Agribition Pro Rodeo presented by Ford is enjoying excellent reviews from the fans who came to watch, as well as from professional cowboys and rodeo organizers. It's fair to say Pro Rodeo is set up for a good ride at Agribition into the future.

Thanks to the success of rodeo and jousting, Agribition set records in 2016 for the number of tickets sold at more than 25,000. Combined with a record number of students taking part in our education programming (8,100), Agribition can proudly say we are diversifying our offer and opportunities to an ever-widening group of people.

The future of Agribition has never looked brighter. It is an exciting time to be part of the organization that's full of dedicated volunteers, committed staff and an energized agricultural community. We aren't finished with the transition yet, but we will continue to be successful because of the Agribition spirit and teamwork. Agribition is more than a show, it's a family.

Chris Lane
Chief Executive Officer

International Trade Centre wash rack

Conceptual rendition of the International Trade Centre upper mezzanine

New John Deere Sale Arena

Conceptual rendition of the International Trade Centre outside view

BOARD OF DIRECTORS

Back row, L to R: Curtis Kuchinka, Marty Kratochvil, Courtney MacDougall, Barry Young, Kim Hextall, Bruce Holmquist (Vice President), Levi Jackson

Front Row, L to R: Ross Macdonald, Doug Fee, Jodi Banks, Stewart Stone (President), Carla Borsa, Blake MacMillan (Executive Member at Large), Chris Lees (Executive Member at Large)

Missing: Reed Andrew (Past President), Bryon Burnett, Rich Harries, Michael Latimer, Deborah Niekamp, Kim Onrait, Bryce Thompson (Executive Member at Large),

MANAGEMENT AND STAFF

Left to Right: **Brady Kapovic**, Sponsorship Manager; **Corey Sentes**, Controller; **Shawna Fuchs**, Livestock and Rodeo Manager; **Sarah Novak**, Marketing Manager; **Chris Lane**, Chief Executive Officer; **Randi Seitz**, Livestock Event Coordinator; **Nicole Bissonnette**, Fulfillment Coordinator; **Corey Hoskins**, Trade Show Manager

MARKETING

Promotions

Agribition was an active member in the community, with interactive games set up for kids at Regina's Canada Day celebration, I Love Regina Day and Regina Folk Festival. Additionally, Agribition hosted the 2nd Annual Kick Off to Agribition Barbeque in downtown Regina.

Another part of the promotional strategy is sponsorships. Agribition sponsors various events and organizations such as the University of Saskatchewan Beef Team, Moose Jaw PBR, Regina Pats, local sports teams and events, industry conferences, and more.

Social Media

Each year, Agribition sees a growing interest from its followers on all social media platforms as a place to interact and collect information. Since last year, Facebook fans have increased by 21 per cent, Twitter followers increased by 22 per cent, and Instagram followers increased by 127 per cent. Additionally, Agribition added a Snapchat account to the mix. A Snapchat geofilter was active in the Brandt Centre during the rodeo and was used by 635 people with 17,200 views.

Media & Communications

Agribition continues to develop and execute all communications internally through the marketing department. The newsroom for the 2016 show was relocated to the Canada Centre Lounge and made a positive impression on media personnel and guests. The media coverage of Agribition was again extensive with over 210 media representatives doing interviews and covering the show. The CTV Morning Live crew was on site every morning and other media coverage was present throughout the whole week.

SNovak

Sarah Novak
Marketing Manager

TRADE SHOW AND ENTERTAINMENT

Trade Show

Trade show space grew with an additional 16,600 square feet of space. The only buildings not occupied were Arena 6 in the Co-operators Centre and the International Trade Centre (ITC). As space increased, so did the number of exhibitors. There were 438 commercial trade show exhibitors, 23 Grain Expo exhibitors, and 24 exhibitors in the Family Ag Pavilion and Indigenous Ag Pavilion.

In order to accommodate the trade show exhibitors that were displaced from the demolition of the Annex Building, the beef stalling in Canada Centre East was reconfigured. Trade show exhibitors were located along the south wall of Canada Centre East and were satisfied with the move. The Food Pavilion in its second year experienced growth, both in the number of exhibitors as well as in the visitor traffic. Two food trucks were added to the venue and were a great addition. Advantage Sign and Displays once again ran the Exhibitor Service Centre.

Entertainment

The Running with the Bulls event made its debut at the 2016 show and was very successful at attracting an audience. An estimated 5,500 spectators packed into the Brandt Centre to watch 68 contestants compete for the fans vote. When the dust settled, the crowd selected one winner via text message voting and the winner took home $1,500 cash and a shiny belt buckle.

Full Contact Jousting was moved to become a stand-alone event on Tuesday night in the Brandt Centre. Total attendance was over 3,500 which exceeded expectations. This event helped contribute to the new record for number of tickets sold at evening events over five nights.

The Bud Light Loading Chute was once again a popular place to be before and after the Brandt Centre evening entertainment. Agribition established a new partnership with Country Thunder Saskatchewan (formerly Craven Country Jamboree) to help cross promote and access new bands that play on the beer garden stage.

Trade Show Manager

LIVESTOCK AND RODEO

Livestock Highlights

The number of livestock entered was slightly less than 2015, however, with the construction of the International Trade Centre (ITC) in process and the late fall, these numbers exceeded expectations. Livestock sales were not as strong as the mark reached in 2015, however, still 10 per cent higher than 2014. It is evident that Agribition is the place to do business and the most sought after purebred beef marketplace in the world. Various genetics were purchased through the sale ring from nine provinces, eight states and three countries (Australia, England, Mexico).

The Brandt Centre continues to be the hub for livestock entertainment events such as High School Rodeo, Canadian Horse Pull Finals, Chore Team Competition, International Stock Dog Competition, Trainer's Challenge and Cowboy Mounted Shooting. All events add entertainment value for Agribition visitors. New to the lineup was the Agribition Select Horse Sale. The sale exceeded expectations with excellent sale results and reviews.

Facilities

There were major changes in facilities which impacted livestock housing and arena scheduling. While half of the Winter Fair and the Exhibition Stadium were used one final year for stabling and show arena, the exhibitors were excited to see the progress of the ITC. Halls A and B of the ITC were used to the fullest by housing beef, horses, sheep and goats. The sheep and goat show and sale arena was also in Hall B. The wash rack was fully functional and phenomenal.

Another major change was the introduction of the John Deere Sale Arena (the former show and sale arena of the Stock Exchange). This whole area received a number of upgrades including new lighting, fire exits, roll-up door, paint, heat and steel bleachers which made this a welcomed replacement for the Auditorium. All bovine sales were held in this arena including the first video sale for the bison.

Rodeo

This was a year of change and rodeo was no exception. Pro Rodeo returned to Agribition for the first time since 2004. Agribition signed an agreement with Canadian Pro Rodeo Association (CPRA) to host a unique rodeo where CPRA provided sixteen of their top contestants in each of the seven major events. Fresh rodeo personnel, new stock contractors, experienced rodeo committee, amazing production team and record attendance combined to make this the best produced rodeo to date.

Shawna Fuchs
Livestock & Rodeo Manager

SPONSORSHIP

Agribition would not be able to put on the greatest beef show in North America and Regina's largest annual event without the support of sponsors and corporate partners. Their investment, which reaches every facet of the show from education to commercial cattle, allows us to continually improve our guest experience and be a better place to do business.

Agribition was able to round-out some important product categories this year giving visitors more opportunity to do business with suppliers in a number of different industries and sectors. Agribition is now proud to be home to all of the five major banks as well as have involvement from all of the major truck brands in North America.

Some new inventory of note included naming rights on the newly renovated Sale Arena (John Deere), presenting sponsors on Running with the Bulls and Full Contact Jousting (Regina Nissan), naming rights to the Bud Light Loading Chute Stage (Craven Country Thunder) and adding an official steakhouse (The Keg) and whiskey (Wiser's) to the sponsorship portfolio.

In addition, Agribition was proud to welcome the investment of 12 new sponsors in 2016 which help make up the 71 formal corporate partners that make the show what it is today. As an organization, Agribition will continue to put an emphasis on building lasting relationships with our partners and work to improve on their experience at the show through open and frequent opportunities for feedback.

Brady Kapovic
Sponsorship Manager

2016 SPONSORS

Platinum Sponsors

Agriculture and Agri-Food Canada
Budweiser
Chevrolet GMC
City of Regina | Regina
Ford
Government of Saskatchewan
John Deere
Mosaic
Regina Hotel Association
SaskTel
SCA Saskatchewan Cattlemen's Association
The Western Producer
Young's Equipment

Gold Sponsors

BMO
CIBC
CN
conexus Credit Union
Co-op
Cowtown
EVRAZplace
fcc
FHQ Tribal Council
Glacier farmmedia
Golden West
IKS Media & Technology Ltd. / flux Motion Graphics
Masterfeeds an Alltech company
Merck Animal Health
MNP
RBC
Regina Nissan
SaskCanola
Saskatchewan Credit Unions
Saskatchewan Pulse Growers
TD

2016 SPONSORS

Silver Sponsors

A & W
Advantage Sign & Display
Bayer CropScience
Best Envrionmental Solutions
Blair's Family of Companies
CityTV
Corby's
Country Thunder Saskatchewan
Degelman
Fountain Tire
Ledcor Group
Merial Canada Inc.
Ramada Plaza
Ritchie Bros. Auctioneers
Semex Beef
SGI Canada

Bronze Sponsors

Affinity Credit Union
Atom-Jet Industries
Cargill
Casino Regina
Coca-Cola Refreshments
Croft Electric
Enbridge Pipelines Inc.
Genex
Graham Construction
Konica Minolta
Living Sky Winery
Plains Midstream Canada
Queen City Plumbing & Heating
Richardson Pioneer
SaskMilk
Scotiabank
SIGA
Southland Mall
The Co-operators
The Keg
TopKrop

Supporters

Konica Minolta
Loraas Disposal Services
Sherwood Animal Clinic Ltd.
Southey Agencies
Thomas Sand and Gravel
West Central Pellating
Western Litho Printers Ltd.

2016 SHOW VOLUNTEERS

1 Year of Service

Bryan Akre
Ushan Alahakoon
Krysten Albert
Garth Allingham
Don Anderson
Linda Bachmann
Jodi Banks
Stephen Bardutz
Cerese Bawolin
Johanne Beck
Janet Becker
Carol Belley
Natalie Blaine
Michelle Borbely
Anne Bosgoed
Tracy Brass
Denis Brodner
Joylynn Brodner
Brandon Buttazoni
Leah Cameron
Carolyn Cartwright
Samantha Chymy
Leigh Dick
Greg Duck
Remi Dufour
Katelyn Duncan
Marv Dyck
Gabby Edwards
Allison Ewen
Kim Exner
Kayla Fisher
Peggy Fisher
Brendon Fornwald
Janessa Fox
Raecine Franke
Sara Freeman
Myles Fuchs
Glen Gabel
Mason Gardiner
Myron Gilewicz
David Gilliland
Brandon Gosling
Brooklyn Gyoerick
Tai Ha
Lexi Hicks
David Hill
Chad Hollinger
Amanda Howard
Leigh Ann Hurlburt
Ryan Hutchison
Adrienne Ivey
Dakota Jackson
Amanda Johnson
Susan Jorgensen
Brett Kealey
Keitha Kennedy
Nakota Kennedy
Ash Khan
Kaeley Kindrachuk
Ayla Klein
Brett Kot
Jordan Kraft
Sarah Kreklewich
Christina Krysa
Rebecca Labbie
Dani Lane
Rachel Langen
Sydney Langen
Donald Langford
Randy Linton
Ken Lischka
Cyrena Lockert
Kendal Loucks
Sara Lui
Carmen Ly
Myrna MacDonald
Brooklyn Macpherson
Kathy Martin
Brittany Materi
Jack McFarlane
Thomas McFarlane
Julie McKenzie
Kirk Morrison
Gordon Munroe
Shaadie Musleh
Jeanette Neufeld
Ryan Nielson
Tris Nyhus
Liam Nystuen
Gerald Obrigewitsch
Michelle Panko
Brady Parker
Marin Pecar
Lee Pedersen
Taylor Peppler
Jeannine Perreaux
Lyall Petrie
Sarah Pilon
Angela Pratt
Daniel Probe
Bryce Riddell
Masood Rizvi
Reshma Rizvi
April Roberts
Peggy Roemer
Kathryn Sarauer
Kevin Scoular
Marty Seymour
Halsey Shaheen
Eric Shaw
Simranjit Singh
Dennis Slade
Linda Slade
Sarah Sommerfeld
Kaylee Sparrowhawk
George Stokes
Ashley Stone
Gulraiz Tariq
Alisha Triff
Ralph Wasylynzuk
Elaine Wiens
Margaret Wilson
Adam Wonnick

2 Years of Service

Stan Baldry
Alison Barton
Sparky Berthelot
Paul Boschman
Bryon Burnett
Robert Capp
Jeff Cooper
Kelsey Dale
Linda Deren
Catherine Duczek
Rob Garner
Gord Gustafson
Dora Hakl
Tom Hakl
Bruce Hipkin
Braxton Houlden
Anders Ireland
Carmen Jackson
Victoria Johnson
Rhett Jones
Sheldon Kyle
Doug Lambert

2016 SHOW VOLUNTEERS

2 Years of Service (cont'd)
Tina Lees
Mike Leslie
Lonny McKague
Barry Mitchall
John Moleski
Tawni Morrison
Garth Newell
Renee Nicurity
Pauline Obrigewitsch
Kim Onrait
Tiffany Peters
Audrey Price
Nicole Pyne
Sherry Quam
Jackie Rich
Karen Shewchuk
Greg Smith
Karen Smith
Nicole Smith
Sandy Smith
Sterling Smith
Gary Stakiw
Carter Stenberg
Jennifer Sutherland
Scott Thompson
Abbie Treslan
Melissa Wickenheiser
Dave Wudrick
Michael Zech

3 Years of Service
Steve Abbott
Wade Armstrong
Krystal Aulie
Jennifer Barrett
Chris Bertram
Marty Bertram
Scott Blair
Jeanette Blakley
Verne Bolen
Ernie Boon
John By
Garner Deobald
Eleanor Desjardins
Lorelei Deters
Gloria Eskdale
Gail Fry
Harvey Gardner
Judy Gates
Ron Henry
Kim Hextall
Louise Krueger
Michael Latimer
Doug Leask
Keith Lipsett
John Lozinski
JoAnn Lupastin
Pam Lysak
Gianna Marchiori
Carol Marwick
Jared McTavish
Jean Miller
Julie Mitchell
Kelly Moens
Ron Mulholland
Deb Niekamp
Dianne Panagapko
Fran Protz
Chantel Rasmuson
Miranda Rosin
Kelly Ross
Austin Rudiak
Karl Sauter
Scott Sauter
Fred Short
Corbin St.John
Waverly Stechyshyn
Audrey Stopanski
Gordon Stopanski
Doug Sutherland
Wayne Temple
Sandy Ward
Darin Weimer
Terry Weimer

4 Years of Service
Helen Almassy
BJ Crosbie
Ian Crosbie
Neil Crosbie
Judith Erickson
Leslie Geddie
Vivian Gerrard
Glenda Hewalo
Blake MacMillan
Matt Melnyck
Wally Mills
Ali Pike
Patricia Popescul
Cain Quam
Roberta Quam
Selene Reid
Megan Roger
Austin Schaeffer
Cathy Shaeffer
Kendra Schulz
Wayne Tranberg
Gloria Wittal

5 Years of Service
Brenda Clark
Phyllis Engelstad
Judy Hunter
Brennin Jack
Bob Keir
Marty Kratochvil
Don Laing
Naomi Lee
Reg Lindenbach
Jenna Loveridge
Vanessa Magnin
Branden Mainil
Dustin Mainil
Mona Neher
Lynda Patterson
Rob Reeves
Angie Suwala
Christie Waechter

6 Years of Service
Jody Berglund
Calvin Dovell
Elmer Eashappie
Travis Ell
Bryon Evans
Doug Fee
Curtis Kuchinka
Adam Lindenbach
Ray Lutz
Scott McCormack
Blair McIntosh
Vic Peters
Andy Roesslein
Mike Stiefel
Bryce Thompson
Harry Towes
Nathan Trowell

7 Years of Service
Meagan Bollinger
Carla Borsa

2016 SHOW VOLUNTEERS

7 Years of Service (cont'd)
Chris Drake
Gary Freitag
Chris Greyeyes
Mark Johanson
Jordan Konkel
Brian Lindenbach
Lucas Lindenbach
Tabitha Mainil
Robert Stephenson
Gerry Wendling
Ken Zemlak

8 Years of Service
Doug Bouck
Bill Curtis
Charmaine Grad
Shaela Ponsford
Reg Schellenberg
Irene Smyth
Fred Stratton

9 Years of Service
Doug Conway
Adam Flood
Rich Harries
Terry Hepper
Candace ippolito
Kaitlan Jordan
Ross Macdonald
Mike Mamona
Darcy Sattler

10 Years of Service
Joe Barnett
Blair Bentz
Kelly Brice
David Dean
Eunice Dohlen
Tyson Rasmuson
Linda Robertson
Pam Smith
Caitlyn Stenberg
Rustyn Stenberg
Scott Wilson
Michael Zaleschuk

11 Years of Service
Rick Byrne
Harold Grane
Dylan Grieve
Grant Hamilton
Chris Lees
Doug Siman
Marj Siman
Kent Stuart
Mark Vermeulen
Aaron Yorga

12 Years of Service
Campbell Forsyth
Lorna Grant
Ed Hunter
Walt Lockie
Jeanine Nazarchuk
Chris Williamson

13 Years of Service
Greg Billisle
Neil Cromarty
Greg Frick
Courtney MacDougall
Sheldon Matsalla
Brian Rossnagel
Grant Vermeulen

14 Years of Service
Jack Grad
Jim Hallberg
Russ Pankiw
Leanne Rein
Bonnie Thompson

15 Years of Service
Craig Boake
Albert Hack
Sam Hardstaff
Kelly Howe
Herb McLane
Lyle Selinger

16 Years of Service
Geri hack
Bill Lys
Garth Neher
Mel Ostapovich

17 Years of Service
Carol Evans
Sherri Grant
Gary Milton
Barry Young

18 Years of Service
Bob Crowe
David Gadd
Wes Mack
Lee Sinclair

19 Years of Service
Betty Abrey
Warren Fuchs
Lori Milligan
Jennifer Strudwick

20 Years of Service
Marilyn Charlton
Eileen Davidson
Karen Grieve
Shannon McArton
Bill Peters
Virginia Peters
Stewart Stone
Norm Vertefeuille
Orest Warnyca
Bill Zuber

21 Years of Service
Garth Charlton
Tom Grieve
Wilf Knelson
Ken Stovin

22 Years of Service
Audrey Horkoff
Les Kroeger
Lorne Lynch
Mark Silzer

23 Years of Service
Terry Bedard
Candace By
Doug Graham

24 Years of Service
Grant Alexander
Barb de la Sablonniere
Bryan Hadland
Dean Hobman
Gordon Kosloski
Grant Royan
Verla Schulz

2016 SHOW VOLUNTEERS

25 Years of Service
Gary Anderson
Brian Fahlman
Dale Montgomery
Bill Mustatia
Kevin Smith

26 Years of Service
Larry Brack
Bruce Holmquist
Gordon Roger
Belinda Wagner

27 Years of Service
Marla Grad
Lyle Pretty
Mona Taylor

28 Years of Service
Maurice Clark
Janice Faer
Bill Gray
Levi Jackson
Roy Jones
Howard Slack

29 Years of Service
Hugh Wright

30 Years of Service
Helge By
Debbie Haupstein
Kim MacDougall
Marilyn Sharp

32 Years of Service
Jim Laturnas

33 Years of Service
Bill Aulie
Barry Hamdorf

34 Years of Service
Dale Claypool
Jim Evans
Eugene Faer
Marilyn Mountenay
Ron Mountenay
Merle Thomason

35 Years of Service
Fred Bartolf

36 Years of Service
Doug Howe

37 Years of Service
Bonnie Tweedie

38 Years of Service
John Blacklock
Bryce Burnett
Gordon Stephenson
Dale Strudwick

39 Years of Service
Reed Andrew
Glenn Lipsett

40 Years of Service
Lyal Fox Sr
Gerry Miller
Perry Wilkes

45 Years of Service
Leroy Berry
John Willmott

46 Years of Service
Ken Halvorson

2016 CORPORATE MEMBERS

Advantage Sign & Display
Agriculture and Agri-Food Canada
Canadian Aberdeen Angus Association
Canadian Bison Association
Canadian Galloway Association
Canadian Shorthorn Association
Canadian Speckle Park Association
Charolais Banner
CIBC
EventStaff Canada
Farming for Tomorrow
Gerrand Rath Johnson LLP
Heartland Livestock Services
Johnstone Auction Mart Ltd.
Labatt Breweries of Canada
Lipsett Cartage Ltd.
Living Sky Winery
Percy H. Davis Ltd.
Regina Exhibition Association Ltd.
Regina Pats Hockey Club
Royal Bank
Saskatchewan Angus Association
Saskatchewan Bison Association
Saskatchewan Cutting Horse Association
Saskatchewan Hereford Association
Saskatchewan Limousin Association
Saskatchewan Livestock Association
Saskatchewan Ministry of Agriculture
Saskatchewan Seed Growers Association
Saskatchewan Sheep Breeders Association
Saskatchewan Shorthorn Association
Saskatchewan Simmental Association
Saskatchewan Stock Growers Association
SaskMilk
The Canadian Beef Breeds Council
The Canadian Hereford Association
The Western Producer

2016 FRIENDS OF THE SHOW

Abrey, Betty
Anderson, Gary
Andrew, Reed
Andrew, Joan
Aulie, Bill
Bartolf, Fred
Bedard, Terry
Berry, Leroy
Bigoraj, Trevor
Blacklock, John
Bolen, Verne
Brack, Larry
Bucsis, Sharon
Burnett, Bryon
Charlton, Marilyn
Claypool, Dale
Cox, Roberta
Elford, Glen
Fee, Doug
Fox Sr, Lyal
Gray, Bill
Hadland, Bryan
Halvorson, Ken
Harries, Rich
Harris, Ron
Hextall, Jack
Hextall, Kim
Holmquist, Bruce
Horkoff, Audrey
Huber, Woody
Jackson, Levi
Jackson, Robert
Kratochvil, Marty
Kuchinka, Curtis
Lane, Chris
Lee, Ryder
Lees, Chris
Lees, Thomas
Macdonald, Ross
MacMillan, Blake
Mamona, Michael
McArton, Shannon
McLane, Herb
Miller, Gerry
Mills, Wally
Onrait, Kim
Ostapovich, Mel
Roger, Gordon
Ross, Kelly
Rossnagel, Brian
Royan, Grant
Sanheim, Gus
Schmitt, Carla
Schultz, Verla
Sharp, Marilyn
Sinclair, David
Sinclair, Lee
Stephenson, Gordon
Strudwick, Dale
Stuart, Kent
Swarbrick, Rhonda
Taylor, Mona
Thomason, Merle
Thompson, Bryce
Warnyca, Orest
Wilkes, Perry
Willmott, John
Young, Barry
Young, Jenny

MANAGEMENT'S RESPONSIBILITY

To the Members of Canadian Western Agribition Association:

Management is responsible for preparing the accompanying financial statements and ensuring that all information in the annual report is consistent with the statements. This responsibility includes selecting appropriate accounting principles and making objective judgments and estimates in accordance with Canadian accounting standards for not-for-profit organizations.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions and authorized assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board of Directors and Audit Committee are composed of Directors who are neither management nor employees of the Association. The Audit Committee is appointed by the Board to review the financial statements in detail with management and to report to the Board prior to their approval of the financial statements for publication.

MNP LLP, an independent firm of Chartered Professional Accountants, is appointed by the members to audit the financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with both the Committee and management to discuss their audit findings.

April 6, 2017

Director

Director

AUDITOR'S REPORT

To the Members of Canadian Western Agribition Association:

We have audited the accompanying financial statements of the Canadian Western Agribition Association (the Association), which comprise the statement of financial position as at January 31, 2017 and the statements of operations, changes in fund balances and cash flows for the year then ended and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditng standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Canadian Western Agribition Association as at January 31, 2017 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Regina, Canada
April 6, 2017

MNP LLP

Chartered Accountants

CANADIAN WESTERN AGRIBITION ASSOCIATION
STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED JANUARY 31, 2017

ASSETS

	Operating Fund $	Scholarship Fund $	2017 Total $	2016 Total $
Current:				
Cash (Note 4)	288,273	975	289,248	148,401
Short term investments (Note 5)	2,598,586	121,967	2,720,553	2,459,982
Accounts receivable (Note 6)	272,388	-	272,388	296,002
Interfund accounts receivable	-	-	-	21,944
Government remittance receivable	30,059	-	30,059	24,051
Prepaid expenses	6,399	-	6,399	19,828
Total current assets	3,195,705	122,942	3,318,647	2,970,208
Contingency reserve investments (Note 7)	225,000	-	225,000	225,000
Capital assets (Note 8)	605,938	-	605,938	242,864
	4,026,643	122,942	4,149,585	3,438,072

LIABILITIES AND FUND BALANCE

	Operating Fund $	Scholarship Fund $	2017 Total $	2016 Total $
Current:				
Accounts payable	196,086	-	196,086	177,297
Interfund accounts payable	-	-	-	21,944
Deferred revenue	44,628	-	44,628	44,913
Total current liabilities	240,714	-	240,714	244,154
Long term:				
Deferred capital contributions (Note 9)	-	-	-	21,305
Total current liabilities	240,714	-	240,714	265,459
Fund balances:				
Unrestricted fund balance	1,954,990	-	1,954,990	1,593,518
Internally restricted fund balance	-	122,942	122,942	132,536
Internally restricted contingency reserve	225,000	-	225,000	225,000
Internally restricted infrastructure reserve	1,000,000	-	1,000,000	1,000,000
Invested in capital assets	605,939	-	605,939	221,559
Total fund balances	3,785,929	122,942	3,908,871	3,172,613
	4,026,643	**122,942**	**4,149,585**	**3,438,072**

On behalf of the Board:

Director

Director

** See accompanying notes*

CANADIAN WESTERN AGRIBITION ASSOCIATION
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED JANUARY 31, 2017

	Operating Fund $	Scholarship Fund $	2017 Total $	2016 Total $
Revenue:				
Show	1,121,574	4,683	1,126,257	1,108,437
Sponsorship	1,177,113	-	1,177,113	1,159,211
Displays	1,172,514	-	1,172,514	1,061,337
Grants	1,500	-	1,500	6,500
Livestock	492,305	-	492,305	466,796
International Business Development	292,731	-	292,731	304,409
Other	129,379	750	130,129	110,902
Gain on disposal of capital assets	20,260	-	20,260	6,266
	4,407,376	5,433	4,412,809	4,223,858
Expenses:				
Direct Labour & Benefits	1,205,260	-	1,205,260	1,140,257
Building & Equipment rent, repairs	669,959	-	669,959	613,248
Show Time Costs	848,459	15,027	863,486	669,284
Entertainment	319,894	-	319,894	287,387
International Business Development	59,405	-	59,405	163,946
General Office Supplies	188,263	-	188,263	173,417
Marketing & Communications	134,785	-	134,785	134,106
Board, Staff and Volunteer	82,927	-	82,927	104,821
Amortization	152,572	-	152,572	102,206
	3,661,524	15,027	3,676,551	3,388,672
Net operating income	**745,852**	**(9,594)**	**736,258**	**835,186**

STATEMENT OF CHANGES IN FUND BALANCES

	Operating Fund $	Scholarship Fund $	Internally Restricted Contingency Reserve $	Internally Restricted Infrastructure Reserve $	Invested in Capital Assets $	2017 Total $	2016 Total $
Fund Balance, beginning of year	1,593,518	132,536	225,000	1,000,000	221,559	3,172,613	2,337,427
Net operating income	877,119	(9,594)	-	-	(131,267)	736,258	835,186
Net capital asset purchases	(515,647)	-	-	-	515,647	-	-
Fund Balance, end of year	1,954,990	122,942	225,000	1,000,000	605,939	3,908,871	3,172,613

** See accompanying notes*

CANADIAN WESTERN AGRIBITION ASSOCIATION
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JANUARY 31, 2017

	Operating Fund $	Scholarship Fund $	2017 Total $	2016 Total $
Cash provided by operating activities:				
Net operating income	745,852	(9,594)	736,258	835,186
Amortization	152,572	-	152,572	102,206
Capital grant contribution recognized for the year	(21,305)	-	(21,305)	(21,304)
Gain on disposal of capital assets	(20,260)	-	(20,260)	(6,266)
Net change in non-cash working capital accounts related to operations (Note 10)	68,803	(19,439)	49,364	(122,988)
Cash used in operating activities	925,663	(29,033)	896,629	786,834
Cash used in investing activities:				
Proceeds from sale of capital assets	20,600	-	20,600	6,266
Purchase of capital assets	(507,487)	-	(507,487)	(63,890)
Proceeds from disposal of short term investments	2,942,859	152,972	3,095,831	1,775,000
Transfer to Contingency Reserve	-	-	-	-
Purchase of short term investments	(3,241,520)	(123,206)	(3,364,726)	(2,518,301)
Cash used in investing activities	(785,548)	29,766	(755,782)	(800,925)
Net increase (decrease) in cash	**140,115**	**733**	**140,848**	**(14,091)**
Cash at beginning of year	**148,159**	**242**	**148,401**	**162,492**
Cash at end of year	**288,273**	**975**	**289,248**	**148,401**
Interest received	30,882	425	31,307	21,888

CANADIAN WESTERN AGRIBITION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED JANUARY 31, 2017

1. Description of Business

Canadian Western Agribition Association (the Association) was established in 1971 to create and maintain an effective, hospitable and entertaining atmosphere in which to market Canadian agriculture products and expertise to the world. Annually the Association hosts a 6 day showcase of events including livestock shows and sales encompassing cattle, sheep, horses and specialty livestock, rodeo and trade show.

This not-for-profit organization was incorporated in 1971 and is not subject to income tax under the Non-Profit Corporations Act of Saskatchewan.

2. Accounting Policies

The financial statements of the Association have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. The more significant of these accounting policies are summarized below.

Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in earnings in the period in which they become known.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets.

Revenue Recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Deferred Revenue

Deferred revenue represents revenue collected in respect of future shows.

Deferred Contributions related to Capital Assets

Deferred contributions related to capital assets represent restricted contributions used to purchase the Association's livestock traceability equipment. Recognition of these amounts as revenue is deferred to periods when the related capital assets are amortized.

CANADIAN WESTERN AGRIBITION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED JANUARY 31, 2017

Financial Instruments

The Association recognizes its financial instruments when the Association becomes party to the contractual provisions of the financial instrument. At initial recognition, the Association may irrevocably elect to subsequently measure any financial instrument at fair value. The Association made such an election to record cash and short term investments at fair value. The Association subsequently measures all other financial assets and liabilities at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in the excess of revenues over expenses for the current period. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at amortized cost or costs.

Fund Accounting

There are two funds maintained by the Association. The purpose of each fund is as follows:

Operating Fund

The operating fund consists of planned activities related to the annual show of the Association and includes the related expenses.

Scholarship Fund

The Canadian Western Agribition Association Scholarship Program is intended to provide financial support and incentive to young people in order to pursue further education. Funding for the Scholarship Program is derived from a variety of the Association's activities, as well as from recognized outside contributions. The number of scholarships awarded in any year is dependent upon the financial resources available to the program and the number of qualified applications submitted.

Cash

Cash includes balances with banks with maturities of three months or less.

Short Term Investments

Short term investments are recorded at fair market value as they mature within the next 12 months.

Operation Contingency Reserve

At the May 30, 2012 Board of Directors meeting, a motion was passed to establish a contingency reserve with a maximum balance of $225,000. The reserve is for future contingenices.

Capital Assets

Purchased capital assets are initially recorded at cost. Assets donated to the Association are recorded at their estimated fair market value at the time of donation. Gain or loss on the disposal of individual assets is recognized in the year of disposal.

Amortization

Amortization is provided using the straight-line method at the following rates:

Equipment, pens and facilities	- signs, information booths and newsroom	10% - 50%
Office furniture and equipment	- furniture and fixtures	10% - 20%
	- computer equipment	20% - 33 1/3%
	- computer equipment under capital lease	20%
Canada Centre lounge and east mezzanine leasehold improvements		5% - 20%
Donated assets		5% - 20%

Contributed Materials and Services

Volunteers contribute many hours each year to assist the Association in carrying out its service delivery activities. In addition to donated time, friends and members of the Association donate materials and services that the Association would have otherwise had to purchase. Because of the difficulty of determining their fair value, contributed materials and services are not recognized on the face of the financial statements. However, management estimates that the fair value of contributed materials and services received by the Association related to the 2016 show was $251,281 (2015 show - $206,415). In recognition of these contributors, the Association provided $6,314 (2015 show - $18,065) worth of complimentary event passes and trade show space.

3. Financial Instruments

The carrying value of the cash, short term investments, accounts receivable, and accounts payable approximates their fair value due to the short term maturities of these instruments.

Credit Risk

The Association is exposed to credit risk from potential non-payment of accounts receivable. To mitigate this risk, outstanding accounts receivable balances are reviewed by management on a regular basis. The maximum credit risk is $272,388 (2016 - $296,002), the fair value of accounts receivable.

4. Cash

Cash includes an operating line of credit of $200,000 (2016 - $200,000) at an interest rate of prime plus 1.50%. At January 31, 2017 the operating line of credit is $nil (2016 - $nil).

5. Short Term Investments

Short term investments consists of Guaranteed Investment Certificates from RBC and CIBC maturing or redeemable at various dates not exceeding 12 months, with the interest rates varying from 0.95% to 1.35%. (2016 - 0.9% to 1.8%). $1,000,000 of this balance has been internally restricted for investment in infrastructure and programming.

6. Accounts Receivable

	Operating Fund	2017 Total	2016 Total
	$	$	$
Trade Receivables	274,888	274,888	298,502
Less allowance for doubtful accounts	(2,500)	(2,500)	(2,500)
	272,388	272,388	296,002

7 . Contingency Reserve Investments

During the year $0 (2015 - $0) was transferred to the reserve. The funds are invested in one short term GIC bearing interest of 1.35% (2016 - 1.0%), maturing July 10, 2017 (2016 - July 9, 2016). The GIC interest is cashed and a fixed amount of $225,000 is re-invested each year.

	2017	2016
	$	$
Beginning of the year	225,000	225,000
Transfer during the year	-	-
End of the year	225,000	225,000

8. Capital Assets - Operating Fund

	2017 Cost	2017 Accumulated Ammortization	2017 Net Book Value	2016 Net Book Value
	$	$	$	$
Equipment, pens and facilities	1,311,285	724,713	586,572	227,800
Office furniture and equipment	241,810	225,008	16,802	12,128
Canada Centre lounge and east mezzanine leasehold improvements	53,277	50,713	2,564	2,936
Total	1,606,372	1,000,434	605,938	242,864

9. Deferred Capital Contributions

In 2012 the Association's applications to access Federal and Provincial Government Funding on a cost share basis were approved. The program was the Livestock Traceability program. The deferred capital contribution will be recognized into revenue over 5 years, which is the same period the asset is depreciated over. $21,305 was recognized into revenue during the current year. There are no further amounts to recognize in relation to this capital contribution after the current fiscal year end.

10. Net Change in Non-cash Working Capital

	Operating Fund $	Scholarship Fund $	2017 Total $	2016 Total $
(Increase) decrease in:				
Accounts receivable	23,614	-	23,614	(114,977)
Accruals in short term investments	(2,682)	2,505	(177)	(5,550)
Interfund accounts receivable	21,944	-	21,944	(11,810)
Prepaid expenses	13,429	-	13,429	(2,367)
Government remittances receivable	(6,008)	-	(6,008)	1,507
Increase (decrease) in:				
Accounts payable	18,791	-	18,791	(5,481)
Interfund accounts payable	-	(21,944)	(21,944)	11,810
Deferred revenue	(285)	-	(285)	3,880
	68,803	(19,439)	49,364	(122,988)

11. Significant Contract

In 1991, as a result of the discontinuation of the operations of the Casino, an agreement was reached between Regina Exhibition Association and the Government of Saskatchewan which guaranteed the Association $50,000/year until the year 2026 which is included in show revenue in the statement of operations.

12. Comparative Figures

Certain of the prior year comparative figures have been reclassified to conform with the current year's presentation.

AGRIBITION STATS

125,000 visitors
over 6 days

1,200 international visitors from over **75 different countries**

21,400 rodeo fans

400 volunteers

$56 million
in provincial economic impact

20,000 riders
on the Agribition Express

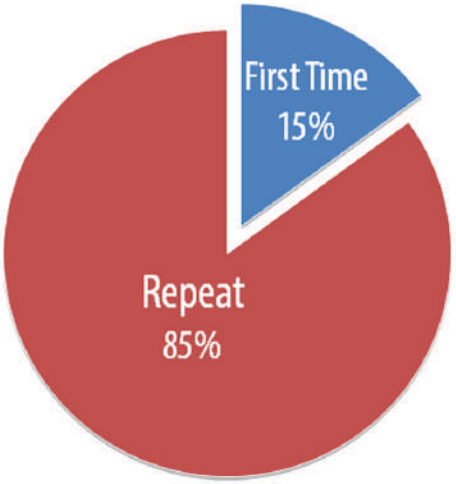
450
trade show exhibitors

2,500 Animals
including cattle, horses, goats,
bison, alpacas, sheep, turkey, & chickens

8,000 school kids
from across the province

AGRIBITION ATTENDEE DEMOGRAPHICS

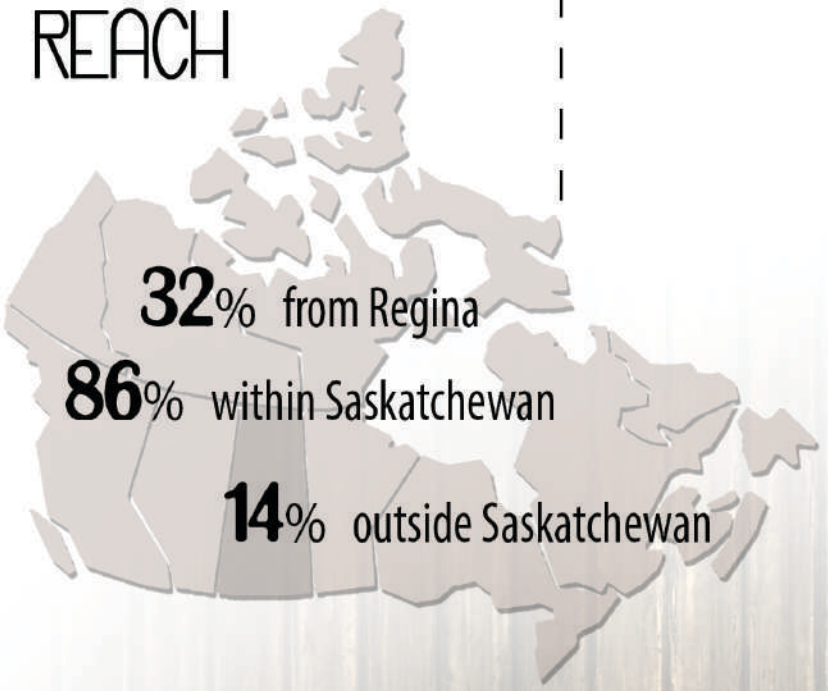
FREQUENCY



GENDER

46% male **54**% female

REACH



32% from Regina

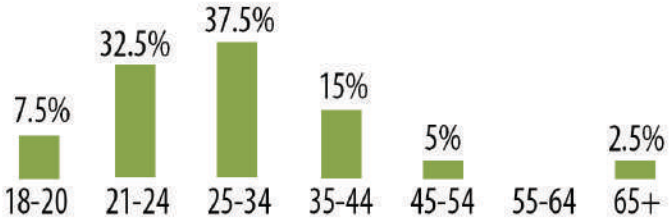
86% within Saskatchewan

14% outside Saskatchewan

SOCIAL MEDIA

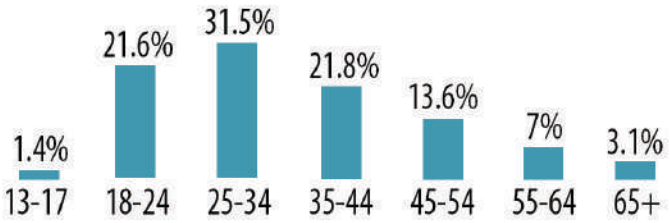
TWITTER FOLLOWERS

52% male **48**% female



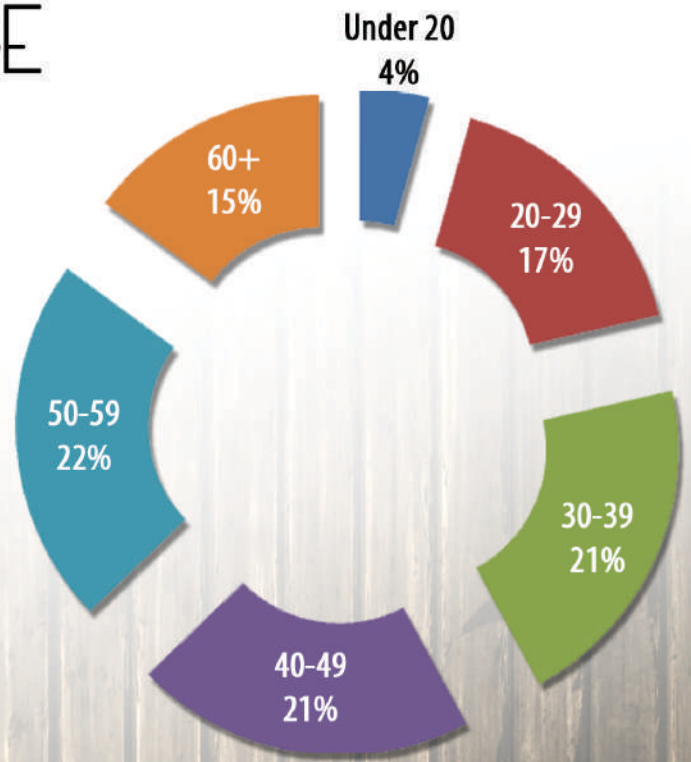
FACEBOOK FANS

30% male **70**% female



Note: Instagram and Snapchat audience demographics unavailable

AGE



AGRIBITION MEDIA REACH

1,797,882 impressions
20,936 engagements
3,174 link clicks

13,214
Facebook fans

392,000 impressions
18,282 engagements
1,654 mentions
840 link clicks

3,709
Twitter followers

Total engagement: **8,195**
#cwa16 engagement: **4,241**
#agribition engagement: **1,086**

1,664
Instagram followers

Geofilter used Nov 22-26 in Brandt Centre only
17,200 views
635 uses

355
Snapchat friends

*Based on activity during November 2016

42 media companies
represented on grounds

210 media reps
accredited for the show

over 200 stories
published about Agribition in November

www.agribition.com

285,185 annual visits
143,137 unique visitors
43% visitors return to the site
3.28 pages/session
2:56 avg. session duration