AGRIBITION INSIDER
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Welcome to Agribition 2019!

We are only 70 days away from the start of Agribition, and we're excited to welcome all of our exhibitors, visitors and volunteers once again. The Board and Staff have been busy all year long preparing for the best agriculture show in Canada. Here's a sneak peek at what's coming in November:

New to the show...

Maple Leaf Finals Rodeo, presented by Ford

CWA is proud to partner with Canadian Professional Rodeo Association to bring a new circuit finals to the show. Starting in 2019, CWA will be home to the Made-in-Canada Maple Leaf Finals Rodeo. This rodeo circuit will feature 10 top contestants, who will compete in seven major rodeo events over four nights. Contestants will have a chance of winning over $100,000 in prize money and the opportunity to compete at the RAM National Finals in Kissimmee, Florida.

CWA's rodeo sees over 20,000 fans each year, packing the Brandt Centre every night at the show. Thousands more rodeo fans will have the opportunity to live stream all of the exciting performances of the Maple Leaf Finals online.

The Maple Leaf Finals Rodeo will take place every night at 7:00pm, November 27 to 30. Admission on November 27 is free, courtesy of Mosaic, and November 28 will feature a special meet and greet with CBC's Heartland's Amber Marshall.

Agribition Altitude Motocross

Also new for 2019 is Agribition Altitude Motocross. In partnership with Global FMX, CWA is proud to introduce an exciting new event. Agribition Altitude Motocross is an action-packed night of fun that will entertain the entire family.

This show offers all the stunts, tricks, and high-flying action made famous by these X-games athletes.

Agribition Altitude Motocross will take place at 7:00pm on Tuesday, November 26.

Welcome to Agribition 2019 (continued)!

Returning hits...

Goat Yoga

Returning this year is Goat Yoga. Goat Yoga was a hit in 2017, and is now back for the 2019 show.

Goat Yoga is a combination of pet-therapy, fitness, and fun. Participants will have the opportunity to get up close and personal with these friendly farm animals.

This relaxing yoga class will be led by experience instructors while inquisitive goats wander peacefully around.

Goat Yoga will take place daily in the Agribition Building.

Party on the Dirt

It's back! CWA will be wrapping up the 2019 show with a (19+) cabaret party in the middle of the rodeo arena!

Party on the Dirt will take place immediately following the Maple Leaf Finals Rodeo performance on Saturday night, November 30. Come dance the night away with DJ'd music and adult beverages.

Get your boots dirty at CWA!

Beef Business

Canadian Beef Industry Conference

The Canadian Beef Industry Conference took place in Calgary, Alberta this past August and CWA CEO, Chris Lane, had an opportunity to attend the event.

"For the first time since the conference started, CWA had an official presence there," says Chris Lane. "It's a great event, full of our stakeholders in the industry all the way from exhibitors to sponsors. We took in sessions on communications, public trust, food policy, retail beef strategy, international market access and a bit on the production/breeding technical side. We held meetings on how CWA can help in the sustainability story in the industry, and had good conversations with Canada Beef on the consumer programming during Agribition."

Royal Highland Show

This past June, CWA CEO, Chris Lane, and President, Chris Lees, attended the Royal Highland Show in Edinburgh, Scotland. The Royal Highland Show is one of the world's foremost livestock shows and signature agricultural events in Europe. While attending the show, CWA signed a Memorandum of Understanding (MOU) with the Royal Highland and Agricultural Society of Scotland (RHASS).

The MOU signed by Chris Lane and RHASS President and CEO, Alan Laidlaw, outlines several collaborative efforts between CWA and RHASS. CWA and RHASS have agreed to promote excellence in trade of livestock breeding and beef cattle genetics. Additionally, the two organizations have committed to free and unfettered trade of the best-practices, ideas, and industry communication strategies and agree to cooperate and collaborate wherever possible.

Agribition Around Regina

Canada Day

I Love Regina Day

Agribition Around Regina (continued)

Harbour Landing Family Day

Queen City Marathon

An Agribition First: Queen City Exhibition

In partnership with REAL, CWA was proud to take part in this year's Queen City Exhibition (QCX), adding four days of programming to Saskatchewan's Fair from July 31 to August 4. Each day of programming at the QCX brought something new and exciting to allow fair go-ers to get a taste of Agribition before the fall show.

CWA's first day of programming began with chore team demonstrations, where teams of horses and their drivers showcased their day-to-day duties on a farm. Wild Wool rides and alpacas were featured the following day, with CWA's famous mutton busting event and friendly farm animals, the alpacas. CWA's third day of programming featured various educational displays on the Brandt Centre floor, where fair go-ers had a chance to learn everything from how to deliver a baby calf using a calving simulator to learning the different cuts of beef. CWA's final day of programming featured two spectacular events, cowboy mounted shooting and a colt breaking demonstration.

"CWA was excited to produce four days of agriculture fun and education for the Queen City Exhibition. Any time we get a chance to showcase what Agribition is all about, we're happy to take it. The partnership with REAL is a good one, and we're looking forward to bringing the Agribition experience to as many people as possible," says Chris Lane.

CWA's participation at the QCX was a huge success and could not have been done without the dedication and commitment of CWA staff and volunteers.

Staffing Updates

Welcome to the CWA team, Melissa Fuchs!

CWA is excited to announce a new team member: Melissa Fuchs. Melissa has been involved with CWA over the years, working as a runner and within the Show and Sale office.

Melissa worked as a front desk receptionist at Best Western Seven Oaks for over two years and spent over five years managing a small grocery store in Lumsden, Saskatchewan. In 2018, Melissa convocated with a Diploma of Business Administration from the University of Regina.

Melissa joins the CWA team as the Office and Programs Coordinator and will be handling administrative duties, CWA's volunteer program, and coordinating all Federal and Provincial partnership programs, including Agri-Diversity, Agri-Competitiveness and CWA Mentorship Program.

Welcome to the CWA team, Melissa!

Welcome back, Carson Reid!

CWA is pleased to welcome back Carson Reid, who is returning to the team from maternity leave. Carson rejoins the CWA team in a new role as Business Development Associate and will be responsible for CWA's extensive sponsorship file.

Carson's lead on CWA's sponsorship files will ensure that Agribition continues to a deliver best-in-class experience and search out new partners to be part of the best agricultural show in Canada.

Welcome back, Carson!

We are sad to see you go, Ali Dederick!

After spending one year with CWA, Ali Dederick is hanging up her boots. Ali Dederick, CWA's Office Receptionist, was the smiling face you'd see at the front desk and the happy voice you'd hear on the phone.

Ali is moving on to the next stage of her life, where she will attending Dalhousie University in Halifax, Nova Scotia.

CWA will miss Ali's upbeat and positive attitude, hardworking mentality, and her dedication to the CWA team. CWA would like to wish Ali all the best in the future. We are sad to see you go, Ali!

DON'T FORGET OUR SHOW DATES!

NOV 25-30