



# AGRIBITION INSIDER

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As we all know, 2020 did not turn out how we anticipated, but at CWA, we are still moving forward. The pandemic affected everyone and everything worldwide. In response to the cancellation of Canadian Western Agribition (CWA), we were able to implement certain programs and events to keep CWA's brand alive.

The Agribition Evolution Series was Canada's first-ever multi-breed show and saw over 100 exhibitors from Canada and the U.S. and had over 500 international views online.

The Supreme Showdown, a bracket style competition that put all Beef Supreme winners head-to-head, saw impressive uptake with over 200,000 engagements coming in from all over Canada and across the world.

The Agribition Commercial Cattle Sale had a great turn out with entries comparable to previous years at Agribition and saw prices holding steady to strong.

CWA recently launched its first-ever Virtual Education Program with online access to some of the best lessons about Canadian agriculture and how to get the most out of your next visit to the show.

CWA was able to continue on with the Next Gen Agriculture Mentorship Program and scholarship programs.

With the rodeo playing a big part of Agribition's entertainment, we put together a six episode series titled the Maple Leaf Finals Rodeo TV. Each episode took an in-depth look at different aspects of the sport of rodeo.

On a personal note, I would like to congratulate the staff and the board for the amazing work they did in thinking outside the box in order to keep CWA visible and viable in a year of uncertainty.

A huge thank you must always go to our sponsors and volunteers, the lifeline of CWA, that step up year after year to make Agribition the truly remarkable worldwide showcase of all things agriculture.

As we wrapped up 2020, CWA is looking forward and is working diligently towards our 50th show this November.

See you in the fall.

Chris Lees

President of Canadian Western Agribition



# **W** AGRIBITION EVOLUTION SERIES

— PRESENTED BY

## 2020 EVOLUTION SERIES SUPREME CHAMPION BULL

## 2020 EVOLUTION SERIES SUPREME CHAMPION FEMALE



**HEREFORD GRAND CHAMPION**  
REMITALL-W WE THE NORTH ET 83G [POLLED]  
Exhibited By: Remitall West - Olds, AB  
Additional Owners: JK Fraser Cattle, Dallas Farms



**HEREFORD GRAND CHAMPION**  
REMITALL-W BELLE ET 45F [POLLED], Calf: REMITALL-W MHPH JUSTICE 2H  
Exhibited By: Remitall West - Olds, AB  
Additional Owners: Medonte Highlands

## 2020 TOP BULLS

**BLACK ANGUS GRAND CHAMPION**  
MJT IMPRESSIVE 813F  
Exhibited By: MJT Cattle Company - Edgerton, AB  
Additional Owner: SouthView Ranch

**RED ANGUS GRAND CHAMPION**  
RED DKF OUT FOR A RIP 134G  
Exhibited By: DKF Angus - Gladmar, SK

**GELBVIEWH GRAND CHAMPION**  
KHR GRIZZLY RED 39F  
Exhibited By: Twin View Livestock - Parkbeg, SK

**HEREFORD GRAND CHAMPION**  
REMITALL-W WE THE NORTH ET 83G [POLLED]  
Exhibited By: Remitall West - Olds, AB  
Additional Owners: JK Fraser Cattle, Dallas Farms

**LIMOUSIN GRAND CHAMPION**  
EAST COAST HECTOR 009H  
Exhibited By: East Coast Limousin - Great Village, NS

**SIMMENTAL GRAND CHAMPION**  
DOUBLE BAR D BANKROLL 507F  
Exhibited By: Double Bar D Farms - Grenfell, SK

**ANY OTHER BREED GRAND CHAMPION**  
KFC GLADIATOR 1G [SPECKLE PARK]  
Exhibited By: KFC Farms Ltd. - Abbotsford, BC

## 2020 TOP FEMALES

**BLACK ANGUS GRAND CHAMPION**  
ARDA BLACKLASS 4F, Calf: PF TJL HENDRIX RLP 8H  
Exhibited By: Pieschel Farms - Rockyview County, AB  
Additional Owner: TJL Livestock

**RED ANGUS GRAND CHAMPION**  
RED CINDER BIEBIRD 583H  
Exhibited By: Cinder Angus - Barrhead, AB  
Additional Owner: Brynne Yoder

**GELBVIEWH GRAND CHAMPION**  
AWB TWIN VIEW SUGAR 26F, Calf: AWB TWIN VIEW SUGAR 56H  
Exhibited By: Twin View Livestock - Parkbeg, SK

**HEREFORD GRAND CHAMPION**  
REMITALL-W BELLE ET 45F [POLLED], Calf: REMITALL-W MHPH JUSTICE 2H  
Exhibited By: Remitall West - Olds, AB  
Additional Owners: Medonte Highlands

**LIMOUSIN GRAND CHAMPION**  
BOSS LAKE MS MOLLY 812F ET, Calf: ROYAL HOLLY RBGL 005H  
Exhibited By: Royal Beef Genetics - Starbuck, MN

**SIMMENTAL GRAND CHAMPION**  
NEW TREND FINESSE 9F, Calf: JM NEW TREND HILITE 5H  
Exhibited By: JM New Trend Cattle Co. - Strathmore, AB

**ANY OTHER BREED GRAND CHAMPION**  
KFC GIRL CRUSH 699G [SPECKLE PARK]  
Exhibited By: KFC Farms Ltd. - Abbotsford, BC

## CWA 2020 at a glance

### **Agribition Evolution Series, presented by RBC**

The Evolution Series was a fully virtual purebred beef show featuring seven breed shows and included the Evolution Series Supreme show. The Evolution Series had over 100 exhibitors with Remital West taking home the 2020 Evolution Series Supreme Champion Bull and Female.

### **Agribition Junior Spotlight, presented by BMO**

Similar to the Evolution Series, the Agribition Junior Spotlight was a fully virtual breed show, specifically for junior competitors, aged 9 to 21. CityView Simmentals took home the 2020 Junior Spotlight Champion title.

### **Agribition Commercial Cattle Sale, powered by Performax**

The Agribition Commercial Cattle Sale was the only live event held in 2020. Hosted at Johnstone's Auction Mart in Moose Jaw, SK, the Agribition Commercial Cattle Sale had an impressive turn out with sale figures similar to previous years at Agribition.

### **Supreme Showdown, presented by RBC**

This bracket-style competition put every Beef Supreme Champion ever slapped at Agribition in a head-to-head voting competition to crown the ultimate Supreme Showdown Champion. After over 9,000 total votes coming from 16 different countries, Miller Wilson Angus and Rancier Farms were crowned Supreme Showdown Champions.

### **Virtual Judging Competition, presented by Masterfeeds**

The Virtual Judging Competition was a fun and interactive way for junior 4-H competitors to polish their judging skills with a chance of qualifying for the National 4-H and Youth Judging Competition at Agribition in 2021. The Virtual Judging Competition had over 45 participants from all age divisions (Cloverbud, Junior, Intermediate, and Senior).



IMPORTANT DATES  
TO REMEMBER

APR 15  
APR 22  
NOV 22-27

LAST DAY TO PURCHASE MEMBERSHIP  
ANNUAL GENERAL MEETING  
CANADIAN WESTERN AGRIBITION'S  
50TH SHOW





## CWA 2020 at a glance (cont.)

### **Agribition All Stars, presented by the Mosaic Company**

The Agribition All Stars is a social media campaign running from September 2020 to April 2021, profiling an Agribition volunteer each Monday.

### **Top 50 in Canadian Agriculture, presented by FCC**

Agribition and FCC teamed up in early December to launch a nation-wide search for the Top 50 most influential leaders in Canadian agriculture. Nominations for the campaign closed early January, with all selected finalists to be announced on Canada's Ag Day, February 23, 2021.

### **Maple Leaf Finals Rodeo TV Series, presented by MNP**

This limited-episode series featured a behind the scenes look at the Maple Leaf Finals Rodeo at Agribition. A new episode aired each Sunday, starting mid November and into early December.

### **Agribition Virtual Yards**

A virtual space offered to CWA beef exhibitors to digital showcase their programs, operations, breeding programs, and upcoming sales.

### **Virtual Education Program**

CWA's Virtual Education Program is a year-round online platform that features content and learning for all elementary aged students. The program brings some of the best online and accessible lessons about agriculture directly into the classroom.

### **Agribition Connect**

A brand-new digital marketing service available to select CWA livestock and trade show exhibitors. Agribition Connect will serve as a year-round multi-media platform for showcasing products and programs.



**#CWA50**

## 2020 Scholarship Recipients

Canadian Western Agribition offers three different scholarships to provide financial support and incentive to students who are connected to the show in order to pursue post-secondary and/or graduate education. Each scholarship can be used at any recognized post-secondary institution in Canada or the United States.

### Canadian Western Agribition (CWA) Scholarship Recipients - \$2,500

The CWA Scholarship is open to students with a history of involvement in CWA as exhibitors, volunteers, or competitors pursuing post-secondary education.



**Hillary Sauder (Hodgeville, SK)** – Growing up on a purebred Angus ranch, Hillary has been involved in day-to-day operations including breeding decisions, herd management, and growing feed. Hillary started showing cattle at Agribition in 2013 and has participated in the Junior Show & Showmanship, 4-H Judging and Grooming Competitions. Hillary volunteers at the Angus show at Agribition and is a Junior Representative on the Saskatchewan Angus Board. Hillary is currently in her second year of Animal Science Technology at Lakeland College and wants to continue into Agriculture Business once she earns her diploma.



**Halley Adams (Forestburg, AB)** – Halley grew up on her family's farm, Ter-Ron Farms, with 250 head of purebred Red Angus, Black Angus, and Simmental cattle. She has always been involved on the farm and has shown cattle at many shows including Agribition. She was involved in 4-H until attending University and is now a Director on the Canadian Junior Angus Board. Halley is currently in her first year of Veterinary Medicine at University of Calgary with plans on becoming a mixed animal veterinarian.

### Barry Andrew Family Scholarship Recipient - \$1,500

The Barry Andrew Family Scholarship is awarded to students with a history of involvement in CWA as well as pursuing post-secondary education in the field of Agriculture.



**Royce Mollenbeck (Englefeld, SK)** – Royce grew up on purebred Shorthorn cattle and grain farm, where he was involved in beef genetics, daily farming, and cattle operations. Royce has been involved in 4-H and is a member of the Canadian Junior Shorthorn Association. Royce is attending the University of Saskatchewan for his Bachelor of Science in Agriculture.

### William M. Farley Memorial Scholarship Recipient - \$1,500

This scholarship is open to students with a history of involvement in CWA with special recognition for those contributing to the show through volunteerism.



**Christin Dixon (Regina, SK)** – Christin grew up on her family's farm, Blair-Athol Polled Herefords, Canada's second oldest registered herd of Hereford cattle. Christin has always been very involved on the farm, including showing, selling, and marketing cattle. She has been an active member of the Arcola-Kisbey Beef 4-H Club for 10 years, has participated in numerous beef shows at Agribition, and is currently a member of the Canadian Junior Hereford Association. Christin has completed two years of pre-dentistry at the University of Regina and is now in her first year of Dental Hygiene at SIAST in Regina.



## Become a member of Canadian Western Agribition

### Corporate Membership: \$100

Gives you two voting representatives at our Annual General Meeting and shows your support for the great work that goes on at Agribition. Your company will be listed in our Annual Report as a membership holder and supporter of Canadian Western Agribition.

### Individual Membership: \$25

Gives you voting privilege at our Annual General Meeting. Your name will be listed in our Annual Report as a membership holder and supporter of Canadian Western Agribition.

**NOTE:** Memberships cannot be purchased at the AGM. ALL memberships must be purchased seven days in advance of the AGM as per CWA constitution. For those interested, please make sure you purchase your membership by 4:30 PM Thursday, April 15, 2021, online or from Corey Sentes at [csentes@agribition.com](mailto:csentes@agribition.com)

If you are interested in running for a Board position at CWA, you must submit a completed nomination form and have a membership purchased by 4:30 PM Thursday, April 15, 2021.

For more information including membership forms visit [www.agribition.com](http://www.agribition.com), Who We Are > Become a Member

## Let's celebrate a successful year!

### Annual General Meeting

**When:** Thursday, April 22, 2021

Program begins at 2 p.m.

**Where:** TBD

Remember, you must be a member to vote at the AGM.

## Staffing Updates

In the fall of 2020, CWA said good bye to familiar face, Carson Reid, and welcomed two new members, Paige Reimer and Jessy Kindopp.

### Good luck, Carson Reid!



After almost 4 years with the team, CWA has said good bye to Business Development Associate, Carson Reid. Carson worked with the Business Development team on securing sponsors, managing sponsorship files, and leading the Grain Expo conference. Thank you for your work over the years and good luck, Carson!



## Staffing Updates (cont.)

Welcome to the team, Paige Reimer and Jessy Kindopp!

### Paige Reimer



Back in September of 2020, CWA welcomed Paige Reimer to the team. Journalism student at the University of Regina, Paige joined Agribition on a four-month term as a Journalism Intern, working with the Marketing and Communications team. Paige's dynamic writing abilities shined through her work as she assisted in the execution of CWA's digital programs, including the Agribition All Stars, Agribition Virtual Yards, and the Supreme Showdown competition. Thanks for all your hard work, Paige!

### Jessy Kindopp



Jessy Kindopp joined the Agribition team in late September as the team's newest Business Development Associate. Jessy came to CWA from the Regina Hotel Association, where she was previously the Manager of Corporate Services and Sponsorship. Jessy will join the Business Development team in managing CWA's extensive sponsorship files and leading the Grain Expo conference. Welcome to the team, Jessy, and get ready to get your boots dirty!

## Congratulations!

The Agribition family just got a little bit bigger!

CWA is proud to welcome two new members to the Agribition family!

CWA Director, Ali Pike, and her husband, Dustin, welcomed a new member to the family, Charlie Robert Pike, and CWA's Business Development Associate, Bianca Bernasconi and her partner, Trevor, welcomed their first child, Anthony Charles Harden. Bianca and Trevor also tied the knot in early 2021! Congratulations Ali and Bianca and welcome to the family, Charlie and Anthony!

