Agribition INSIDER

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I would like to express my sincere appreciation to all that contributed to a successful 2015 Agribition.

This year's show experience was successful on many fronts – the shows and sales were some of the best we have seen, the trade show was bustling all week, event attendance was strong, and gate attendance exceeded expectations. Once again, the media provided excellent coverage.

Special thanks to the 400 plus volunteers that give their time willingly to make everyone's experience rewarding and enjoyable. We couldn't do it without you!

As we plan for future shows, we look forward to the exciting opportunities offered by the new International Trade Center facility.

Once again, our heartfelt thanks to everyone involved!

Regards,

Stewart Stone
President of Canadian Western Agribition

2015 Canadian Western Agribition Breaks Records

On Saturday, November 28th, the 45th edition of Canadian Western Agribition (CWA) came to an end, and organizers announced outstanding results.

Overall attendance for the 2015 show was the highest it's been in five years with 130,200 visitors over the six-day event.

The Canadian Cowboys' Association Finals Rodeo opened with a bang courtesy of The Mosaic Company and numbers stayed strong all week resulting in a CWA record of 23,560 fans over 5 nights.

The anchor of the event, beef cattle, saw an 8% increase in entries as well as a 10% increase in sale averages with a cattle semen package selling for $41,000. Purebred beef sales also saw record sales at over $2 million.

The show's reputation as an international destination also marked increased interest. CWA saw a 25% increase in active international buyers. The show was visited by over 800 international guests from 70 different countries.

"From the minute the gates opened, you could feel the buzz on the grounds. All aspects of the show seemed to be hitting the mark. From the Food Pavilion to the barns, everyone was having a great time," notes Stewart Stone, CWA President.

Trade show entries reached new heights exceeding 430 exhibitors; a new show record.

"The show continues to exceed expectations on many levels. $56M in economic activity for a volunteer led event is something to celebrate," says Stone.

2015 RBC BEEF SUPREME CHALLENGE CHAMPION BULL

BLACK ANGUS GRAND CHAMPION

Interior Provincial Exhibition & Stampede - Armstrong, BC
Farmfair International - Edmonton, AB
MAY-WAY BREAKOUT 1310
Exhibited By: Poplar Meadows Angus - Houston, BC

2015 RBC BEEF SUPREME CHALLENGE CHAMPION FEMALE

CHAROLAIS GRAND CHAMPION

Canadian Western Agribition - Regina, SK
Olds Fall Classic - Olds, AB
PZC TR DESIRAE 012, Calf: CML DESIRAE 558C
Exhibited By: McLeod Livestock - Cochrane, AB

2015 BULL FINALISTS

POLLED HEREFORD GRAND CHAMPION
Lloydminster Stockade Round-Up - Lloydminster, SK
Prince Albert Exhibition - Prince Albert, SK
TCF JVJ 11X THE GOODS 305A
Exhibited By: The Cliffs Farm - Saskatoon, SK
Additional Owners: Joe Vey Jr, HMS Hi-Cliffe

BLACK ANGUS GRAND CHAMPION
Olds Fall Classic - Olds, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
REMITALL F BOYCOTT 71B
Exhibited By: Remitall Farms Inc. - Olds, AB
Additional Owner: Wiwa Creek

CHAROLAIS GRAND CHAMPION
Farmfair International - Edmonton, AB
HRJ CROWD FAVOURITE 515C
Exhibited By: Johnson Charolais - Barrhead, AB

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Manitoba Ag Ex - Brandon, MB
YOUNG DALE HI DEFINITION 185B
Exhibited By: Young Dale Angus - Carievale, SK

RED ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Lloydminster Stockade Round-Up - Lloydminster, SK
Olds Fall Classic - Olds, AB
RED REDRICH AFTERSCHOCK 238A
Exhibited By: Wood Coulee Cattle - Swift Current, SK

CHAROLAIS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Olds Fall Classic - Olds, AB
CML DISTINCTION 318A
Exhibited By: McLeod Livestock - Cochrane, AB
Additional Owners: Silver Spur Land & Cattle, Sunrise Charolais

HORNED HEREFORD GRAND CHAMPION
Canadian Western Agribition - Regina, SK
TRIPLE A 2059 BAM BAM ET 11B
Exhibited By: Triple A Herefords - Moose Jaw, SK

POLLED HEREFORD GRAND CHAMPION
Canadian Western Agribition - Regina, SK
HAROLDSONS DELTA ET 69A
Exhibited By: Haroldsons Polled Herefords - Wawota, SK
Additional Owner: Wascana Cattle Co

SHORTHORN GRAND CHAMPION
Canadian Western Agribition - Regina, SK
BELL M FOREMAN 30A
Exhibited By: Bell M Farms - Englefeld, SK

2015 FEMALE FINALISTS

CHAROLAIS GRAND CHAMPION
Prince Albert Exhibition - Prince Albert, SK
Farmfair International - Edmonton, AB
PRAIRIE COVE MISS 309A, Calf: CAYS MOONSHINE 11C
Exhibited By: Cay's Cattle - Kinistino, SK
Additional Owner: Prairie Cove Charolais

BLACK ANGUS GRAND CHAMPION
Barrie Fair - Essa, ON
The Royal Agriculture Winter Fair - Toronto, ON
OSU EMPRESS 3100, Calf: SIX MILE TEMPTING TIBBIE 280C
Exhibited By: Six Mile Ranch Ltd. - Fir Mountain, SK

BLACK ANGUS GRAND CHAMPION
Olds Fall Classic - Olds, AB
DMM MISS ESSENCE 61W, Calf: DMM MISS ESSENCE 5C
Exhibited By: Miller Wilson Angus - Bashaw, AB
Additional Owners: Hurst Mount Farm

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition First Lady Futurity Grand Champion - Regina, SK
Interior Provincial Exhibition & Stampede - Armstrong, BC
HARVEST BLACKBIRD JO JO 13A, Calf: HARVEST BLACKBIRD JO JO 3C
Exhibited By: Harvest Angus - Prince George, BC

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
Manitoba Ag Ex - Brandon, MB
BAR-E-L ERICA 74A, Calf: BLAIRSWEST MISS ERICA 400C
Exhibited By: Blairswest Land and Cattle - Drake, SK
Additional Owners: Maguire Blair, Blairs.Ag Cattle Co.

RED ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
Olds Fall Classic - Olds, AB
RED K ADAMS ZARIA 091Z, Calf: RED TER-RON SHOCKER 10C
Exhibited By: Ter-Ron Farms - Forestburg, AB

LIMOUSIN GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
Olds Fall Classic - Olds, AB
GREENWOOD PLD ZOOM BLOOM, Calf: GREENWOOD CURVE BALL
Exhibited By: Greenwood - Lloydminster, SK

SHORTHORN GRAND CHAMPION
Canadian Western Agribition - Regina, SK
FRASER'S RUBY ZAIDA 4Z, Calf: JTPH BEAT THE HEAT 584C
Exhibited By: JT Livestock - Stettler, AB
Additional Owner: Pinch Hill Cattle Co

SIMMENTAL GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
LFE BS SHEILA 82A, Calf: MADER/RUST/CD CENTERFOLD 52C
Exhibited By: Mader Ranches - Carstairs, AB
Additional Owners: CanadianDonors.com, Rust Mountain View Ranch

Canadian Western Agribition thanks the following companies for their donations of goods/services to the 2015 RBC Beef Supreme Challenge.

The Western Producer: supplying windshirts to all qualifiers in attendance of the 2015 RBC Beef Supreme Challenge.

Canada's most complete source of information on beef and livestock. The Western Producer is proud to support the RBC Beef Supreme Challenge. Beef Supreme is a contest of champions, so it is fitting that the champion of agriculture media join them in this event.

Saskatchewan Stock Growers Association: profile of RBC Beef Supreme Challenge in the January issue of the "Beef Business" magazine.

The Saskatchewan Stock Growers Association (SSGA) is a non-profit organization established in 1913, which represents the cattle industry on the legislative front. The "Beef Business" magazine is published five times per year, and a subscription to the "Beef Business" is included with the purchase of all SSGA memberships.

GEM Silage Products: 60' by 200' silage cover for each Supreme winner

GEM offers products which help attain optimum forage fermentation.

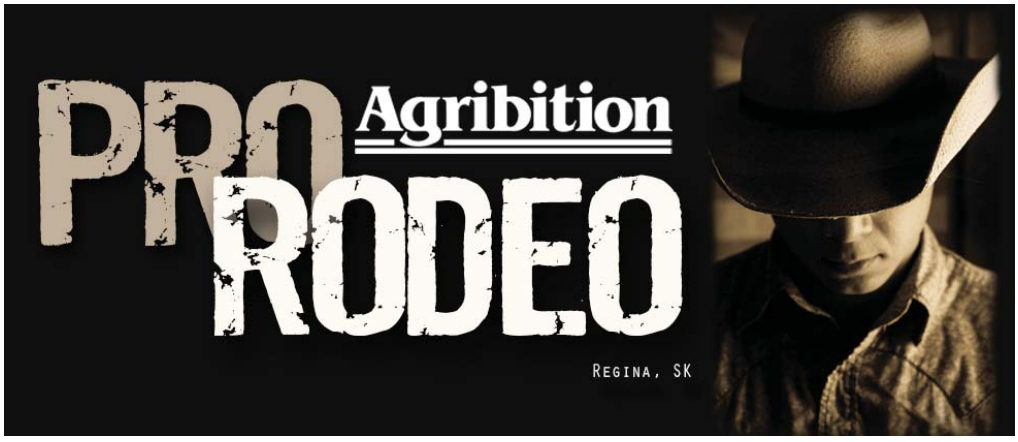
Agribition Joins the Pro Rodeo Circuit

CWA and CPRA partner to bring the pro rodeo to Regina

On Saturday, November 28, CWA announced a new rodeo partnership and structure for 2016. CWA is excited to partner with Canadian Professional Rodeo Association (CPRA) to host the "Agribition Pro Rodeo". The four performance rodeo will take place during Agribition, November 21-26 and is the first pro rodeo of its kind in Saskatchewan.

PRO RODEO
CANADA SERIES

The event will feature 16 top athletes from each of the seven major events who will be divided into two pools of eight competing in two performances each.



The roster will be based on the Pro Rodeo Canada standings at the end of the 2016 regular season and will be the inaugural event of the 2017 schedule. Top professional competitors from around the world will battle for $100,000 in prize money, giving rodeo fans in Saskatchewan high energy, action-packed rodeo to enjoy.

What was new at the 2015 show?

Food Pavilion presented by The Mosaic Company

The 2015 show was opened with the Burning of the Brand ceremony in the Food Pavilion. This ceremony was a great way to kick-off the new venue that showcases the western food story and was full of food and product sampling, cooking demonstrations, local food companies, and a wine garden. A couple highlights include a demonstration from the world's fastest omelette maker, 72-year-old Howard Helmer, and wine from Living Sky Winery.

Applications for 2016 show stage time will be available online in April.

President's Classic presented by Semex

President's Classic is a bull calf jackpot that was held in conjuction with the First Lady Classic. The event represented 11 purebred beef breeds exhbiting quality genetics of the highest level in an interbreed competition. The large crowd was an attest to the success of holding both events together. Congratulations to the first ever President's Classic Champion: Black Angus **Brooking Silver Lining 5012** exhibited by **Brooking Angus Ranch** from Radville, SK.

Free Admission to Tuesday's CCA Finals Rodeo

For the first time, Agribition offered free admission for Tuesday night rodeo, courtesy of The Mosaic Company. When the doors opened, seating was at a first come first serve basis. This was a successful initiative, as Tuesday's performance attendance increased by over twice the amount from the last few years, and the highest attendance a Tuesday night rodeo performance has received at Agribition and set the stage for a record breaking week of rodeo attendance at 23,000.

Champions by Design Club Calf Genetics Sale

The first Champions by Design genetics sale was managed by T Bar C Cattle Co. and featured herd sire prospects, breeding females, proven donors, flushes, embryos, and semen. There were more lots consigned than anticipated, proving a strong sale and high interest in the event.

Barrel Horse Prospect Sale

New to the light horse program was a Barrel Horse Prospect Demonstration and Sale, which was part of the existing Ranch Horse program. These horses were between 2 and 4 years of age, had a minimum of 60 days under saddle, and had to hold a Canadian Barrel Horse Incentive (CBHI) Super Stakes Certificate. Five horses were consigned. Two horses tied for high sellers at $10,500.00 each. The average for the barrel horse prospect sale was $7,720.

Farewell to The Swamp Cabaret

The Farewell to The Swamp Cabaret was a social gathering on the last day of the show to say farewell to the Exhibition Stadium and the legendary bar, The Swamp. The cabaret was a success, with the event reaching capacity prior to Julian Austin hitting the stage and a long line up of people wanting to get in. Guests left their mark on The Swamp walls by signing their names and writing about memories they've had in the old bar.

2015 Scholarship Recipients

Canadian Western Agribition offers 3 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. Since 1994 when the program began, $184,500 in scholarships have been awarded.

Canadian Western Agribition 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.

Breanna Anderson (Swan River, Manitoba) – Enrolled at the University of Saskatchewan in a Master's program focusing on refining corn grazing recommendations.

Megan Bergsveinson (Alameda, Saskatchewan) – Enrolled in her 4th year in the College of Agriculture at the University of Saskatchewan pursuing a career in large animal medicine.

Raelynne Rosso (Moose Jaw, Saskatchewan) – Attending Lakeland College in the fall of 2016 to study animal science.

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.

Jake Rawluk (Moosehorn, Manitioba) – Enrolled at Lakeland College in Agribusiness and Crop Technology

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.

Matt Bates (Cameron, Ontario) – Enrolled at the University of Guelph in Animal Science pursuing a career in large animal veterinary medicine

For more information on Agribition scholarships visit www.agribition.com, under Education.

Connecting with the Community

Kick Off to Agribition Barbeque

CWA launched a Kick Off to Agribition Barbeque on November 3 on Scarth Street to initiate November as "Agribition Month" . The barbeque contained a cooking contest and had a horse, tractor, and cattle on display. Attendance was estimated to be approximately 4,000. Partnering restaurants included Crave, Victoria's Tavern, Flip Eatery, Famoso Pizzeria, Fat Badger, and Malt City. Each restaurant produced a beef dish and attendees voted for their favourite dish. The winner of the barbeque competition was Famoso Pizzeria.

Regina Chamber of Commerce Luncheon

CWA partnered with the Ramada Hotel and the Regina Chamber of Commerce to host a fundraiser auction for STARS on Monday, November 23 as part of the Chamber of Commerce Luncheon Series. CWA provided items for the auction including canvas prints of historical CWA photos, CWA 45th Anniversary Edition whisky, a goat, and a cow. The event raised approximately $1,500.

Winners Circle

Auctioneers Competition and Horse Pull Auction

On Monday, November 23 CWA hosted the Winners Circle Auctioneers Competition presented by Ritchie Bros. with proceeds from the auction going to STARS. The horse pull portion of the auction was a huge success with an average selling price of $1,514.77, up from $931.52 in 2014. The whole event raised $8,000 for STARS.

The 2015 Winners Circle Auctioneers were:

- Cody Aasness
- Karla Gervais
- Daniel Reeder
- Tyler Slawinski

The Champion was Tyler Slawinski of McCreary, Manitoba!

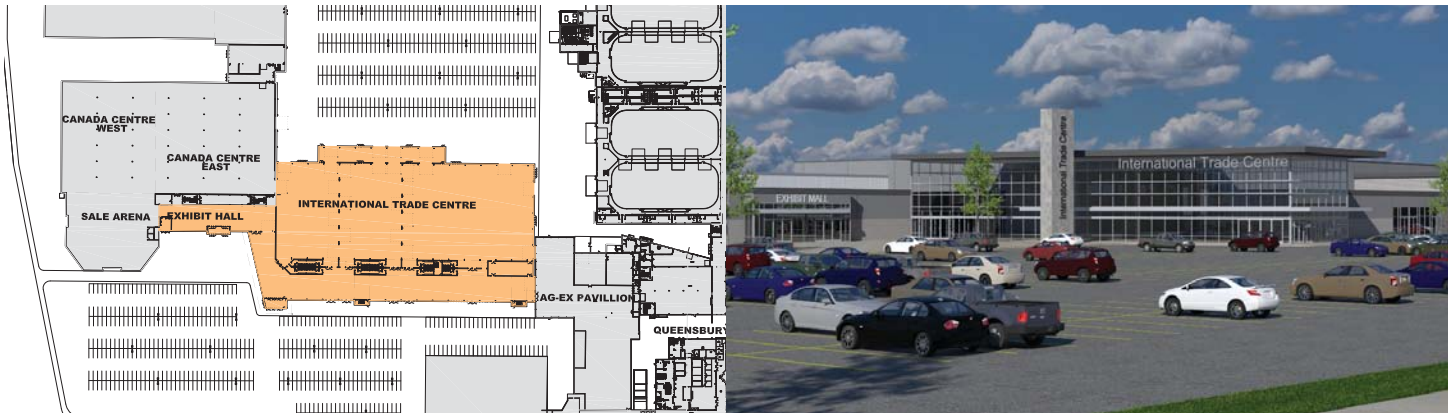
Infrastructure Update

An update on the construction of the International Trade Centre

In 2017, the International Trade Centre (ITC) will be completed, giving Agribition world-class facilities to host our world-class event. The project will cost an estimated $37 million, with funding coming from various sources. The federal and provincial governments are investing $22 million, the City of Regina $11 million, the Regina Hotel Association $3 million, and Agribition $1 million.

Demolition began on January 7. As a contingency plan, Exhibition Stadium and half of the Winter Fair will be used in the 2016 show as the buildings will not be completely finished by this fall.

Hear more details about the upcoming construction plan at our AGM on April 7. Details on page 8.



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.

Friends 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.

For more information including application forms visit the 'About Us' page at the bottom of www.agribition.com

Let's Celebrate a Successful Year!

Annual General Meeting

When: Thursday, April 7, 2016
Registration beings at 1 p.m. Program begins at 2 p.m.
Where: Salon 3, Queensbury Convention Centre, Evraz Place, Regina, SK

If you are interested in running for a Board position at CWA, you must have a membership purchased prior to nominations closing. For more information, contact Corey Sentes at csentes@agribition.com

Volunteer Appreciation Dinner

We want to thank our volunteers for their passion, commitment, and hard work that continues to make the show an annual success! CWA volunteers are invited to a complementary dinner followed by an awards presentation and evening of socializing.

When: Thursday, April 7, 2016
Registration beings at 5 p.m. Program begins at 6 p.m.
Where: Salon A, Queensbury Convention Centre, Evraz Place, Regina, SK

To confirm your attendance RSVP online or contact Nicole Bissonnette at nbissonnette@agribition.com

Important Dates to Remember

April 7, 2016: Annual General Meeting

April 7, 2016: Volunteer Appreciation Dinner

April 15, 2016: Trade Show Booth Renewal Begins

November 21-26, 2016: Canadian Western Agribition

Canadian Western Agribition
2nd Floor Canada Centre, Evraz Place
Box 3535, Regina, Saskatchewan
Canada S4P 3J8

P: (306) 565-0565
E: cwaquestions@agribition.com
www.agribition.com
@Agribition

CANADIAN WESTERN Agribition