Agribition INSIDER
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Agribition 2017 was an unqualified success that was made extra special with our show being the first ever event to be hosted in the new International Trade Centre. Many positive comments were received on this impressive facility and discussions are underway to further improve its layout and usage for the 2018 show.

Some of the highlights of the week were livestock sales which were the second highest in Agribition history; cattle sales were a record high, entertainment attendance was at an all time high, and there was a record number of international buyers who attended the show. Some new attractions were added to the already strong entertainment profile, and the Agribition Pro Rodeo was once again a cornerstone attraction. These are successes that we can all be very proud of and would not have been achieved without the dedication and support of our exhibitors, sponsors, staff, Board of Directors, and countless volunteers.

I would like to express my sincere appreciation to all who dedicated their time, energy, and talents in helping making the 47th Agribition a huge success! While looking at the past, we are more importantly planning for the 2018 show and discussing ways to enhance programming and finding new ways to utilize our new state-of-the-art facilities.

The Canadian Western Agribition (CWA) Annual General Meeting will be held on April 5 and we encourage all of you to attend and be part of the election of the CWA Board of Directors. If you are interested in running for the Board please feel free to contact me or any CWA Director.

Thank you once again for all your support!

Regards,

Bruce Holmquist
President of Canadian Western Agribition

LIVESTOCK SALES
$3.5 million
Best since 1997
2nd highest in CWA history

INTERNATIONAL GUESTS
1,250 international guests
365 total buyers (40% increase over 2016)
86 different countries

FREE ADMISSION FOR CANADIAN ARMED FORCES & FIRST RESPONDERS & THEIR FAMILIES
636 took advantage of this new program

PUREBRED CATTLE SALES
$2 million
New record high

ENTERTAINMENT
New record: 27,000 attendees at Equine Extravaganza, Full Contact Jousting & Agribition Pro Rodeo

"We couldn't have hoped for a better housewarming for Agribition's new home in the International Trade Centre. The facility was the front door to the show this year."
- Chris Lane, CEO

OVERALL ATTENDANCE
$126,500 visitors
2.7% increase over 2016

NEW AWARD
Celebrating Women in Agriculture Award presented by BMO
Awarded to Belinda Wagner

2017 RBC BEEF SUPREME CHALLENGE CHAMPION BULL

LIMOUSIN GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
GREENWOOD CANADIAN IMPACT
Exhibited By: Greenwood - Lloydminster, SK
Additional Owner: Nordal Limousin & Angus

2017 RBC BEEF SUPREME CHALLENGE CHAMPION FEMALE

CHAROLAIS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Maintoba Ag Ex - Brandon, MB
Farmfair International - Edmonton, AB
PZC LILY 5013 ET, Calf: MISS PRAIRIE COVE 716E
Exhibited By: Prairie Cove Charolais - Bowden, AB
Additional Owner: Wrangler Charolais

2017 TOP BULLS

SIMMENTAL GRAND CHAMPION
Manitoba Ag Ex - Brandon, MB
RJY CASINO 11 C
Exhibited By: High Country Cattle Services - Breton, AB
Additional Owner: Shelley & Ron Reich

BLACK ANGUS GRAND CHAMPION
Lloydminster Stockade Round-Up - Lloydminster, SK
DMM INTERNATIONAL 54D
Exhibited By: Miller Wilson Angus - Bashaw, AB
Additional Owner: Glen Gabel Angus

CHAROLAIS GRAND CHAMPION
Lloydminster Stockade Round-Up - Lloydminster, SK
SOS GAUCHO 139D
Exhibited By: Hopewell Charolais - Kerrobert, SK
Additional Owners: Springside Farms, Bob Charolais

BLACK ANGUS GRAND CHAMPION
Farmfair International - Edmonton, AB
LORENZ UNIFIED 17C
Exhibited By: Lorenz Angus - Red Deer County, AB
Additional Owner: C & D Land & Cattle

HORNED HEREFORD GRAND CHAMPION
Farmfair International - Edmonton, AB
BIG GULLY 102 HURLEY 271C
Exhibited By: Big Gully Farm - Maidstone, SK

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
SUPREME CHAMPION
Expo Boeuf - Victoriaville, QC
Barrie Fair - Essa, ON
EF COLOSSAL 520
Exhibited By: Enright Farms - Renfrew, ON
Additional Owner: Bar-E-L Angus

GELBVIEH GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
RWG RIGHT COMBINATION 5506
Exhibited By: Royal Western Gelbvieh - Red Deer County, AB

POLLED HEREFORD GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Manitoba Ag Ex - Brandon, MB
SUPREME CHAMPION
Harding Agricultural Fair - Harding, MB
RSK E 2046 DIGBY ET 20C
Exhibited By: RSK Farms - Brandon, MB
Additional Owner: Elkhe Herefords

SHORTHORN GRAND CHAMPION
Canadian Western Agribition - Regina, SK
The Royal Agriculture Winter Fair - Toronto, ON
HILL HAVEN FIRE STORM 28C
Exhibited By: Hill Haven Farm - Duntroon, ON

2017 TOP FEMALES

SIMMENTAL GRAND CHAMPION
Olds Fall Classic - Olds, AB
SUPREME CHAMPION
Interior Provincial Exhibition - Armstrong, BC
NEW TREND KARIZMA 5C, Calf: NEW TREND ELEGANCE 10E
Exhibited By: New Trend Cattle Co. - Strathmore, AB

BLACK ANGUS GRAND CHAMPION
Olds Fall Classic - Olds, AB
PM ROSEBUD 77'15, Calf: LAZY MC ROSEBUD 141E
Exhibited By: Lazy MC Angus - Bassano, AB
Additional Owners: Laurie Morasch, Boss Lake

BLACK ANGUS GRAND CHAMPION
Manitoba Ag Ex - Brandon, MB
YOUNG DALE GRACE 169B, Calf: JAYMARANDY SWEET JOHNNY 756E
Exhibited By: Jaymarandy Livestock - Beausejour, MB
Additional Owners: Jamie Renaud, Dusty Rose Cattle Company

SIMMENTAL GRAND CHAMPION
Manitoba Ag Ex - Brandon, MB
EARLY SUNSET QUEEN 8C, Calf: TCCO VNDY NIRVANA 701E
Exhibited By: Tableland Cattle Co. - Estevan, SK
Additional Owner: Vandy Cattle

BLACK ANGUS GRAND CHAMPION
Farmfair International - Edmonton, AB
DMM BLACKBIRD 105A, Calf: DMM HAMMER 53E
Exhibited By: Miller Wilson Angus - Bashaw, AB
Additional Owner: Hurstmount Farm

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition First Lady Futurity Grand Champion - Regina, SK
Lloydminster Stockade Round-Up - Lloydminster, SK
MERIT SOCIALITE 5121C, Calf: MERIT STING 7047E
Exhibited By: Merit Cattle Co. - Radville, SK

BLACK ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
MICH SC HIGH ROSE 526C, Calf: HOFFMAN HIGH ROSE 7069
Exhibited By: Michelson/Wheatland Cattle Co. - Bienfait, SK
Additional Owners: Serhienko Cattle Co., Hoffman Ranch

RED ANGUS GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Olds Fall Classic - Olds, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
RED TER-RON DIAMOND MIST 26C, Calf: RED TER-RON 6 MILE MISTY 7E
Exhibited By: Ter-Ron Farms - Forestburg, AB
Additional Owner: Six Mile Ranch

SIMMENTAL GRAND CHAMPION
Canadian Western Agribition - Regina, SK
Farmfair International - Edmonton, AB
Lloydminster Stockade Round-Up - Lloydminster, SK
SUPREME CHAMPION
Prince Albert Exhibition - Prince Albert, SK
CMS SODA POP 425B, Calf: BLACK GOLD MS SODA POP 162E
Exhibited By: Black Gold Simmental - Lloydminster, SK

In case you couldn't make it to the show...

The most noticeable change was the new International Trade Centre (ITC) which was host to the International Business Centre, Agribition Cookhouse lunch buffet, purebred beef stalling, horse stalling, Chevrolet GMC Arena (beef show ring) and trade show exhibits. The ITC was also home to the STARS Coat and Parcel Check and the CWA General Store, both new Agribition programs in 2017.

Some recently added events such as Agribition Pro Rodeo, Full Contact Jousting, Agribition Select Horse Sale, and Running with the Bulls were once again seen at Agribition in 2017.

In case you couldn't make it to the show, these are the new events that were at the 2017 show:

Equine Extravaganza *including Saskatchewan Horse Federation Demo and Tommie Turvey*

On Monday evening in the Brandt Centre, free of charge, the Saskatchewan Horse Federation conducted an equine demonstration including vaulting, reining, dressage, and jumping.

Following the equine demonstration was one of the world's best entertainers, Tommie Turvey, and his celebrity horses. Tommie Turvey is a renowned animal trainer who entertained the crowd with his stunts and trick-riding. Turvey has trained many celebrity horses including the Budweiser Clydesdales and the horses you see on the hit TV series "The Walking Dead".

CWA Show Calf Genetics Sale

In conjunction with the Prospect Steer and Heifer Sale, Agribition held a show calf genetics sale with semen, embryos, flushes, and bulls.

Mini-Chuckwagon Racing

For the first time since 2011, mini-chuckwagon racing returned to Agribition. The Hawreluik Racing Group from Sheho, SK brought their wagon-pulling equines to Agribition. They raced each night at the rodeo as well as on Saturday afternoon and were loved by all!

Steer Riding Rodeo School

Agribition, in partnership with the Claypool Steer Riding School, taught 12 youth how to work the rope, get on rodeo stock in the chutes, and even ride a bucking steer on the rodeo dirt in the Brandt Centre.

Added to the excitement was a friendly competition between Provincial Agriculture Minister, Lyle Stewart, and Agribition CEO, Chris Lane. They challenged each other to steer riding to raise money for STARS Air Ambulance. Visit the Agribition Facebook page for the video.

Goat Yoga

For the first time ever, Agribition offered goat yoga. The event gave guests the opportunity to take a mental health break while getting up close and personal with goats. The yoga class included a certified yoga instructor and a shared space with inquisitive, friendly goats. All classes were full, giving close to 300 people the chance to try out this new activity.

Vet Simulator

Agribition partnered with the Western College of Veterinary Medicine and the Ministry of Agriculture to bring a state-of-the-art educational tool to Agribition. In 2017, Agribition's Education Program included a full size and anatomically accurate cattle birthing simulator. The first of its kind in Saskatchewan, students had the opportunity to see exactly how veterinarians help in the calving process, complete with a hands-on and interactive opportunity.

Chevrolet GMC Arena

Saskatchewan Horse Federation Demo

Tommie Turvey

Mini-Chuckwagon Racing

Goat Yoga

"Agnes" the Calving Simulator

In case you couldn't make it to the show... (cont'd)

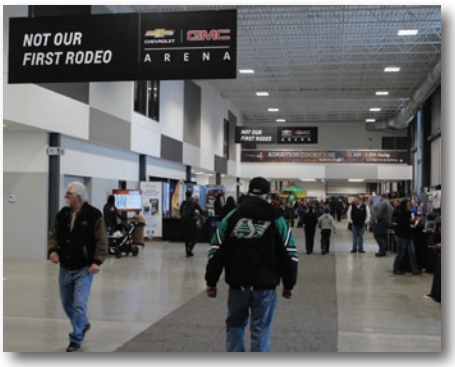
Agribition was the first ever event to be hosted in the International Trade Centre (ITC)

After years of fundraising and planning, Agribition was finally able to host exhibitors and guests in a world-class facility. For many, the impact of these new facilities goes beyond aesthetics. Agribition is an International marketplace; an event where producers come to market their livestock genetics and do business. Agriculture is both a business and a lifestyle and Agribition provides opportunities for both. To have facilities that provide producers with the tools and the environment to succeed is extremely important to our collective success. This new facility is an example of what success, determination, and partnerships can build. The original founders of Agribition would be in awe.

In case you couldn't make it to the show, here are some photos of the new International Trade Centre:

International visitors watching beef shows from the IBC

Full house in the Chevrolet GMC Arena during the RBC Beef Supreme Challenge



ITC trade show hallway

2nd floor Agribition Cookhouse daily lunch buffet

2nd floor International Business Centre (IBC)

Important Dates to Remember

April 5, 2018: Annual General Meeting

April 5, 2018: Volunteer Appreciation Night

November 19-24, 2018: Canadian Western Agribition

Get Social!

Follow us on social media for 2018 updates, contests, photos, videos, and more!

@Agribition
#CWA18

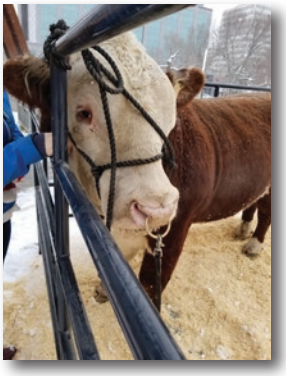
Bringing a little country to the city

Kick Off to Agribition Barbeque

The 3rd Annual Kick Off to Agribition Barbeque presented by CN was a chilly one on November 1 at City Square Plaza, downtown Regina. The event gave Regina a little taste of Agribition with a John Deere tractor, a bull, sheep, goats, and some delicious beef meals. There was free coffee from Atlantis Coffee and free chili from The Capitol and The Fat Badger.

The event launched the "Agribition Special" competition between Copper Kettle, Crave Kitchen and Wine Bar, The Capitol, and The Fat Badger. Each restaurant had a beef dish as their special for the month and when guests visited the restaurant they could vote for their favourite meal. The winner was Crave Kitchen and Wine Bar with a Quill Creek Bison Striploin and Agnalotti, Pearl Vegetables, BBQ Jus, Confit Tomato and Béarnaise. A big thank you to those who came out to support the event and for those who supported the restaurants throughout November!

Special guests sampling the four Agribition Specials



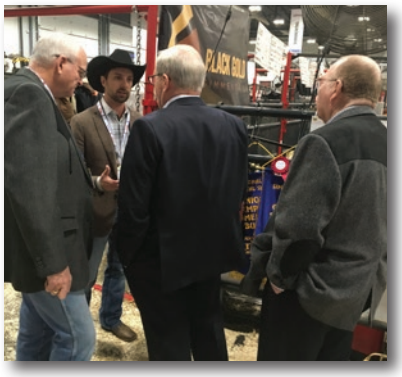
Funding Announcement

Lawrence MacAulay makes a trip to Agribition

The Honourable Lawrence McAulay, Minister of Agriculture for the Government of Canada, travelled to Agribition from Ottawa to announce the details of the Canadian Agriculture Partnership. This is a five year, $3 billion federal, provincial, and territorial investment for Canada's agriculture and agri-food sector. Honourable Lyle Stewart, Minister of Agriculture for the Government of Saskatchewan announced the Province will renew its partnership with Agribition with a $200,000 four-year funding agreement. Minister Ralph Eichler, Minister of Agriculture for the Government of Manitoba, was also in attendance.

While Ministers McAulay, Stewart, and Eichler were visiting Agribition, they received a private tour with CEO, Chris Lane and took in some of the events.

Minister McAulay making announcement



Ministers Eichler, Stewart, and McAulay getting tour from CEO, Chris Lane

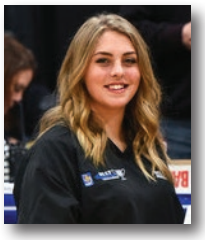
2017 Scholarship Recipients

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. Since 1993 when the program began, $208,000 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.

Sadie Anwender (Radville, SK) – Sadie will be pursuing her Bachelor of Administration with a major in Marketing from the Hill School of Business at the University of Regina in the fall of 2018. Alongside her parents, she operates Anwender Cattle Company and Hilltop Holdings. She also has her own herd of Shorthorns and Simmentals. Sadie started showing cattle when she was seven years old and has done so ever since. She has won the Canadian National Junior Shorthorn show three times over the last seven years.



Grayson Berting (Middle Lake, SK) – Grayson is pursuing her Management degree with a focus in Marketing at the Edwards School of Business at the University of Saskatchewan. Her family owns purebred Black Angus and Speckle Park cattle. Grayson has been part of her local 4-H club since a young age, and has shown cattle with her family at multiple jackpot shows, including many years at Agribition. Grayson loves being actively involved with the family farm and looks forward to running her own farm someday.

Evan Sebastian (Montmartre, SK) – Evan is pursuing Animal Science Technology at Lakeland College in Vermillion, AB. His family raises commercial cattle and they also grain farm. Evan is a member of the Lakeland Stockmans Club, the Fillmore/Frances 4-H Beef Club, and a junior member of the Canadian Maine-Anjou Association. He has attended Agribition numerous times both as a competitor and an exhibitor.

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.

Shelby Evans (Kenaston, SK) – Shelby is pursuing her Agribusiness degree from the College of Agriculture at the University of Saskatechewan. Her family owns and operates Horseshoe E Charolais where they run purebred Charolais and commercial cattle as well as a grain farm. Shelby has been involved in 4-H from a young age and has exhibited cattle every year, including at Agribition.

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.

Macy Liebreich (Radville, SK) – Macy is pursuing her Bachelor of Commerce at the University of British Columbia. She is part of a purebred Black Angus operation, Merit Cattle Co. Macy has grown up in the beef 4-H program and been to multiple junior shows and conferences across the country. She has been to Scotland for the World Angus Forum as part of the youth competition and is currently the Robert C. McHaffie Junior Ambassador, continuing her travels within the beef industry.

For more information on Agribition scholarships visit www.agribition.com, under About > Scholarships

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.

For more information including application forms visit www.agribition.com under About > Become a Member

Let's celebrate a successful year!

Annual General Meeting

When: Thursday, April 5, 2018
Registration begins at 1 p.m. Program begins at 2 p.m.
Where: Meeting Room 1, 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 membership forms and more information, visit our website or contact Corey Sentes at csentes@agribition.com

Volunteer Appreciation Night

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 complimentary dinner followed by an awards presentation and evening of socializing.

When: Thursday, April 5, 2018
Registration begins at 4:30 p.m. Program begins at 5:30 p.m.
Where: Ballroom B, Queensbury Convention Centre, Evraz Place, Regina, SK

To confirm your attendance, RSVP via the online form (sent by email) or contact Carson Reid at creid@agribition.com

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