

## Canada's Farm Show presented by Viterra, Ready to Welcome the World

**Regina, SK** – The Regina Exhibition Association (REAL) is excited to announce that Canada's Farm Show presented by Viterra will be in-person this year. The show takes place in Regina from June 21 – 23, 2022. Today's announcement is taking place on National Agriculture Day in Canada.

"We are so excited to welcome the world back in person for this year's Canada's Farm Show," said Tim Reid, President, and CEO of REAL. "After what we've all come through with the pandemic, gathering as an agriculture community to share ideas and innovations is more important than ever."

Passes for Canada's Farm Show are now on sale. The public can purchase a three-day pass for \$15 by visiting [www.canadasfarmshow.com](http://www.canadasfarmshow.com). This year's show takes place during the middle of the week to minimize costs and disruptions for producers and exhibitors. In addition, the show is moving indoors.

"For years, Canada's Farm Show has brought together thousands of producers, exhibitors, and international buyers," Agriculture Minister David Marit said. "The show provides a great opportunity to attract investment and grow Saskatchewan's economy through a strong agriculture sector, and we look forward to a successful 2022 event."

Keynote speakers for this year's show include Parag Garg and Karen Proud. Parag Garg is the Chief Digital Officer at CNH Industrial. CNH's iconic brands include Case IH, STEYR, New Holland, and Case plus New Holland Construction equipment. Parag will be discussing autonomy in agriculture.

Karen Proud is the President and CEO of Fertilizer Canada. She was appointed to the role on April 1, 2021. Karen will be discussing the fertilizer industry in our country.

Former dragon on CBC's Dragon's Den, celebrity chef, and entrepreneur Vikram Vij will be coming to Canada's Farm Show as a featured speaker and judge for the 24-Hour Ag Tech Challenge.

"Regina is a centre of excellence for agribusiness, surrounded by the best farmland in Canada," said Mayor Sandra Masters. "We look forward to welcoming visitors from around the world and showcasing our city's strengths in agriculture during Canada's Farm Show."

The Launch Pad stage is being added to the in-person show. It debuted during last year's virtual event. The stage is in the Viterra International Trade Centre and features keynote speakers, AgTalks, panel discussions, and new product launches.

This year's show will also feature the AgTech Accelerator Demo Day, and the 24-Hour Ag Tech Challenge powered by Cultivator. The show also features the Empowering Women's Conference, VIP Farmer Program, and the Innovation Program, displaying our top innovators.

"This is the fifteenth consecutive year that Viterra has been the presenting sponsor of Canada's Farm Show, and we are excited to once again be an important part of this world-class forum for innovation, collaboration, and education," said Kyle Jeworski, Viterra's CEO for North America. "At Viterra, we firmly believe that as a global ag and food hub, Regina is an ideal setting for industry participants from here at home and around the world to come together and discuss the future of our great industry. We look forward to welcoming them to a renewed and revitalized Canada's Farm Show."

Canada's Farm Show is also pleased to welcome back the Professional Bull Riding Regina Classic. It will be on Jun. 22 inside the Brandt Centre at 7 p.m.

Canada's Farm Show presented by Viterra is Canada's largest dryland farming show, celebrating 44 years in 2022. For the complete show details, go to [www.canadasfarmshow.com](http://www.canadasfarmshow.com).