



**News Release**  
**For Immediate Release**  
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## **AgTech is the Focus of Canada's Farm Show Regina, SK, presented by Viterra**

REGINA, SK – From June 18-20, 2024, farmers, developers, industry professionals, and exhibitors will converge in Regina to explore the latest advancements in agricultural technology and to visit the many exhibitors that will be in attendance, at Canada's Farm Show Regina, SK, presented by Viterra (CFS).

Over 30 industry leaders gathered in Regina to launch the 2024 show with AgTech being the focus of this year's show. Building on our pillars of innovation, education, and collaboration, the 2024 show will have some returning favourites and brand-new elements.

"Agriculture is at the heart of our province, and it is integral to REAL," said Roberta Engel, Acting President, and CEO of REAL. "In 1884 we started with a fair that brought together 150 community-minded individuals to exchange goods, information, and experiences. This year marks 140 years, for REAL, and CFS is an evolution of that first fair. It highlights all that makes our community strong- innovation, education, and collaboration, and we look forward to welcoming you all in June."

A highlight of the show is the return of Cultivator's **24 Hour Start Up|AgTech**. This event brings together the best and brightest in agriculture, technology, and business to pitch ideas, form teams, and build a minimum viable product in just 24 hours. The Global AgTech Summit will further connect farmers, founders, and funders for a one-day session, featuring industry guests and experts sharing insights into ag tech and innovation.

Viterra is proud to once again sponsor Canada's Farm Show Regina, SK, in support of such innovative initiatives.

"For 46 years, Canada's Farm Show has showcased the best products and latest innovations in agriculture. It provides our industry an excellent opportunity to come together to engage in meaningful dialogue about how we can continue to improve together," said Kyle Jeworski, CEO of Viterra Canada. "This makes the relationship between Canada's Farm Show and Viterra a natural fit. We have a mutual interest in improving the business of agriculture, and supporting Canada's reputation as a safe, reliable, and sustainable supplier of food and feed products."

Returning this year is the Premier's breakfast, where Saskatchewan Premier Scott Moe will deliver his **State of Agriculture in Saskatchewan** address on day one of Canada's Farm Show, presented by Viterra. This event is done in partnership with the Regina and District Chamber of Commerce, watch for ticket details.

The **2024 Innovation Awards** sponsored by Farms.com and Greenwave Innovations will be presented at the Premier's breakfast. They are awarded by a panel of judges who have a practical understanding of how productivity on farms can be improved through innovation. All innovations will be on display throughout the show.

The **Launch Pad** presented by Deloitte will once again serve as the platform where innovations become reality. And we are pleased to announce that Degelman Industries will be launching their highly anticipated Heavy Duty Staggered Ripper (HDSR) on the launch pad stage on day one of the show.

“For over 40 years Degelman Industries has always viewed Canada’s Farm Show as a premiere venue to launch new products into the agricultural landscape and this year is no different,” said Derek Molnar, Marketing Manager with Degelman Industries. “We can’t wait to take to the Launch Pad stage for the exclusive Canadian introduction of our next line of high-performance tillage equipment; the HDSR Series of Heavy Duty Staggered Ripper.”

Saskatchewan Trade & Export Partnership (STEP) is working closely with CFS to ensure international buyers and exhibitors attend the show. We anticipate over 100 international delegates.

As always, exhibitors at Canada’s Farm Show Regina, SK, presented by Viterra, will be ready for visitors wanting to learn more from those behind the products they rely on. Exhibitors are ready to launch new products at this year’s show and showcase their latest innovations in our extensive indoor space. Additionally, a new **Exhibitor Reception** will take place on Wednesday night, poised to become a staple of the show.

The 2024 show will once again provide an opportunity for companies to recruit with our **Launch your Career Ag** initiative. We are pleased to partner with the Agricultural Manufacturers of Canada where we will host a career fair on Thursday afternoon. All students will be given complimentary entrance to the show on Thursday to attend.

Passes for Canada’s Farm Show Regina, SK, presented by Viterra, are on sale today. Single day passes (\$15 plus taxes and fees) are available this year as well as a three-day pass ( \$30 plus taxes and fees). Guests under 17 get for free. They can be purchased in advance by visiting [www.canadasfarmshowreginask.com](http://www.canadasfarmshowreginask.com) where complete show details can also be found.

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**About Canada’s Farm Show Regina, SK, presented by Viterra:**

Canada’s Farm Show Regina, SK, presented by Viterra, is a premier event in the agricultural industry, showcasing the latest innovations and technologies. With a rich history spanning over 40 years, the event serves as a hub for farmers, developers, industry professionals, and exhibitors to connect, collaborate, and drive the sector forward.