



**News Release  
For Immediate Release  
June 5, 2024**

## **Canada's Farm Show Regina, SK presented by Viterra – Expand your Field of Focus with the Biggest Stage in Agriculture**

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).

Each year Canada's Farm Show Regina, SK, presented by Viterra provides exciting and engaging topics of conversation with well-rounded and knowledgeable speakers featuring new innovations and product launches. This year is no different with some new and exciting programming for 2024 that is sure to educate, innovate, and engage audiences. The extensive CFS footprint will have exhibitors from all over the globe showcasing products and innovations for the industry. Must-sees include Bourgault for supporting effective crop emergence, South Country Equipment for large and small ag equipment, and Warner Industries' trucks and trailers.

**The Launch Pad presented by Deloitte** will once again serve as the biggest stage for the best in Ag where innovations are introduced to the marketplace and consumers, highlighting their value and eventually becoming reality within the ag industry.

"We are pleased to announce that Morris Equipment will be introducing the 10 Series air cart", said Garth Massie, Canadian Sales & Marketing Manager for Morris Equipment Ltd. "This air cart is designed to help farmers maximize the number of acres planted each day. Seed with confidence with this technologically advanced high-quality machine."

Each day will feature a new theme, shining a spotlight on an integral part of the industry:

**June 18 – Collaboration Day and Farmer Appreciation Day, presented by Viterra**  
**June 19 – Innovation Day, presented by Greenwave Innovations and Farms.com**  
**June 20 – Education and Young Farmer's Day, presented by Farm Credit Canada**

A key topic is **Artificial Intelligence (AI) in Agriculture** with Walter Schwabe. This technology seems overwhelming, but it will be broken down and will showcase the potential for AI in agriculture along with how farmers and industry professionals can utilize the power of AI to their benefit in a time of technological advancement. Truly expanding your field of focus.

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.

A must attend event is **Coffee Chat with Brad Wall** on Thursday morning. Conversation will include the future of the farm family, rising costs, and what pieces of technology may be brightening the future of the agricultural industry in Saskatchewan.

Join Saskatchewan Premier Scott Moe as he delivers his **State of Agriculture in Saskatchewan** address on day one of Canada's Farm Show Regina, SK, presented by Viterra. This event is done in partnership with the Regina and District Chamber of Commerce, tickets are still available but are selling fast.

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.

"Partnerships are key to the success of our Show", said Roberta Engel, Acting President and CEO of REAL, "This signature event is one of REAL's legacy events and we are excited to welcome all our attendees and exhibitors to this year's event and we look forward to welcoming our speakers and innovators to our show stage. REAL cannot thank all sponsors and partners enough for their continued support and belief in this show. Canada's Farm Show brings a tremendous amount of value to the community and the city of Regina and the warm welcome our residents give to those visiting for the week, not only from our province, but country, and around the world, is truly appreciated."

To help attendees navigate this year's event, ensure you download the **CFS App** which highlights the daily schedule, a map, a list of exhibitors, and more. The app is available for iOS and Android and can be downloaded from The App Store or Google Play.

iOS: <https://apps.apple.com/us/app/canadas-farm-show/id1620029071>

Android: <https://play.google.com/store/apps/details?id=com.mapyourshow.CFS22MobileApp>

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.

“Canada’s Farm Show has an excellent reputation for showcasing the best products and latest innovations in agriculture. It’s an ideal opportunity for us to come together as an industry and engage in meaningful dialogue about how we can continue to improve together,” said Kyle Jeworski, President and CEO of Viterra Canada. “It’s important that we keep telling our story, and help people understand just how critical agriculture is in our daily lives. This show is one of the many ways that we can continue telling that story.”

Passes for Canada’s Farm Show Regina, SK, presented by Viterra, are on sale now. 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 17 and under get in 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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### **Media Accreditation:**

Media is invited to apply for accreditation to attend the show and have access to interviews, speakers, and key show attendees. You will have full access to the show and a dedicated media room. Please send your requests to Tim Day, including any onsite requirements. Passes are limited.

### **For more information:**

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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.