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## Grow Starts Here: Agricultural Industry Excited About Changes to Canada's Farm Show Regina, SK presented by Viterra

**REGINA, SK – Canada's Farm Show Regina, SK, presented by Viterra (CFS)** along with industry leaders, are excited about changes to CFS 2025. The new dates are March 18–20, 2025 and the event is already generating momentum, with 80 per cent of spaces sold and filling quickly. Returning exhibitors include Bourgault Industries, Brandt Group of Companies, Dutch Industries, Degelman Industries, Farm Credit Canada (FCC), Nick's Service, Prairie Ram, Ritchie Brothers, Thunderstruck Ag, and Viterra. As well as a host of first-time participants taking advantage of the show happening as preparations for the growing seasons starts, **Apache Sprayers, Condie Seed, AG Access, DyMark Industries, FP Genetics**, among others. The trade-show floor will include **Ritchie Brothers Way**, product showcases and launches happening throughout the three days. A current list of 2025 Exhibitors is below. **Early Bird pricing ends December 31, 2024.**

CFS isn't all work and no play. The week will start with the **CFS Kick-Off Party** featuring award winning country artist **Jelly Roll** on Sunday, March 16, 2025. Canada's Farm Show will be offering a **VIP Program** to experience this premium concert event before the week begins. The entertainment continues throughout the show at the **Young's Equipment Farmhouse Lounge**, opening daily at 11 a.m. and is designed to grow your network, relax, enjoy some food and beverages, and live music.

"Canada's Farm Show is all about advancing agriculture while celebrating the people who power it," says Roberta Engel, acting President and CEO of the Regina Exhibition Association Limited. "Moving the show to March aligns with farmers' seeding cycles, ensuring they get an early look at the tools and technologies they need. Our goal is to create an inspiring and valuable experience for attendees and exhibitors alike."

Monday will see Farm Management Canada host their Bridging the Gap Farm Transition Workshop and the annual Welcome Reception.

On Tuesday, March 18, CFS will celebrate farmers with the **Regina Pats' Thank You Farmers Game** where the Pats will take on the Swift Current Broncos and ensuring CFS is as enjoyable as it is educational.

Programming and launches are currently being finalized, and we are excited to highlight our theme days for 2025:

### **Day 1: Farmer Appreciation Day** (Tuesday, March 18)

Presented by **Playnow.com**, the day starts with a **Farmer Appreciation Pancake Breakfast** at 9:00 a.m., followed by industry leaders and speaker panels and safety programming. The day concludes with a **Thank You Farmers Tailgate Party** at Young's Equipment Farmhouse Lounge.

### **Day 2: Innovation Day** (Wednesday, March 19)

Presented by **Greenwave Innovations and Farms.com**, Innovation Day spotlights cutting-edge advancements shaping agriculture's future. The **2025 Innovator Recognition Program** will honour four innovators in the following categories- Emerging, Lifetime, Farmer, and Community Innovators. Nominations are now open - [Innovation | REAL](#)

**Cultivator, powered by Conexus**, returns with an exciting new session designed to help farmers integrate new technologies and practices into their operations. This year will include back-to-basics learning sessions, providing practical insights to evaluate and adopt the right innovations to boost both profitability and efficiency.

### **Day 3: Young Farmer Day** (Thursday, March 20)

Presented by **Farm Credit Canada (FCC)**, this day supports the next generation of agriculture leaders. CFS is proud to be the home for the prestigious **Saskatchewan Outstanding Young Farmers Program** the **Launch Your Career in Ag** and **Think AG** which ensures we have a new generation learning and inspired by our Ag sector.

"We're pleased to be partnering with Canada's Farm Show again this year, which is always a great showcase for the latest products and innovations in our industry, as well as a productive forum for learning and meaningful dialogue about how we move forward as an industry," says **Kyle Jeworski, CEO of Viterra Canada**. "Further, we believe the new show dates are a complementary fit within our farmers' planning cycle, allowing them to make key business decisions before the seeding season begins."

Canada's Farm Show, Regina, SK presented by Viterra is built on three pillars: **education, innovation, and collaboration**—principles that shape every aspect of the event and ensure its relevance to the agricultural community.

The planned programming for 2025 will emphasize seminars, hands-on experiences, cutting-edge technology and advancements, along with a focus on fostering growth. Watch for details releasing in the new year.

The collaborative spirit extends to the show's activities and entertainment. The re-imagined **Launch Pad presented by Deloitte** will offer practical engagement with the latest equipment and technologies. At its core, Canada's Farm Show is more than an exhibition—it is a celebration of the agricultural community's commitment to growth, innovation, and shared success.

This is the must attend show to prepare for the growing season. Show Passes are available now, with single-day and three-day options. Visit [www.canadafarmshowreginask.com](http://www.canadafarmshowreginask.com) for details and to purchase passes. Do not forget to download the official show app, launching in January, to stay up to date on all events and activities.

[Take a peek](#) at the excitement planned for CFS 2025.mark your calendars for March 18-20, 2025- It's [Grow Time!](#)

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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.