

Media Release
For Immediate Release
Jan. 31, 2025

Canada's Farm Show launches new program to recognize industry innovators

Regina, SK, Jan 31, 2025 - Canada's Farm Show, Regina, SK, presented by Viterra launches a new Innovator Program. The program, held in partnership with Farms.com and Greenwave Innovation, recognizes four categories of agricultural innovators, putting the spotlight on the people behind the innovations that drive the industry forward.

"Agricultural innovators are passionate and determined to find a better way," says **Dean Clark, chairman and CEO, Greenwave Innovations**. "I believe this passion within the industry has been shaped by the previous generations of hard-working men and women that always found a way to get things done."

As the agricultural community gathers at CFS to prepare for the upcoming growing season, these trailblazers are not only an inspiration through their achievements, but their collaborative spirits, knowledge sharing and the mentorship they provide among their peers.

"Innovation is a driving force in our industry and the future of our sector," says **Andrew Bawden, director of business development at Farms.com**. "Recognizing innovators ensures we celebrate individuals who truly understand what it takes to design, create or invent something impactful. Often, innovation begins away from the farm, but true success lies in practical application at the farm level."

The program consists of four categories:

- **Emerging Innovator:** Recognizes an up-and-coming innovator who has made significant contributions to innovation in their field.
- **Lifetime Innovator:** Celebrates a veteran innovator whose long-standing contributions have advanced the agricultural industry over the years.
- **Farmer Innovator:** Celebrates a farmer who adopts new technologies on their farm.
- **Community Innovator:** Acknowledges an innovator who has made a positive impact on their local community through agricultural initiatives, education, or outreach.

The Innovators Program seeks to create a lasting impact on the future of farming by recognizing the invaluable contributions of those dedicated to advancing agriculture.

“The Innovator Program celebrates farmers and the culture of innovation within the agricultural community,” says **Carla Vipond, show director of Canada’s Farm Show at Regina Exhibition Association Limited (REAL)**, where CFS is held annually. “It puts the people behind the innovations in the spotlight. Recognizing their contributions honours the culture of innovation and enhances the future of farming in Canada.”

Do you know a worthy innovator? Visit canadasfarmshowreginask.com to submit an application. Submissions are due March 3. The awards ceremony will take place on March 17 from 5:30 p.m. - 7 p.m. at the Canada’s Farm Show Welcome Reception.

Gear up for the 2025 growing season by getting your passes for **Canada’s Farm Show, Regina, SK, presented by Viterra, March 18-20**. Learn more at canadasfarmshowreginask.ca.

-30-

About Greenwave Innovations: While continuing to expand operations across the country, Greenwave’s headquarters and ownership group are firmly rooted in Saskatchewan. We understand the significant importance of the agricultural industry and the tech sector to the overall success of our province and country. Greenwave aims to help all organizations utilize data to use energy more responsibly.

About Farms.com: Farms.com Ltd. is a leading provider of innovative information products and services for the global agriculture and food industries. Farms.com can be accessed through its internationally recognized agriculture information portal, which has business services and resources for more than 25,000 agribusiness professionals and livestock and crop producers who use it each day. The Farms.com family includes AgCareers.com, PigCHAMP, Inc., Farms.com Risk Management, and Farms.com Professional Services. Learn more at Farms.com

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

Canada’s Farm Show (CFS), is an annual event that brings farmers, exhibitors and partners together to kick off the growing season. Featuring hands-on learning opportunities, a vast tradeshow and engaging entertainment. The event provides a platform to explore new products, innovations and strategies for success. Grow Starts Here, March 18-20, 2025. canadasfarmshowreginask.com

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 on-site requirements by March 4, 2025. Passes are limited.

For more information, please contact:

Tim Day
Manager, Community Engagement and Public Relations
Regina Exhibition Association Limited (REAL)
communications@real1884.ca