

Media Release

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Celebrating Saskatchewan's Farming Leaders at Canada's Farm Show

Regina, Sask, Jan 21, 2025 – Saskatchewan Outstanding Young Farmers (SOYF) recognizes young farmers who are quietly making a profound impact on their farms, communities and the future of agriculture in Saskatchewan. These individuals may not see themselves as extraordinary, but their dedication and innovation make them true trailblazers in the industry.

Canada's Farm Show (CFS), Regina, SK, presented by Viterra is proud to partner with SOYF to celebrate these humble innovators, who are transforming the agricultural landscape through their unique approaches to farming.

Along with a spirit of excellence and leadership, SOYF program nominees often stand out because of their belief that what they do is simply "part of the job." Many do not view themselves as exceptional; rather, they find ways to improve their farm operations driven by their desire to do things better or more efficiently.

"We didn't see ourselves as outstanding at the time. We were just doing what needed to be done," recounts Elaine Pruim, who with her husband Art was nominated in 2009 and now serves as the Program Coordinator for SOYF. It was only through the nomination process that they began to truly reflect on the impact of their work. "Digging into what we had been doing throughout the process really put things into perspective for us. It changed the way we think about our farm business."

Tannis Axten of Axten Farms, another alum, shares a similar sentiment: "I didn't understand the value of the program at first. We were just doing what we knew how to do. But once we got involved, we realized how much we had accomplished and how much more we could do."

The SOYF process, which includes both a regional and a national competition, encourages farmers to recognize the innovation, resilience and commitment that often go unnoticed in their everyday work. Whether it is investing in new equipment, prioritizing soil health, embracing technology or restructuring their business to ensure long-term sustainability, each nominee brings something unique to the table.

"What makes these farmers outstanding is their ability to adapt, overcome challenges and stay humble through it all," says Rhonda Mayerle, a 2008 alumna. "Farming is tough – you're always

at the mercy of the weather and markets. But these individuals are doing their best to make things work, not just for themselves, but for the community and the industry as a whole.”

Canada’s Farm Show provides a platform for these outstanding farm business leaders to be recognized for their contributions while also offering an opportunity for others to learn from their examples. It is a chance to connect, share experiences and inspire fellow farmers. It will foster connections not just between young farmers, but also between agribusinesses, sponsors and key stakeholders in the agricultural industry. These connections lay the groundwork for future collaborations and growth.

In fact, many of these nominees take it even further, helping to bridge the gap between consumers and producers, educating the public on where their food comes from and shaping the future of agriculture with their thoughtful approach to innovation.

“The SOYF program is about more than awards,” adds Prium. “It’s about recognizing innovation, inspiring each other and their peers, and creating a sense of pride within our agriculture community. This year’s nominees are not only exceptional farmers but also leaders who are making meaningful contributions to Canadian agriculture.”

The 2025 nominees are:

- Brady & Lindsay Funk, Braylin Acres
- Marc & Cheryl Norleen, 4G Land & Livestock
- Steven & Danielle Malo, Malo Farms & Wolf Creek Bison

“It is an honour to recognize and celebrate these outstanding farmers, innovators and leaders,” says **Carla Vipond, Show Manager of Canada’s Farm Show at Regina Exhibition Association Limited (REAL)**, where CFS is held annually. “As the agriculture community comes together at Canada’s Farm Show for three days of collaboration, innovation and education, we hope our guests are inspired by the Funks, Norleens and Malos.”

As farmers across Saskatchewan gear up for the upcoming growing season, Canada’s Farm Show and Saskatchewan Outstanding Young Farmers invite them to attend this year’s Awards Gala and Luncheon to celebrate the achievements of young agricultural leaders, strengthen networks within the industry and further position Saskatchewan as a leader in global agriculture.

This event takes place on Mar. 20, 2025, from 11 a.m. to 2 p.m. in the Queensbury Convention Centre.

Gear up to grow by [getting your passes](#) for Canada’s Farm Show, Mar. 18-20, 2025. Learn more at canadasfarmshowreginask.com.

About Canada's Farm Show, Regina, SK

Canada's Farm Show (CFS), Regina, SK, Presented by Viterra, offers farmers, exhibitors and partners an engaging event to help them gear up for the upcoming seeding and growing season. The show features hands-on learning opportunities, a vast tradeshow, and entertainment. Based on feedback from long-serving partners and guests, the show has moved from June to March, perfectly timed to energize farmers and the agricultural community as we prepare to return to the field. **Grow Starts Here, March 18 - 20, 2025.**
www.canadasfarmshowreginask.ca

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:

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