

Media Release
For Immediate Release
January 24, 2025

Bushel Plus Brings The Harvest Academy to Canada's Farm Show

Regina, Sask. – Jan. 24, 2025 – With the next growing season on the horizon, **Bushel Plus is proud to host The Harvest Academy live at Canada's Farm Show (CFS), Regina, SK, presented by Viterra.** This hands-on educational session will equip attendees with practical strategies to fine-tune their equipment, boost harvest efficiency and maximize profitability.

As farmers face constant challenges in balancing operational costs while striving for better yields, Bushel Plus aims to empower farmers with knowledge and tools for a better harvest. The Harvest Academy is designed to give farmers practical strategies for fine-tuning their equipment and unlocking the full potential of their farm.

During this interactive session, farmers will learn:

- How to adjust and calibrate harvest equipment for optimal performance.
- Techniques for minimizing crop loss during harvest.
- Strategies to increase efficiency and reduce operational costs.

Attendees will leave with valuable tips and resources to implement this growing season, preparing them to make informed decisions that drive profitability throughout. Bushel Plus is committed to advancing agricultural innovation through cutting-edge solutions. Their patented drop pan systems and advanced software tools are helping farmers around the world measure, adjust and maximize combined efficiency.

Farmers attending CFS will have an exclusive opportunity to connect with industry experts and explore proven strategies to improve equipment performance, minimize waste and enhance efficiency. The session will provide the perfect setting for gaining actionable insights that can transform their operations.

"Hands-on, interactive learning is a key feature of Canada's Farm Show," says Carla Vipond, show manager of Canada's Farm Show at Regina Exhibition Association

Limited (REAL), where CFS is held annually. “We are here to help farmers prepare for the growing season, and the Harvest Academy will do this by helping them achieve measurable improvements on their farm and contributing to long-term success.”

The Harvest Academy will take place on Thursday, Mar. 20, from 2:30 p.m. to 4 p.m. at the **Launch Pad presented by Deloitte.**

-30-

About Bushel Plus

Bushel Plus is a global leader in harvest optimization, providing farmers with innovative tools to measure, adjust and maximize the performance of their combine harvesters. Their patented technology helps farmers reduce crop loss, improve efficiency and increase profitability. With a commitment to advancing agriculture through data-driven solutions, Bushel Plus is transforming harvest practices worldwide. Visit bushelplus.ca for more information.

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:

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