



Canada's Farm Show Regina, SK Announces 2025 Innovators Recognition Program Award Winners

MEDIA RELEASE

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Regina, SK – The inaugural winners of the new Innovators Recognition Program at Canada's Farm Show Regina, SK, presented by Viterra have been announced.

- **Emerging Innovator:** Jeremy Matuszewki, President, Thunderstruck Sales and Marketing
- **Farmer Innovator Award:** Colin Roosengren, Roosengren Farms & Co-Founder of Campresso
- **Community Innovator Award:** Sara Shymko, Executive Director, Ag in the Classroom - Saskatchewan
- **Visionary Innovator Award:** Wilf Degelman, Founder, Degelman Industries

"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 Innovators Recognition Program, presented by Farms.com and Greenwave Innovation, is a new take on a historic show feature. The Innovation Showcase was part of Canada's Farm Show for 40 years and has recognized many agricultural firsts. This year, the spotlight is on the people behind these innovations that drive the industry forward, celebrating people who have made significant contributions to agriculture.

"Innovation is the foundation of Canada's Farm Show, and we're proud to recognize these exceptional individuals who are shaping the future of farming," says **Carla Vipond, show**

director of Canada's Farm Show. "Each of these winners exemplifies the ingenuity, dedication and forward-thinking spirit that make agriculture stronger and more resilient."

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

"The industry will continue to rely on the passion, determination and hard work of innovators as we strive to do more with less and feed our world's growing population," says **Dean Clark, chairman and CEO, Greenwave Innovations.** "We need the brightest minds continuing to collaborate to get the most from our land, while ensuring that we keep sustainability top of mind in making progress."

Canada's Farm Show is on now until March 20, 2025, offering education, business and entertainment to kick off the growing season. Tickets are available online at www.canadasfarmshowreginask.ca or at the door.

Award Recipient Details

Emerging Innovator Award

This category recognizes an up-and-coming Innovator to the agricultural sector who has made significant contributions to innovation in their field.

2025 Winner: Jeremy Matuszewki, President, Thunderstruck Sales and Marketing

Background & Experience: With over 20 years in sales and marketing, Jeremy has developed creative strategies to drive product visibility and sales, focusing on unconventional marketing methods that help businesses grow. In 2016, he identified an opportunity in the agriculture sector, where many farmers had groundbreaking solutions but lacked resources to bring them to market. He founded Thunderstruck Sales and Marketing to bridge this gap, specializing in identifying high-impact agricultural products and refining their marketing and distribution strategies.

Innovation Focus: His company has helped farmer innovators turn great ideas into thriving businesses, ensuring their solutions reach those who need them. The applicant's latest innovation, the Razor Edge concave, enhances threshing efficiency, reduces downtime, and increases yields. This product is successfully tested in North America and Australia, with a patent for its variable-spacing design.

Contributions to Agriculture: Beyond product development, Jeremy focuses on mentorship, collaboration, and sharing knowledge within the agriculture community. By building partnerships and engaging with farmers, he has contributed to creating a ripple effect of value that benefits the entire industry.

Motivation: Jeremy is motivated by solving real-world problems farmers face, improving productivity, and making farming operations more efficient and sustainable. His collaborative work with farmers and focus on practical, sustainable solutions has made a

meaningful impact on the industry. His belief is that helping one farmer succeed can lead to broader advancements in agriculture, and that legacy is worth building.

Farmer Innovator Award

This category celebrates a farmer who adopts new technologies on their farm.

2025 Winner: Colin Roosengren

Colin Roosengren is a third-generation farmer and owner-operator of Roosengren Farms near Midale, Sask. He is also a co-founder and shareholder in Campresso, a Saskatchewan-based camelina oil pressing company that owns the Three Farmers brand. In addition, Colin serves as Vice President of Agronomic Practice and Protocols at Clean Seed Capital Group Ltd.

Known for his early adoption of innovative farming practices, Colin has embraced zero tillage and intercropping techniques on his farm, significantly enhancing sustainability and efficiency. His commitment to integrating new technologies and practices demonstrates his forward-thinking approach to agriculture. Colin's efforts not only benefit his own operations but also contribute to the broader agricultural community's understanding of progressive farming techniques. His work exemplifies the qualities of a Farmer Innovator, driving positive change and improving agricultural productivity through technology and innovation.

Community Innovator Award

This category acknowledges an innovator who has made a positive impact on their local community through agricultural initiatives, education or outreach.

2025 Winner: Sara Shymko, Executive Director, Ag in the Classroom - Saskatchewan

Sara Shymko is the Executive Director of Ag in the Classroom – Saskatchewan (AITC-SK) and has been leading the organization since 2006. Raised on a mixed farm near Jasmin, Sask, Sara's deep passion for agriculture is at the heart of her work, where she strives to provide meaningful agricultural experiences to children, helping them understand, appreciate and respect agriculture's importance both locally and globally.

With a Bachelor of Science in Agricultural Economics from the University of Saskatchewan, Sara's career has taken her to Uganda and Australia, but her commitment to agriculture education in Saskatchewan is where she has made a lasting impact. Under her leadership, AITC-SK has grown from a small, underfunded organization to a prominent educational resource, integrating agricultural lessons into classrooms and influencing curriculum development. She has connected farmers with students, providing teachers with resources that shape young minds and foster a future generation that values agriculture.

Sara's passion, leadership and dedication to agricultural education make her a remarkable Community Innovator. Through her work, she's helped bridge the gap

between agriculture and the classroom, ensuring that children grow up with a strong understanding of the food system and the people behind it.

Visionary Innovator Award

This award celebrates a veteran innovator whose long-standing contributions have significantly advanced the agricultural industry over the years.

2025 Winner: Wilf Degelman, founder of Degelman Industries

Wilf Degelman, the founder of Degelman Industries, has made groundbreaking contributions to the agricultural industry for over 60 years. He started the company with the goal of creating practical, durable equipment that truly impacted farming. Raised on farm values, Wilf was driven by a commitment to honesty, quality and understanding the challenges farmers faced.

In 1962, Wilf built his first product, a heavy-duty rock picker, in his barn in Raymore, SK, marking the beginning of Degelman Industries. His philosophy has always been simple yet profound: build equipment that is robust, reliable and built to last. This approach continues to guide the company today, with every product being designed with minimal parts, maximum durability and a focus on making seeding and harvesting more efficient for farmers.

Over the decades, Degelman Industries has remained at the forefront of agricultural innovation, creating industry-leading products that are engineered to withstand the test of time. Wilf's commitment to quality, innovation and farmer-focused design has helped the company become a trusted name in agriculture. His dedication to building products that meet real-world needs and his focus on simplicity and durability have made him a true Visionary Innovator, advancing the agricultural industry for generations.

Canada's Farm Show Regina, SK, presented by Viterra opens at 9 a.m. tomorrow.

the **Young's Equipment Farmhouse Lounge** will be front and centre. The **Thank You Farmers! Pancake Breakfast is at the Launch Pad, presented by Deloitte at 9 a.m. with welcome remarks from Saskatchewan Premier Scott Moe.**

At 4 p.m. is the **Thank You Farmers! Tailgate Party in the Young's Equipment Farmhouse Lounge featuring AC/DC Tribute Band, Hell 'n Back presented by Thunderstruck Ag.**

Then at 7 p.m. in the Brandt Centre is the Thank You Farmers! Regina Pats vs Swift Current Broncos hockey game. Fans can enjoy a special price of \$21.50 per ticket this game.

Key events tomorrow, Tuesday, March 17 include:

Thank You Farmers Breakfast presented by O&T Farms and Oleet Processing

- Location: Launch Pad, presented by Deloitte
- Time: 9 a.m.
- Details: Premiere Scott Moe will kick-off breakfast followed with welcome remarks provided by David Belof of Deloitte

Media Scrum

- **Location:** Launch Pad, presented by Deloitte
- **Time:** 10:00 a.m.
- **Details:** a variety of guests will be available for the scrum, including Premier Scott Moe. He'll be available at approximately 9:50 a.m.

SaskTel Launch and Lunch

- **Location:** Launch Pad, presented by Deloitte
- **Time:** 12 p.m.
- **Details:** SaskTel will discuss how they are breeding an ecosystem of collaboration by providing technology solutions to Canadian farms. Hosted by: Heather Clair, Marketing Manager – Smart Ag, SaskTel

Exhibitors and Guests Available for Media

- Premier Scott Moe – 9:45 a.m. - location – Launch Pad, presented by Deloitte
- Heather Clair – Smart Ag – 10:00 a.m. - location - outside of Hall A in the Viterra International Trade Centre
- Myles Fuchs – Nick's Service – 2 p.m. - Launch Pad, presented by Deloitte

A full show schedule is available [HERE](#).

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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.ca

For more information, please contact:

Tim Day

Manager, Community Engagement and Public Relations

Regina Exhibition Association Limited (REAL)

communications@real1884.ca