



# Farmers and Ag Business Embrace New March Dates at Canada's Farm Show Regina, SK

## MEDIA RELEASE

For Immediate Release  
March 25, 2025

**Regina, SK** – The agricultural community came together to prepare for the upcoming growing season at **Canada's Farm Show Regina, SK, presented by Viterra**. The inaugural March event welcomed exhibitors, businesses, sponsors, partners, farmers, and guests from across the continent and globe.

The **sold-out trade show** floor, with more than 350 exhibitors, businesses, and partners, was buzzing with quality conversations and deals made all three days as exhibitors, sponsors, partners and attendees took advantage of the new March dates. An earlier show allows them time before seeding and farmers embraced the opportunity to experience the latest services and new solutions to farm challenges. **Bayer Crop Sciences Canada, SaskTel, Cultivator, Syngenta Canada**, and many others launched products at the show this year.

"Amidst a challenging operating environment, the farmers who are the foundation of our resilient sector are getting ready to get into the fields," said **Carla Vipond, show director of Canada's Farm Show**. "It was an honour to host them at Canada's Farm Show this year and connect them with industry leaders and the latest innovations to advance their farming operations, while having some fun with peers at the same time."

While action-packed, the week ensured show attendees had the opportunity to recharge and network with their peers at events like the **Thank You Farmers! Tailgate Party, presented by Thunderstruck Ag in the Young's Equipment Farmhouse Lounge**.

Informative panels and presentations on the **Launch Pad, presented by Deloitte**, offered educational sessions about new technology, policy and trade. The public will have access to all sessions at the [Canada's Farm Show Regina, SK - YouTube](#)

**Premier Scott Moe** addressed attendees at the **Thank You Farmers! Breakfast presented by O&T Farms and Oleet Processing**, discussing key issues affecting Saskatchewan farmers, like trade challenges and federal policy concerns. He emphasized the urgency of resolving ongoing agricultural trade disputes and their potential impact on agriculture and jobs across Western Canada.

Programming for students aimed to open their eyes to career opportunities in agriculture, developing a workforce for growing seasons to come. **Launch Your Career in Ag provided networking opportunities, career insights and mentorship**, while employers shared job openings and guidance on professional growth within the agricultural sector. **Agriculture in the Classroom Saskatchewan hosted a record number of grade 5 to 8 students** in their interactive program, showcasing the industry to youth.

Agricultural Innovators were recognized during Canada's Farm Show. At the Welcome Reception, the inaugural winners of the new **Innovators Recognition Program** were 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

**The Saskatchewan Outstanding Young Farmers (SOYF) award** was presented to **Brady and Lindsay Funk, Braylin Acres – Wymark, Saskatchewan**. The award recognizes young farmers who are making a positive impact on their farms, communities, and the future of agriculture. The Funks have embraced irrigation innovation to overcome years of drought. Their 923-acre sub-surface drip irrigation project, the largest of its kind in Canada, has helped transform dryland acres into productive farmland. They will now go on to represent Saskatchewan at Canada's Outstanding Young Farmers competition in November 2025 in Toronto.

This recognition of young farmers' innovation and resilience highlights the vital role agriculture plays in Saskatchewan's economy. It also underscores the importance of platforms like Canada's Farm Show, which drive industry advancements and foster connections within the agri-food sector.

"Farm shows are critical to the agri-food sector, driving innovation, enabling community networking and stimulating economic growth," continued Vipond. "In Saskatchewan, where agriculture is a cornerstone of the economy, Regina's role as the host city of Canada's Farm Show helps to solidify the city as a global hub for agriculture and food."

The success of Canada's Farm Show rippled through the local economy, boosting hotels, restaurants, retail, and service industries.

"A show of this magnitude and importance wouldn't happen without the numerous staff and volunteers," adds Vipond. "Many of our volunteers have been with us for a very long time and the success CFS each year is due in large part to them."

Planning for the 2026 show is underway, beginning with reviewing feedback and advice from farmers, exhibitors, sponsors, and partners.

"This will inform decisions for 2026," said Vipond. "Their feedback is very important to ensuring we continue to improve the experience for everyone involved. The CFS Advisory Committee, comprised of agribusiness industry leaders and farmers, wants to understand the needs and expectations of our stakeholders, which will continue to drive the success of Canada's Farm Show into the future."

**Mark your calendars for March 17-19, 2026, as Canada's Farm Show continues to bring the agriculture community together for another season of growth.**

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For more information or to join the waitlist for tradeshow and sponsorship opportunities, visit [www.canadasfarmshowreginask.ca](http://www.canadasfarmshowreginask.ca).

**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 17-19, 2026.

[canadasfarmshowreginask.ca](http://canadasfarmshowreginask.ca)

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