



Presented by **VITERRA**

Regina at the Heart of Agriculture

Regina, Sask. – March 7, 2025 — Agricultural shows are critical to the agri-food sector, driving innovation, building community networking and stimulating economic growth. In Saskatchewan, where agriculture is a cornerstone of the economy, Regina's role as the host city of **Canada's Farm Show Regina, SK, presented by Viterra**, is not only strategic but essential.

Saskatchewan's economy is deeply intertwined with agriculture, contributing billions of dollars to the provincial GDP. The province is renowned for its expansive prairies, ideal for both crop production and livestock farming.

With no signs of slowing down, the province's **agricultural exports totaled \$20.2 billion in 2023**. This accounts for 40 per cent of the province's total exports.

Statistics Canada recognizes **Saskatchewan as the world's largest exporter of canola and Canada's leader in the cultivation of cereal grains, oils seeds and pulses**. Its vast prairie ecosystem is **home to 39.2 per cent of Canada's farm area and 41.1 per cent of its crop land**. It has the second largest number of cattle, calves and beef cows in Canada, as well as the highest rate of adoption for technology like GIS, drones, variable-rate input application and auto steer.

"Saskatchewan farmers are the heart and soul of agriculture across Canada - and even the world," says **Carla Vipond, Show Director of Canada's Farm Show**. "Regina's central location offers a place for farmers, agri-businesses, associations, government and others involved in this critical sector to come together to learn, network, do business and even have some fun."

Canada's Farm Show Regina, SK presented by Viterra, attracts Canadian farmers, international guests, exhibitors and others in Saskatchewan's agricultural community. This influx of visitors generates millions of dollars into the local economy, highlighting its crucial role in Regina. Additionally, the agriculture business sales generated both directly and indirectly in the months following the show help Canada's agri-business sector to thrive.

Economic Development Regina (EDR) plays a pivotal role in positioning Regina as a hub for agricultural innovation and business development. Through *Regina's Agriculture and Food Innovation Strategy*, EDR helps to cultivate and seize opportunities for the city to become a

global hub for agriculture and food. These efforts strengthen the city's role as a prime location for major agricultural events, fostering an environment where agriculture and technology converge.

“With a deep heritage in agriculture (and surrounded by more than 80 million acres of cropland), Regina’s economy is built on agriculture,” **Economic Development Regina CEO Chris Lane** said. “Ag events like Canada’s Farm Show and Canadian Western Agribition not only generate considerable positive impact for the region, they also foster broad-based economic growth, and position Regina as a vital place for innovation and collaboration.”

The REAL District, a premier venue in the city, provides expansive exhibition spaces and modern facilities tailored for large-scale agricultural events.

In addition to CFS, Regina is home to the **Canadian Western Agribition**, one of the most important agriculture shows in North America. Combined, **these two events generate over \$250 million in economic impact for Saskatchewan, including \$100 million specifically for the Regina area.**

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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. 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 11, 2025. Passes are limited.**

For more information, please contact:

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