



# Connecting Farmers with Innovation: SaskTel Smart Ag Event at Canada's Farm Show

## MEDIA RELEASE

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**Regina, SK** — Farmers work tirelessly to feed the world, and **SaskTel** wants to show their appreciation while helping them stay ahead in the ever-evolving agricultural landscape. SaskTel is inviting farmers to take a well-deserved break and enjoy a complimentary lunch while learning how **Smart Ag technology is transforming the industry at Canada's Farm Show Regina, SK presented by Viterra.**

The **free Lunch & SaskTel Smart Ag Information Session on Tuesday, March 18** will provide farmers with an opportunity to discover how SaskTel is cultivating an ecosystem of collaboration through innovative technology solutions. From precision agriculture to farm connectivity, SaskTel Smart Ag is paving the way for more efficient and sustainable farming operations across Canada.

"SaskTel is committed to supporting farmers with cutting-edge technology that enhances efficiency and productivity," says **Charlene Gavel, SaskTel President and CEO**. "This event is not just about enjoying a great meal, it's about bringing the agriculture community together to explore the ways connectivity and smart solutions can drive the future of farming."

Attendees will have the opportunity to engage with SaskTel experts, ask questions about emerging agri-tech trends and learn how Smart Ag solutions can optimize their operations. From automated monitoring systems to data-driven decision-making tools, SaskTel's advancements are designed to empower farmers with the resources they need to thrive in a competitive industry.

**Carla Vipond, show director of Canada's Farm Show**, highlights the importance of initiatives like this in creating a valuable experience for farmers. "Canada's Farm Show is about more than

just innovation, it's about community," says Vipond. "SaskTel is bringing farmers together and sparking conversations, while granting access to the latest technology that will help them succeed."

**Canada's Farm Show runs from March 18-20, 2025**, offering a mix of education, business and entertainment to kick off the growing season. **The free Lunch & SaskTel Smart Ag Information Session takes place on Tuesday, March 18 at 12 pm on the Launch Pad, presented by Deloitte.** To register, visit [www.canadasfarmshowreginask.ca](http://www.canadasfarmshowreginask.ca). -30-

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#### **About SaskTel Smart Ag**

SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over \$1.3 billion in annual revenue and approximately 1.4 million customer connections including nearly 670,000 wireless accesses, 242,000 wireline network accesses, 292,000 internet and data accesses, 111,000 maxTV service subscribers, and 72,000 security monitoring customers. SaskTel offers a wide range of ICT products and services including competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services. Visit SaskTel at [www.sasktel.com](http://www.sasktel.com).

#### **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](http://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. Passes are limited.

For more information, please contact:

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