

***For immediate release***



*(Red Deer, Alberta – November 12, 2019)* Event organizers of this year's Agri-Trade Equipment Exposition are pleased with the successful outcome of the event. The nearly 475 exhibits utilized almost every square inch of the available indoor space and over 130,000 sq ft of outdoor exhibits at Westerner Park.

"Despite the challenging harvest this year, the show was an overall success," says Dave Fiddler, Show Manager. "Agri-Trade's important relationship with the agriculture industry continues to grow and its relevance to the many sectors within the industry also continues to increase on an annual basis."

Fiddler says the show's success can be attributed to a number of factors. The introduction of many new products from exhibitors, and a balance of business and entertainment, provided something for everyone.

Agri-Trade launched a new format for the Ag Innovations program this year, with \$25,000 up for grabs. New innovations applied early in the year and the top five came to present their innovations in a pitch style presentation before a panel of judges and attendees on November 7<sup>th</sup>. We are pleased to announce the Farmers' Choice Award for \$5,000 was won by Farmbucks and the Grand Prize of the 2019 Ag Innovation Award for \$20,000 went to SIWI Combi Hitch.

"Millions of dollars in business transactions take place during the Show or following the show," says Fiddler. "Each year Agri-Trade contributes more than \$275 million in economic impact on the equipment sector and tourism."

Fiddler notes part of the show's success is also because it's the first show of the new planting season and producers come to the show to view new products and services, with a goal to make purchases.

This year the attendance was strong with an attendance of 29,952 qualified attendees. Agri-Trade is a mainstay for the agricultural sector in western Canada. The three-day event attracts attendees primarily from throughout Alberta, Saskatchewan, Manitoba and British Columbia. This year we also hosted over 60 international visitors from Australia, Brazil, Germany, Mexico, Netherlands, New Zealand, Poland, South Africa, Switzerland and the US.

About Agri-Trade:

The partnership of Agri-Trade began in 1984 and is a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park.

**For more information:**

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