



FOR IMMEDIATE RELEASE

Further Cultivating Relationships

Red Deer, AB (October 5, 2017) - In March of 2017, an agreement was signed between Agri-Trade Equipment Expo and Northlands, the producer of Farmfair International and the Canadian Finals Rodeo (CFR). Farmers and ranchers have been consistently attending both shows and now the shows are making it easier for them to take in all of the events.

These agriculture events, the largest of their kind in Alberta, have been running concurrently and in close proximity since 1984 when the first Agri-Trade was held in Red Deer.

“It has become more and more of a tradition for farmers and ranchers to take in both events when they come to central AB in November,” stated Dave Fiddler, Show Manager for Agri-Trade. “And it just makes sense! Agri-Trade is a business show focused on equipment and services for the Agricultural Sector, and Farmfair International and the CFR provide the cattle shows and entertainment component that make this a win-win for everyone.”

For the first time, joint ticket promotions are available for those that wish to drive themselves to the events. A special rate of \$20 will provide a one day admission and parking at each event! Details on how to purchase these tickets can be found on both the Agri-Trade and Farmfair International websites.

For those patrons that do not wish to drive, the events are offering busses that will run between Edmonton and Red Deer. From November 8-11, two-way busses will be departing from both the Edmonton EXPO Centre for Agri-Trade.

Patrons will be able to take in both shows with the additional option of taking in the CFR. This will cost just \$30 and includes admission to both Farmfair International and Agri-Trade. CFR tickets will require an additional purchase.

Suzanne Bielert, Show Manager for Farmfair International, is pleased with the arrangement. "We are excited to offer this opportunity for patrons to both shows, and pleased to work with Agri-Trade in this joint promotion. Promoting ease of travel between the venues just makes good common sense for our farmers and ranchers."

More information can be found at www.agri-trade.com or www.farmfairinternational.com.

The Partnership of Agri-Trade began in 1984 and has continued to this day, and is a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park. Agri-Trade is considered to be one of the best Farm Equipment Shows to do business in North America. For more information please visit agri-trade.com

Northlands is deeply rooted in the community and is poised to undertake a remarkable transformation. As Canada's largest agricultural society, Northlands has cultivated the knowledge and experience to bring people together, spark interest and shine a light on Alberta's agricultural industry. Northlands will foster an appreciation for the industry and give insight into the journey from gate to plate through educational programs, special events and the province's culinary/food distribution channels. For more information, please visit northlands.com.

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