



**FOR IMMEDIATE RELEASE**

## **CULTIVATING RELATIONSHIPS**

*Northlands and Agri-Trade announce Partnership*

**EDMONTON, AB (March 6, 2017)** – Alberta was built by the steady hand of our agricultural pioneers.

For the past 43 years, Northlands has provided cornerstone agricultural programming with Farmfair International. In 2016, this signature program attracted more than 95,000 guests, including international visitors and qualified international buyers from 12 countries.

“Northlands is proud to partner with Agri-Trade in Red Deer,” said Tim Reid, President and CEO, Northlands. “While we look for opportunities in our backyard sometimes we have to go beyond the fence line. This working relationship will allow international buyers, and regional partners, to attend two of the best agriculture events this country has to offer.”

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 Shows to do business. It is one of three shows in Canada that is supported by the major equipment retailers as a “National Stand”. Agri-Trade Equipment Expo attracts annually over 28,000 qualified Agriculture Buyers and in 2016, 470 farm manufacturers to Red Deer to participate in what is considered the Best Agricultural Equipment buying show in Canada.

“Agri-Trade is excited to be working co-operatively with Farmfair International and the team at Northlands,” said Dave Fiddler, Show Manager for Agri-Trade. “Having these two significant Agricultural events in such close proximity working together will not only benefit the shows and their respective communities, but more importantly it will benefit the entire agriculture sector in western Canada and beyond.”

This new partnership will allow both programs to further facilitate market access and commercial opportunities for the province’s Agriculture industry.

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