



Innovators to compete for \$25,000 at Agri-Trade

(Red Deer, Alberta – June 14, 2019) The 36th Agri-Trade Equipment Expo is set to open at Westerner Park in Red Deer from November 6th to 8th, 2019. For three days explore the newest equipment, technology, innovation and services in the global agriculture industry.

At Agri-Trade Equipment Expo innovation is defined as the development of new ideas that meet evolving requirements or market needs. Innovation differs from 'invention' in that innovation refers to the use of a better, and as a result, novel idea or method rather the creation of the idea or method itself.

Each year Agri-Trade is pleased to host our Ag Innovations Competition and we are amazed by the ingenuity and creativity of manufacturers and marketers of agricultural products year after year.

This year will mark the 12th year of the Ag Innovations program and this year we are taking this competition to a whole new level.

Agri-Trade is pleased to announce that a \$20,000 grand prize will be awarded to one winner of five finalists that will go head to head and compete on Thursday, November 7th at 3:00 p.m. at Agri-Trade.

Using a Dragon's Den style format, each finalist will be given five (5) minutes to present to a panel of judges for the \$20,000 prize. Attendees will help select the winner of our "Farmers Choice Award" who will receive \$5,000.

"It has always been difficult to get down to three winners as we have in the past" comments Rod Bradshaw, Ag Innovations Committee Chair and Innisfail area crop and vegetable producer. "The technology is diversifying every year, and the ideas keep getting better. With elevating the program this gives the top five applicants an opportunity to make the perfect pitch to a whole audience of qualified buyers."

"Our Ag Innovation Competition focuses on solutions that have the potential to improve the lives of farmers and ranchers. We are excited for the top five companies to compete for top honors and the grand prizes of \$25,000" Show Manager David Fiddler comments.

The application process is now live for 2019 and you have the opportunity to apply until August 15st 2019. Applications are welcomed from manufacturers all over the world.

To find more information about Ag Innovations visit Agri-Trade's website at: agri-trade.com and be sure to fill out the on-line application to see if your innovative product has what it takes.

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