



Agri-Trade Equipment Expo announces 2022 Ag Innovations Finalists set to compete for \$25,000

(Red Deer, Alberta –October 3, 2022) The 37th Agri-Trade Equipment Expo is set to open at Westerner Park in Red Deer from November 9th to 11th, 2022. For three days explore the newest equipment, technology, and services in the agriculture industry –including the best in agricultural innovations.

Innovation is the lifeblood of agriculture, and Agri-Trade is where agricultural producers get to experience it first-hand. Each year, companies are invited to enter their ideas and advancements into the Ag Innovations program. This year will mark the 14th year of the program and we are excited to be able to showcase these innovated products. The top 5 finalists that have been chosen will compete for a \$20,000 grand prize on Thursday, November 10th at 3:00 p.m. at Agri-Trade.

Using a perfect pitch style format, each finalist will be given five minutes to present to a panel of judges. Attendees will also get to vote and select the winner of our “Farmers Choice Award” who will receive \$5,000.

“With the increasing number of applicants in Ag Innovations, the committee is finding evaluating a daunting task as every entry offers something to the agricultural community” comments Craig Shaw, Ag Innovations Committee Chair. “To bring us down to the 5 finalists and their relevance in the western Canadian market took careful consideration. We look forward to their presentations to the judges and attendees at Agri-Trade this year.”

Introducing the top 5 finalists in alphabetical order:

ATP NUTRITION (NUTRISCAN)

NutriScan is a hand-held, diagnostic soil testing technology that is revolutionizing the way soil is tested. NutriScan gives you access to a complete soil test (soil characteristics, macronutrients, micronutrients, base saturations) in less than 5 minutes and is the only sensor spectral technology (NIR) that is calibrated for Western Canadian soils. NutriScan enables growers to test more acres faster and easier than before.

Soil testing is more important than ever: high fertilizer prices combined with high crop commodity prices have farmers trying to balance their fertility budget while pushing their crop’s genetic yield potential. Soil testing is a critical tool in helping farmers achieve this balance. Today, less than 35% of the fields are being soil tested. NutriScan 2.0 is a game changer by enabling growers and crop advisors to test more acres, faster and easier than ever before. It provides accurate data on general soil properties, macro and micronutrients to help maximize the efficiency of fertilizers, reduce overuse and allows organic carbon monitoring to support sustainable agricultural practices. <https://atpag.com/analytics/nutriscan/>

OPEND RANGE LTD (COWGO LOADING SYSTEM)

The Cowgo Loading System is an aluminum livestock hauling chute that is custom fitted to a cattle liner for loading and unloading cattle. As it takes less than a minute to set up, the Cowgo enables quicker loading and unloading of livestock for both commercial and private users. This loading system allows a standard cattle liner to have the capabilities of a ground load trailer. Thus, allowing you to be more efficient by hauling more livestock to and from the pasture with greater ease. While the overall operating costs continue to increase, the Cowgo will decrease the cost of transporting pasture cattle by using less equipment, less manpower and less fuel per head per mile. www.opendrange.com



PRAIRIE GRAIN ANALYZERS INC (PGA AUGER SAMPLER WITH INTERGRATED MOISTURE ANALYZER)

Prairie Grain Analyzers automatic auger sampler takes continuous even sized samples from the grain auger and analyzes the grain on the spot. The sampler is different because of the capability to give the user a real time accurate moisture and test weight data on the flow. The results could be averaged for each pail, truck load, and/or bin on the phone application that comes with the device, eliminating the step of reducing and dividing the grain sample manually. Farmers can be confident in the obtained readings with $\pm 0.3\%$ accuracy versus the $\pm 3\%$ accuracy on the moisture cables traditionally installed in grain storage bins. With the superior accuracy of moisture readings, farmers can make clear and confident decisions in drying and aerating their grains for maximum profits. <http://www.grainanalyzers.ca/>

PRECISION AI (PRECISION SPRAY DRONE SYSTEM)

Precision AI is creating the world's first Precision Spray Drone System with ZeroDrift™, designed for broad acre crops, tested on Canadian Farms. Current broad acre sprayers have been instrumental in crop protection applications, but when logistics trumps agronomic efficiency and we spray bare ground, there needs to be a more sustainable way. With autonomous drones, we take crop decisions to the individual plant level using artificial intelligence. It can shift field spraying to be targeted from the air at only the weeds, which results in massive chemical savings. Precision AI's innovation with a drift free drone platform and auto refill and charge hive design that doesn't result in overspray and drift like the other copter style drone sprayers today is industry shaping and revolutionary. <http://www.precision.ai/>

SEEDMASTER (ULTRA SR)

SeedMaster's revolutionary Ultra SR is the first single rank precision seeding tool on the market. This advanced, fully integrated seeding system combines the best in SeedMaster technology: the proven dual-knife opener and UltraPro II metering. The UltraPro II system delivers the seed and fertilizer directly from individual meters straight to the openers without having to distribute through towers and manifolds, ensuring extremely gentle handling, near-zero seed mortality, and planter-like singulation in a single pass unit. <https://seedmaster.ca/>

"We look forward to showcasing these finalists along with the rest of the exhibitors at Agri-Trade this year." comments Krissy Fiddler, Agri-Trade Operations Manager. "Please join us Thursday, November 10th at 3:00pm for this exciting competition."

For more information please contact:

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