



## **Agri-Trade Equipment Expo Brings Agri-Business to Red Deer**

FOR IMMEDIATE RELEASE

**RED DEER, AB (November 15, 2021)- Agribusiness professionals, top equipment manufacturers attend Alberta's largest agricultural event**

From seed to harvest, the Agri-Trade displays the latest equipment, showcases the most innovative technology and offers opportunities to help farmers prepare for the upcoming planting and growing season.

Farmers and agribusiness professionals came to Westerner Park for the opportunity to get down to business with the exhibitors at Agri-Trade Equipment Expo presented by Farm Credit Canada. "Agri-Trade brings visitors from across the nation to the Wild Rose Province, and the economic impact that this event has on the province is truly beneficial to all Albertans," commented Rick More, CEO Red Deer and District Chamber of Commerce. The sold-out exhibit space was packed with more than 475 booths of the industry's latest and most comprehensive display of equipment, services and technology. In addition to \$250M in direct equipment sales the event brings a significant amount of tourism spending to the Central Alberta Region and the City of Red Deer.

"This year we had attendees from throughout Alberta, Saskatchewan, British Columbia and Manitoba. As well as an International contingent," said Krissy Fiddler incoming Show Manager. "In addition to our Canadian Visitors we had buyers from Ireland; Italy, Germany, Russia, Scotland, South Africa, the United States and Mexico.

The highlight of the show was the Ag Innovations Competition. Where the top five companies with the most innovative products came to compete. RC Farm Arm the wireless tractor control came home with top honors and \$25,000.

A business show is considered successful on the business that gets done, this year feedback from exhibitors indicate that even though there were fewer attendees due to the pandemic, those that came - came to do business!

"We had a great show this year at Agri-Trade! Agriculture is a people business, as in people like to deal directly with people. The planning and execution of the event was awesome and future shows now have a template to draw from in my opinion" commented Trevor Sherman, Agri-Trade exhibitor and President of ScherGain.

"We were excited to see everyone in person again. Not being able to attend trade shows last year was a good reminder that our business is a face to face; relationship type business. The show was busier than we expected and is still our key indoor show for the year" said Mike Friesen, Agri-Trade exhibitor and Sales and Marketing Manager, Pillar Lasers Inc.

**Agri-Trade 2022 will be back stronger than ever November 9 – 11, 2022! Right Show, Right Time, Right Location**

Since 1984 Agri-Trade has been a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park, attracting farmers and ranchers to view the newest equipment, technologies and the latest information to boost productivity and profit their operations. Agri-Trade is one of Canada's premier indoor/outdoor agricultural equipment expositions and is considered to be one of the best Farm Equipment Shows to do business in North America.

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