



Innovators to compete for \$25,000 in Ag Innovations Competition

Agri-Trade Equipment Expo 2022

(Red Deer, Alberta – June 21, 2022) The 38th 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, 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.

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 14th year of the Ag Innovations program and we cannot wait to see what our resilient Agriculture industry brings to the table to compete this year. Agriculture has progressed by leaps and bounds throughout the years. One of the key factors within this progress is the innovation that our industry sees year after year.

Agri-Trade is pleased to announce that once again, \$25,000 in cash prizes will be awarded. Five finalists will go head-to-head on stage and compete for the \$20,000 grand prize at Agri-Trade Equipment Expo this November.

Using a perfect pitch style format, each finalist will be given five (5) minutes to present to a panel of judges for the \$20,000 grand prize cash award. Producers will help select the winner of our "Farmers Choice Award" who will receive a \$5,000 cash award.

"This year once again the committee will have a difficult job in selecting only five finalists from all of the applicants." comments Craig Shaw, Ag Innovations Committee Chair. "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" Agri-Trade Events Manager Krissy Fiddler comments.

The application process is now live for 2022 and you have the opportunity to apply until August 15th 2022. Applications are welcomed from all ag sectors all over the world. If you know of a new product that can help the bottom line for a producer, we want to hear about it.

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



For more information please contact:

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