

**For Immediate Release: Thursday, April 7 2011**

**Agribition Presents Financial Report**

(Regina) Canadian Western Agribition (CWA) today reported prior to the start of its Annual General Meeting a loss of \$204,769 after depreciation despite record revenues of \$3,120,192.

Auction sales totaled over \$1,947,548 and attendance to the six day event was 125,500 recorded visits down almost 11,000 from the five year average of 136,250 recorded visits.

The financial report presented today covers operations for the year ending January 31, 2011 and includes both the annual fall Agribition livestock show as well as the 2010 Spring Ag Show.

Outgoing CWA President Marilyn Charlton reported that a significant part of the loss can be attributed to weather related issues which softened attendance numbers significantly as well as an increase in show and sale expenses. Overall, Agribition's expenses reached a record level of \$3,324,961 in 2010.

The Board of Directors and Executive Committee recognize that the CWA strategic plan calls for a fundamental shift to adapt the show to meet the demand and demographics of the industries it serves. In 2010, revenues fell short of trade show sales projections, admissions, and ticket sales. This shortfall was mitigated with cost control measures but due to the committed cost of show operations, the organization was unable to make up the difference; resulting in the negative financial result.

Steps have and will continue to be taken to ensure that revenue and expense projections are set taking recent patterns into account. Operational efficiencies and key program adaptations will be identified through the internal strategic planning process. This will produce a more focused, profitable organization. Effective communication, compassion and respect are key elements to ensure a smooth transition to any event or mandate changes required or planned by the organization.

In addition, the organization's business model, governance and livestock-related facilities continue to be examined by the Executive Committee to ensure CWA remains well positioned as a strong, sustainable event and organization.

Part way through 2010, Canadian Western Agribition's Chief Executive Officer and General Manager, Jason Pollock informed the organization that the 2010 show would be his last and in his final report to the membership he thanked Agribition's exhibitors, staff, directors and dedicated volunteers for their devotion, passion and desire to do their very best for the organization and for the vision of CWA.

