

Record-Setting Year Puts Agribition on Path to the Future

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(Regina) - Canadian Western Agribition, which wraps up today, posted one of its most successful years in recent memory.

“Demand for Canadian livestock is very high around the world, and we saw evidence of that at this year's Agribition. Sales were strong and speak strongly to the health of the livestock industry”, said Agribition CEO and General Manager Marty Seymour.

Canada has a stellar reputation for its superior livestock genetics. Buyers from around the world attend the show to view and purchase semen, embryos and live animals.

The core of the show is the beef livestock shows and sales. The beef schedule contains animals from across Canada and the U.S.A. and has been the largest purebred beef showing in Canada for the last several years.

Highlights of the 2011 Agribition livestock sales include:

- Hereford bull calf sold for \$46,000
- Angus calf sold for \$67,000 for part ownership
- Simmental calf sold for \$20,000

In addition to its reputation as an agribusiness show, Agribition built on its foundation as a major economic engine for the province.

“Agribition continues to be a huge contributor to the provincial economy, something we are really proud of. Our show contributes roughly \$27 million in direct benefits to the provincial economy,” said Seymour.

Seymour said the show will continue to build on its vision in coming years.

“Agribition is about food, shopping and fun and next year you will see us build off of these themes. Stay tuned for exciting announcements in the New Year about the new food, shopping and fun planned for next year.”

Dates for Agribition in 2012 are November 19 – 24 and November 11 – 16 in 2013.

