

For Immediate Release: Saturday, November 27, 2010

Canadian Western Agribition Celebrates 40 Years of Excellence

As the gates for Canadian Western Agribition (CWA) open for the final day of 2010, organizers are declaring the 40th edition a success as the event showcased the very best the Canadian agricultural industry has to offer.

This year saw tremendous growth for the organization from livestock facilities filled to capacity, an expanded trade show with the addition of the new arenas in the Co-operators Centre and the excitement of the Canadian Cowboys' Association Finals Rodeo.

The International Business Centre reported an extremely busy week with representatives from the countries of Ireland, Australia, Great Britain, Mexico and Argentina attending to name a few. According to the International Business Centre international guests reached 778 representing 82 nations and 24 US states as of Friday evening. Highlight international sales include an embryo package purchased during the Speckle Park Sale to Australia for \$4,400; a yearling heifer Bison heifer sold to Wyoming for \$4,750 and a Percheron Filly sold to a Wyoming purchaser for \$4,400 during the NAERIC Draft Horse Classic Sale.

Interest in purebred beef genetics was high as Canadian Western Agribition hosted twelve purebred beef shows including seven Canadian National Shows. The first purebred sale, the Angus Masterpiece Sale, set the tone for the week. KBJ Round Farms of Clyde, AB purchased a ½ interest in a Black Angus Bull consigned by Geis Angus of Barrhead, AB for \$27,000. As the final fall show on the national livestock circuit, Agribition saw auction sales to seven Canadian provinces and four US States.

Other highlight sales included a ½ interest in the Agribition Reserve Grand Champion Limousin bull for \$19,000; the top selling lot in the Charolais sale was the Canadian semen rights on a South Dakota bull purchased by a group of 10 Charolais breeders for \$18,500, and a bull calf sold in the Simmental sale for \$15,000.

A four year old sorrel gelding consigned by Frehlick Quarter Horses of Estevan, SK was declared the 2010 champion in Canada's Premier Select Ranch Horse Competition. Two horses, including this year's champion, sold for \$10,000 at yesterday's sale.

Opening day Monday saw a day of celebration and reflection as Canadian Western Agribition celebrated 40 Years of Excellence. During the celebration ceremony, Canadian Western Agribition announced the first inductee into the newly established CWA Hall of Fame. The group of five men who signed the initial documents establishing Canadian Western Agribition, Barry Andrew, Ken Halvorson, Gordon Hollinger, Bill Small and Chris Sutter, were named as the first Hall of Fame inductee.

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Today Sees Full Schedule

With one full day left on the Agribition schedule of events total attendance figures are not available, however organizers are anticipating that attendance will be down slightly from the five year average of 140,000 given the adverse weather conditions during the first half of the show.

Today's schedule of events includes the final two performances of the 2010 Canadian Cowboys' Association (CCA) Finals Rodeo. The 2 p.m. afternoon matinee and the 7 p.m. evening performance will determine the CCA Finals Champions in nine events. Agri-Ed Showcase, designed to educate youth on agriculture and the food industry will be open today in the Canada Centre Exhibit Mall. In addition, Agribition trade show encompassing 250,000 square feet Opens today at 10 a.m.

Today will also feature the Commercial Cattle Sale, sheep events, the Canadian Junior Beef Extreme and Agribition's signature purebred beef finale, the John Deere Parade of Champions and the RBC Beef Supreme Challenge.

Canadian Western Agribition is Canada's Premier agricultural show and marketplace held annually in November at Evraz Place Regina, Saskatchewan.

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Contact: Agribition Newsroom (306) 565-6095

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Note to Media:

- Update reports on events late yesterday and today will be provided throughout the day.
- A Saturday, November 27th, end of day report including results from the RBC Beef Supreme Challenge will be distributed this evening.
- Agribition results and information can be accessed at www.agribition.com