



## NEWS RELEASE

FOR IMMEDIATE RELEASE

December 16, 2022

**Agribition's 51<sup>st</sup> show deemed a resounding success with record-setting numbers, sell-out entertainment, and a significant return of international guests to Saskatchewan**

Regina, Saskatchewan – Canadian Western Agribition (CWA) successfully wrapped up its 51st show on Saturday, December 3<sup>rd</sup>, achieving record-breaking numbers and impressive cattle sale results.

Over the course of the week, CWA's doors welcomed 120,000 attendees, which included 1,200 international guests from 63 countries, and around 10,000 school children.

On Monday, November 28<sup>th</sup>, the show kicked off with its signature event, the annual Burning of the Brand. This was followed by the free welcome pancake breakfast, courtesy of CN. CWA saw peak admission sales on Friday and Saturday, and was very proud to host record-breaking conference attendance with over 276 registered guests for the 9<sup>th</sup> annual Indigenous Agriculture Summit, and 767 guests who attended the Grain Expo.

"We are extremely pleased with the numbers we saw over the course of the week," said CWA CEO, Shaun Kindopp. "The entire week was remarkable for us; not only did we see record admission sales, but we hit record record-breaking entertainment with three sell-out rodeo performances and a sell-out for Saturday's Party on the Dirt. We could not be more thrilled, and I am so proud of our team and crew for all they have achieved."

For those unable to attend the show in person, CWA offered live streaming services for its Brandt Centre events which saw approximately 10,000 users tuning in from across North America.

"Once again, Agribition has proven the power of community and connection, not just in our own province, but on an international level," said CWA President Kim Hextall. "The international buyers returned in greater numbers, looking to connect with Canadian producers and source the best of the best."

"Agribition would not be what it is today without our international guests and partners; they are a critical component to CWA, and we know this is a relationship that will flourish for years to come."

Cattle sale and genetic highlights included the sale of a bred Speckle Park cow to a buyer in Australia for \$48,000, and a Limousin heifer sold to a Texas buyer for \$40,000. So far, the sale total for this year is sitting at \$2.25 million, with additional potential international purchases still closing.



In addition, CWA's full-scale education program made a return and saw participation from approximately 10,000 urban and rural school kids from across Saskatchewan. This unique opportunity offered the best hands-on agriculture learning experience for students who attended.

"It was special to see their eyes light up when the kids walked through the barns," said Shaun Kindopp. "We truly value the educational component of Agribition and want to encourage younger generations to learn the importance of where their food comes from."

CWA had another successful year partnering with STARS Air Ambulance as their charity of choice. This year, all the funding support raised during Agribition came close to a total of \$250,000.

Financial statements and full show statistics will be available at CWA's Annual General Meeting in April 2023. Show dates for the 52nd edition of Agribition are November 20 – November 25, 2023.

**For more information or media requests, please contact:**

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Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, alpacas, an extensive agribusiness trade show and professional rodeo. CWA continues to promote the expansion, development, and interest in agriculture. The 52nd edition of CWA will be held on November 20 to November 25, 2023.