

**NEWS RELEASE
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Agribition begins search for the Top 50 Most Influential People in Canadian Agriculture

Regina, Saskatchewan – Canadian Western Agribition (CWA) is excited to launch Canada’s first and only national search for the most influential individuals in agriculture. Presented by FCC, the public campaign will celebrate the people who are leading, inspiring, and building agriculture across all sectors of the industry.

“Agriculture and agri-business is one of the fastest growing industries and one of the biggest economic drivers in the country,” says CWA CEO, Chris Lane. “It is diverse, innovative, sustainable, and rooted in community. It only makes sense that we celebrate the people who are making it great.”

The search begins today with online nominations running until December 31, 2020. Nominees will be considered in each of the following categories:

- **Upstarts:** The bold, young leaders of agriculture who are willing to speak up and try something completely new.
- **Mentors:** They have made Canadian agriculture what it is today and continue to share knowledge, expertise and pave the way for a new generation.
- **Innovators:** Those on the leading edge of agricultural science, research, invention, and technology.
- **Deal Makers:** The movers-and-shakers, business owners, and entrepreneurs behind Canada’s agri-business sectors that keep the industry growing.
- **Designated Hitters:** The people you see as keynote speakers, association leaders, or volunteers that are always the first to sign up and speak up in the name of Canadian agriculture.

A selection panel, made up of some the most recognizable and respected voices in Canadian agriculture, will have the difficult task of narrowing the field to the Top 50 finalists which will be unveiled to the country on “Canada’s Ag Day”, February 23rd, 2021.

Farm Credit Canada (FCC), the country’s leading agriculture lender, is the proud sponsor of the Top 50 in Canadian Agriculture program.

“This industry is loaded with bright, energetic, and innovative entrepreneurs who are following their dreams and blazing new trails in all aspects of agriculture,” says Todd Klink, FCC Chief Marketing Officer. “I am confident there will be many influential people nominated for each category and I think the judges will be challenged to determine the award winners.”

Nominations for the Top 50 in Canadian Agriculture are now open at www.agribition.com

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. CWA’s 50th show will take place November 22 – 27, 2021.