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Agribition 2012: Another One for the Record Books

Canadian Western Agribition, which ended on Saturday, enjoyed another year of higher than expected growth.

“Year over year, we are continuing to make enhancements to the show which are paying off in strong gate attendance and in a whole host of other ways,” said Marty Seymour, CEO of Agribition.

Among the records set was the indoor trade show, which Seymour described as having the biggest footprint in the show’s history with nearly 500 exhibitors.

As well, purebred beef sales were up more than \$250,000 in gross sales to total over \$1.3 million. Beef entries were up roughly 10 per cent over last year. The agriculture show’s world-class reputation drew over 750 international guests from over 60 countries.

On the entertainment front, the Canadian Cowboys’ Association Finals Rodeo drew over 19,500 people.

“We had sell-out crowds on Friday and Saturday. That speaks volumes about the growth and popularity of that event. Our rodeo show is increasingly becoming the place to be for family-friendly entertainment in Regina,” said Seymour.

A new aspect of the show, the Grain Expo, exceeded organizers’ expectations by drawing roughly 500 registered participants per day.

“We put a lot of work into launching this event,” said Seymour. “We were all delighted to see our speaker line-up draw crowds almost double our expectation.”

Seymour thanked all the volunteers and staff for their contributions to the show.

“Agribition continues to be the people’s show. No other event in the province can lay claim to a \$27 million economic impact driven by the help of 400 volunteers. Volunteers are the heartbeat of the show!” said Seymour.

Dates for 2013 Canadian Western Agribition – November 11-16, 2013.

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