



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

May 7, 2015

### **Canadian Western Agribition Signs Deal with Australia Beef Expo**

ROCKHAMPTON, AUSTRALIA – Canadian Western Agribition (CWA) signed a Memorandum of Understanding (MOU) with Beef Australia in a ceremony held May 6<sup>th</sup> in Rockhampton, Queensland, Australia.

The MOU outlines the opportunity for the two parties to cooperate in international marketing and promotion, as well as exchange best practices in the areas of livestock management and event planning.

“Agribition is Canada’s premier livestock show. Australian cattle producers have been attending our show for years and they always buy high valued Canadian genetics. This partnership is intended to build on the success of both of the show’s international reputations,” explains Marty Seymour, CEO of CWA.

The Australian Beef cattle show features 4500 cattle from over 30 breeds in a 6 day event similar to CWA’s annual show hosted in Regina each year. International visitors from around the world attend the show to source high quality Australian beef cattle genetics, attend seminars, and participate in a trade fair with more than 500 businesses.

“Beef Australia shares many common interests with Canadian Western Agribition. This partnership will help both of us better the beef industry,” notes Denis Cox, CEO of Beef Australia.

To consummate the MOU agreement, Seymour and a group of delegates traveled to Queensland. The CWA-lead trade mission consisted of 8 Saskatchewan based cattle producers seeking opportunities to expand the reach of their purebred beef interests and increase trade between the countries.

A portion of the trade mission was funded through Growing Forward 2, a cost-shared partnership between federal, provincial and territorial governments designed to support an innovative, competitive and profitable Canadian agriculture and agri-food sector.

**Additional links:**

Beef Australia 2015 website: <http://beefaustralia.com.au/>

Canadian Western Agribition site: <http://www.agribition.com/>



*Denis Cox (Beef Australia) and Marty Seymour (CWA) signing the Memorandum of Understanding on May 6<sup>th</sup>, 2015 in Rockhampton, Queensland, Australia.*

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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, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 45th edition of CWA will be held November 23-28, 2015.