



NEWS RELEASE

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Agribition and Mosaic to Showcase Saskatchewan's Food Story

REGINA, SASKATCHEWAN - Canadian Western Agribition (CWA) is expanding the annual show's programming to include a brand new **Food Pavilion**. This exciting new component is expected to attract new visitors and improve the overall shopping experience shared by CWA's already active 125,000 annual visitors.

The Food Pavilion, presented by The Mosaic Company, features a variety of exhibits including food products, kitchen products, workshops, cooking demonstrations, As Seen On TV products, and food sampling.

"In recent years, CWA has become increasingly festive. The growth in our consumer shopping area has paved the way for the show to highlight the entire food story," said CWA President, Stewart Stone. "We have all the best cattle here as well as exceptional grain and other livestock contributors. Creating a venue to highlight and market food from the prairies is a natural progression."

The Food Pavilion is presented by The Mosaic Company, who share CWA's vision for the new venue.

"Food security is at the heart of what we do. So, we are excited to be part of Agribition as the title sponsor of its new Food Pavilion," said Sarah Fedorchuk, Senior Director of Public Affairs for The Mosaic Company. "This unique guest experience will showcase the critical role that agriculture plays in the global food story as our industries work together to help feed the world's growing population."

"General consumer awareness about food and food products continues to grow; this new pavilion is a great way to allow for dialogue between producers and consumers," said Stone. "We hope to see the venue visited by families from both city and country."

The Food Pavilion, presented by The Mosaic Company will be officially launched on November 23rd as part of the show's lineup.

CWA takes place in Regina, SK from November 23rd to 28th.

Box 3535, Regina, Saskatchewan, Canada S4P 3J8 | P: 306.565.0565 | F: 306.757.9963 | E: info@agribition.com

www.agribition.com



About The Mosaic Company

The Mosaic Company is one of the world's leading producers and marketers of concentrated potash and phosphate crop nutrients. Mosaic is a single source provider of potash and phosphate fertilizers and feed ingredients for the global agriculture industry. The company is committed to raising awareness to the issue of food security by building relationships with stakeholders that work to enrich lives and positively impact the community, including Hunger in Moose Jaw, Breakfast for Learning, Regina Education and Action on Child Hunger and the Regina Food Bank. More information on Mosaic is available at www.mosaicco.com.

For more information, please contact:

Chris Harris, Communications Associate

P: 306.924.9583

charris@agribition.com

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.