

NEWS RELEASE
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Canadian Western Agribition announces partnership with Royal Highland Agricultural Society of Scotland

EDINBURGH, SCOTLAND – Canadian Western Agribition (CWA) and the Royal Highland Agriculture Society of Scotland (RHASS) have signed a Memorandum of Understanding (MOU) during a CWA trade mission to the Royal Highland Show.

RHASS organizes the Royal Highland Show, one of the world's foremost livestock shows and signature agricultural events in Europe. The Royal Highland Show is held each year in Edinburgh, Scotland.

The MOU, signed by CWA CEO Chris Lane and RHASS President and CEO, Alan Laidlaw, outlines several collaborative efforts between CWA and RHASS. The respective organizations have agreed to promote excellence in trade of livestock breeding and beef cattle genetics. CWA and RHASS are aligned in values of supporting public education of agriculture and the growing importance of international trade among producers and breeders. The two organizations commit to free and unfettered trade of the best-practices, ideas, and industry communication strategies and agree to cooperate and collaborate wherever possible.

"This agreement speaks volumes about both organizations and the commitment to the global trade of agriculture products," says CWA CEO Chris Lane. "We have, in the Royal Highland Show, a partner that shares the values of showcasing breeding excellence, public engagement, and worldwide market access for Canadian and UK producers. The future is bright for both organizations, and we are happy to formalize the relationship with another world-class show."

The trade mission also included several promotional meetings with UK breeders, breed societies and show organizers as well as the recruitment of international buyers to Agribition. CWA has similar partnership agreements with organizations in Mexico, Argentina, and Australia. These partnerships have resulted in an increased number of buyers attending Agribition and record-setting international purchases over the past three years.

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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 49th edition of CWA will be held November 25-30, 2019. The 50th edition will be held November 30 – December 5, 2020.