



Agri-Trade Equipment Expo Welcomes the World to Alberta!

November 14, 2023 Red Deer AB

Agri-Trade Equipment Expo, presented by Farm Credit Canada, displays the latest equipment, showcases the most innovative technology and provides opportunities for farmers to be more efficient and profitable. This year Agri-Trade welcomed visitors and exhibitors from around the globe with representatives from Germany, USA, Mexico, Nigeria, India and Brazil.

“This year we were very pleased with the increased international interest in Canadian Manufactured Equipment, and in companies that are working towards developing a dealer network for products manufactured in other parts of the world”, stated Rod Bradshaw, Chairman of the Industry Advisory Committee. “It appears that companies across the globe are taking notice of the opportunities that the Canadian Equipment Marketplace has to offer,” he continued.

2023 was a record year in many ways, the expo saw a complete sell-out for indoor exhibit space and showcased more outside exhibits than ever before. With over 500 exhibitors and great attendance, coupled with fantastic weather this year was indeed a record breaking show. “Most importantly though, feedback from our exhibitors indicated that sales were strong which is the true measurement of the success of an event of this nature” stated Kristin Fiddler, Show Operations Manager.

The highlight of the event was the Ag Innovations Competition. This competition accepts applications in the summer and those applications are narrowed down to the top five by a group of farmers to select the finalists that have the best agricultural innovations. At the Ag Innovations Competition, the finalists made their pitches to a panel of judges as well as the event audience. Spider Hitch took home the \$20,000 Judges Choice Award and Ground Truth Ag was awarded with the \$5000 Farmers Choice award.

The agriculture sector continues to thrive with commodity prices strong, and while drought affected much of the prairies, central Alberta had strong yields and with cattle prices at an all-time high farmers and ranchers came to the show to do business.

Agri- Trade continues to thrive and we are looking forward to celebrating our 40th year since inception in 2024. Save the date for Agri-Trade 2024, November 13 – 15, 2024. Right Show! Right Time! Right Location

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Since 1984 Agri-Trade has been a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park, attracting farmers and ranchers to view the newest equipment, technologies and the latest information to boost productivity and profit their operations. Agri-Trade is one of Canada’s premier indoor/outdoor agricultural equipment expositions and is considered to be one of the best Farm Equipment Shows to do business in North America.