

FOR IMMEDIATE RELEASE

Olds College, Agri-Trade Announce Transition of AgSmart Educational Expo

Sept. 25, 2024, Olds, Alberta: Olds College of Agriculture & Technology is excited to announce the transition of the AgSmart Educational Expo to the Agri-Trade Equipment Expo group. This strategic move follows the signing of a Memorandum of Understanding (MOU) between Olds College and Agri-Trade earlier this month.

AgSmart, a leading agricultural exhibition showcasing cutting-edge research and advancements in agricultural technology, has been a staple event at Olds College. This transition will see Agri-Trade Equipment Expo, a key player in the agriculture industry, take over the management and ownership of the event, enhancing AgSmart's scope while maintaining its educational focus.

"As owners of the Agri-Trade Equipment Expo, Westerner Park and the Red Deer District Chamber are excited about the opportunity to grow AgSmart by leveraging the strength of our Agri-Trade brand and associated expertise," said Shelly Flint, CEO of Westerner Park, and Scott Robinson, CEO of Red Deer District Chamber. "This innovative show aligns perfectly with our goals of supporting the agricultural community in central Alberta and beyond. We're happy to participate with Olds College in addressing the growing demand for in-field hands-on agricultural innovation and educational programming."

Key details of the transition:

- Agri-Trade will assume full ownership of AgSmart, including its brand, digital assets and historical content.
- AgSmart will continue to take place at Olds College, ensuring ongoing collaboration with the College's Smart Farm and applied research initiatives.
- Olds College will contribute educational content, research and demonstrations to future AgSmart events, strengthening its role as a key partner in the event's growth.
- Agri-Trade's involvement will bolster AgSmart's reach, ensuring a broader impact on the agricultural community by combining the educational focus of AgSmart with Agri-Trade's extensive industry expertise.

"Olds College has been proud to create and host AgSmart for the past five years, and we believe that this transition will provide even greater opportunities for innovation and learning within the agriculture sector," said Todd Ormann, Vice President, Development at Olds College. "With Agri-Trade's leadership, AgSmart will continue to thrive as a platform for technological advancements and education."

Agri-Trade Equipment Expo, one of Canada's premier farm equipment shows, annually attracts more than 30,000 attendees and 550 exhibitors. AgSmart, now under Agri-Trade's management, will complement its fall equipment show with an educational exhibition in the summer, creating a year-round agricultural experience in central Alberta.

The first AgSmart event under Agri-Trade's management will be held on July 29 and 30, 2025 at Olds College.

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About Agri-Trade Equipment Expo: The partnership of Agri-Trade began in 1984 and is a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park. Agri-Trade Equipment Expo attracts annually over 30,000 qualified agriculture buyers and over 550 equipment manufacturers and agricultural services to Red Deer each November.