



Agri-Trade Equipment Expo - Back on Track!!

For Immediate Release

November 14, 2022 Red Deer, AB

Agribusiness professionals, top equipment manufacturers attend Alberta's largest agricultural event in Red Deer, Alberta.

Agri-Trade Equipment Expo, presented by Farm Credit Canada, displays the latest equipment, showcases the most innovative technology and offers opportunities to help farmers be more efficient and ultimately more profitable, in their efforts to produce safe food products for consumers around the world.

"Agri-Trade brings visitors from across the globe to Alberta, and the economic impact that this event has on the province's economy is truly beneficial to all Albertans," commented Krissy Fiddler, Show Operations Manager. "The sold-out exhibit space was packed with more than 475 booths. In addition to \$250M in direct equipment sales the event brings a significant amount of tourism spending (\$60M) to the Central Alberta Region and the City of Red Deer each year."

"This year we had attendees from throughout Alberta, North America, as well as an International contingent," said Rod Bradshaw, Chairman of the Industry Advisory Committee. "In addition to our Canadian visitors we had registered buyers from Ireland, Italy, Germany, Russia, Scotland, South Africa, Kenya, the United States and Mexico. We also had exhibitors from Germany, Hungary and the United States."

The highlight of the show was the Ag Innovations competition. Where the top five companies with the most innovative products came to compete. Opden Range Ltd. was the winner of the \$20,000 first prize with their Cow Go Loading System, and Precision AI took home the \$5,000 Farmers Choice Award with their Precision Spray Drone System.

The atmosphere throughout Westerner Park during Agri-Trade was proof of the optimism that is present throughout the Agriculture Industry today. Business was booming with at times shoulder to shoulder attendance. "You could hear the buzz of networking throughout the halls," commented Krissy Fiddler. "Agri-Trade is back post pandemic, stronger than ever and we are proud to be able to provide exhibitors and attendees the location to conduct business."

Agri-Trade 2023 November 8 – 10, 2023!

Right Show! Right Time! Right Location!

Contact: Krissy Fiddler 403-304-5719 kfiddler@agri-trade.com

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.