



## **Agri-Trade Equipment Expo Unveils 2024 Ag Innovations Finalists Competing for \$25,000**

*(Red Deer, Alberta – October 2, 2024)* – The 40th Anniversary of the Agri-Trade Equipment Expo is set to kick off at Westerner Park in Red Deer from November 13th to 15th, 2024. Over the course of three days, attendees will have the opportunity to explore the latest in agricultural equipment, technology, and services. We invite you to join us this fall to celebrate agriculture’s past, present, and future at Agri-Trade.

Innovation is the driving force behind agriculture's progress, allowing producers to improve efficiency while conserving resources. Agri-Trade provides a premier platform for agricultural professionals to witness these groundbreaking innovations firsthand. Each year, companies are invited to submit their cutting-edge ideas to the Ag Innovations Awards program, where the best of the best are showcased.

This year marks the 16th anniversary of the Ag Innovations program, a celebration of its significant influence on the industry. After an overwhelming number of submissions, the top five finalists have been selected to compete for the prestigious \$25,000 prize. The competition will take place in a perfect pitch format, where each finalist will have five minutes to present their innovation to a panel of judges. Attendees will also have the chance to vote for their favorite and help determine the winner.

“The Ag Innovations committee continues to receive top-tier applications,” says Craig Shaw, Ag Innovations Committee Chair. “This year we saw a record-breaking number of qualified submissions from around the globe. Innovation is the cornerstone of agriculture in Western Canada, and we’re excited to bring these advancements to Agri-Trade attendees.”

### **Introducing the top 5 finalists in alphabetical order:**

#### **CARBON WORKS/640 Ag Inc. – CetaiN**

CarbonWorks CetaiN is a Nitrogen Enhancement/Stabilizer product that utilizes Pure Carbon to hold all forms of Nitrogen (Ammonium, Nitrite and Nitrate) simultaneously bringing H+ energy and Positive Molecular Oxygen to greatly stimulate the soil biologicals (Nitrosomonas and Nitrobacter) into converting more of the synthetic Nitrogen applied into the most plant available form Nitrate. [www.carbonworks.com](http://www.carbonworks.com)



### **CROPSCANAG – CropScan Grain Analyzer**

CropScanAg provides the industry leading solution in Near Infrared On Combine Grain Analysis, incredibly accurate real-time grain quality data. This includes protein, moisture, oil, and starch depending on the grain being harvested. The system will analyze virtually any grain grown in North America and beyond. The technology allows farmers to make data-driven decisions immediately during harvest and later through our N-GAUGE app with various detailed maps showing nitrogen use efficiency, removal amounts, yield maps, and other datasets. [www.cropscanag.com](http://www.cropscanag.com)

### **GERINGHOFF CANADA -Integrated Air System (IAS)**

The Integrated Air System (IAS) by Geringhoff reduces crop loss and maximizes yield by gently blowing air through tubes behind the cutter bar, directing seeds onto the draper belt. Unlike competitor products, IAS is fully integrated, eliminating the need for after-market external tube systems that can obstruct crop flow. Developed for the global market, it effectively reduces losses in all crops, especially in straight-cut crops like lentils and canola.

<https://www.geringhoff.com/>

### **PATHOSCAN – Pathobox**

PathoScan specializes in real-time, in-field crop disease detection, empowering farmers to make timely, cost-effective decisions that optimize yields and reduce chemical inputs. Our innovative technology combines AI-driven diagnostics with user-friendly hardware to provide fast, accurate disease insights for more sustainable agriculture. [www.pathoscan.com](http://www.pathoscan.com)

### **CURRENT GROUP - OPEN20**

A water bowl power saver. The goal of this product was to substantially cut power usage in a traditional water trough that had an element to keep the bowl thawed. Any operator who has remote locations and/or 60 livestock waterers can install this unit and know if the herd has water, how much they are drinking, get alarms if water starts to freeze and save at least 53% power on a typical water drinker. <https://currentgroup.ca/no-freeze-water-bowl/>



“We look forward to showcasing these finalists along with the rest of the exhibitors at Agri-Trade’s 40 year Anniversary.” comments Krissy Fiddler, Agri-Trade Show Manager. “Join us on Thursday, November 14th, at 3:00 p.m. at Agri-Trade, where these finalists will compete for excellence, pushing the boundaries of what's possible in agriculture.”

*For more information please contact:*

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