



Agri-Trade Equipment Expo 2024 Celebrates Successful 40th Anniversary Edition

November 15, 2024, Red Deer, AB- Agri-Trade Equipment Expo, presented by Farm Credit Canada, wrapped up its 40th Anniversary celebration with many successes. This year's show marked a significant milestone, reflecting on four decades of showcasing the latest in agricultural equipment, innovative technologies, and opportunities for farmers to enhance productivity and profitability.

New show records were set, with largest outdoor exhibit area to date in addition to the sold-out indoor exhibit space. Over 500 exhibitors showcased their latest innovations across 300,000 sq. ft. of space, drawing thousands of attendees eager to explore new products and make business connections. The event was further enhanced by unseasonably warm weather, contributing to strong foot traffic and positive exhibitor feedback.

"We measure our success by the feedback we receive from exhibitors, and this year was exceptional," stated Kristin Fiddler, Show Manager. "The consistent message we heard was that sales were robust, which is the true indicator of the event's impact on the industry."

Agri-Trade 2024 welcomed visitors and exhibitors from across the globe, including representatives from countries such as Australia, Bulgaria, Germany, New Zealand, N. Ireland, Nigeria, Japan, Mexico, Sweden, Switzerland, UK, and USA. The strong international presence underscores the growing global interest in the Canadian agricultural market.

"We were thrilled to see the increased participation from international exhibitors and attendees, particularly those looking to expand their dealer networks in Canada," said Rod Bradshaw, Chairman of the Industry Advisory Committee. "It's clear that the Canadian equipment market is gaining recognition as a key opportunity for global agricultural businesses."

Save the Date for Agri-Trade 2025, November 5-7, 2025 at Westerner Park.

For more information, contact:

Krissy Fiddler
Agri-Trade Show Manager
Email: kfiddler@agri-trade.com
Phone: 403-304-5719

About Agri-Trade Equipment Expo

Since 1984, Agri-Trade has been a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park. The show attracts farmers and ranchers looking to view the newest equipment, technologies, and information to boost productivity and profitability. Agri-Trade is recognized as one of Canada's premier indoor/outdoor agricultural equipment expositions and is considered one of the best farm equipment shows to do business in North America.