November 7–9, 2018
Westerner Park, Red Deer, Alberta

SHOW HOURS:
Wednesday - Friday: 9 am - 5 pm

ADMISSION:
$15.00 per person (Parking & GST Included)
2018 Show Program

NEW! BIGGER SHOW! More than 325,000 square feet of the very best in agriculture equipment, technology, service and products.
We are pleased to announce we will be the first event to occupy the new Exhibit Hall at Westerner Park. Our show is now housed under one roof with all seven indoor buildings connected. We’ve also got great outdoor exhibits, and don’t forget to check out our lifestyles section at the Harvest Centre.

Inside this guide:

5 Agri-Trade mobile app
New this year: All guests can download the Agri-Trade Mobile Show App. Stay connected, find what you are looking for at the click of a button and better yet, search an exhibitor and it will give you direction to get right to their booth! Download the Agri-Trade show app today by typing ATE18 or Agri-Trade!

8 Featured Session: Rural crime
Creating Solutions Together at the Chalet Building, Friday, November 9. A very relevant topic for rural communities. Come join in the discussion in topics such as, What makes a Community Safe?, Rural Crime and Your Role, and Be Safe, Not Sorry. Be sure not to miss this informative discussion on how we can all do our part to address the rural crime issue that is prevalent across the Prairies.

4 Welcome message

6 What’s new at Agri-Trade 2018

14 2018 grounds map

Connect with us at the show:
For latest news and developments check out #agritrade18

#agritrade18 @AgriTradeToday
Welcome!

Welcome to Agri-Trade 2018!
The show has grown and we are excited to be the first event to utilize the new building at Westerner Park. It will be a real advantage to our visitors to have all of our indoor exhibits under one continuous roof!

We are working diligently to make your visit to Agri-Trade positive and profitable! Our exhibitors put on a great show and have lots of show specials that make your trip worthwhile.

Agri-Trade is the one show that has the honour of being a national stand for many of the major manufacturers so they not only have the sales staff at the show but they have product specialists there to answer any of your questions regarding the equipment and technologies on display.

Some of the show improvements you may notice: more food outlets, more seating at those outlets, an improved floor plan making it easier to find exhibits, and make sure to check out our show app that will help you get around and save you time while at the show. You can get it at the App store, by searching for Agri-Trade or ATE18.

Make sure to stop by Leader Tours Inc., booth #340 in the Parkland Pavilion and fill out our attendee survey and enter for a chance to win a trip to AgriTechnica in 2019! We look forward to seeing you at the show!

Dave Fiddler,
Show Manager

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NOVEMBER 7-9, 2018
AGRI-TRADE HAS EXPANDED
We will be the first event to occupy the new Exhibit Hall at Westerner Park. Our show is now housed under one roof with all seven indoor buildings connected. We’ve also got great outdoor exhibits, and don’t forget to check out our lifestyles section at the Harvest Centre.

AGRI-TRADE MOBILE APP
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COMPLIMENTARY COFFEE AND PASTRY
Presented by Scotia Bank
Each morning Scotia Bank will be welcoming producers with coffee and pastries located in the Centrium lobby. Be sure to come early!

PRODUCER LUNCHEON
Presented by Ag Exchange Group Inc.
Friday, November 9 | 11:30 am – 1:30 pm
Frontier Room
Free luncheon for the first 220 producers!

FEATURED SESSION: RURAL CRIME
Creating Solutions Together
Presented by Black Press Media
Friday, November 9 | 10:00 am — 1:30 pm
Chalet Building
A very relevant topic for rural communities. Come join in the discussion of topics such as:
- What makes a community safe
- Rural crime and your role
- Prevention tips
- Be safe, not sorry

Be sure not to miss this informative discussion on how we can all do our part to address rural crime.

ENHANCED FOOD AND BEVERAGE SERVICE
We have ‘beefed’ up our luncheon service in the Frontier Room with an enhanced product offering. We have added more seating in the gallery between the Prairie and Stockmens Pavilions for your comfort. We have added another lounge in Agri-Centre East, which will serve both food and alcoholic and non-alcoholic beverages, and will have more space to sit and enjoy your break from the show floor. And better yet, we have a food truck! Enjoy our outdoor exhibits with a snack and a warm beverage. We will also be adding a producer lounge in the Lower Centrium, where you can network and have a beverage or a light meal. Be sure to pick up your dining guide at the front gates, which will highlight all of the food service opportunities.

FARM CREDIT CANADA COAT CHECK SERVICE
When you check out the show, check in your heavy winter outerwear at the Farm Credit Canada Coat Check and tour the show in comfort. Find it in the gallery between the Prairie and Stockmens Pavilions.

FARM CREDIT CANADA FAMILY ZONE
Do you have young children? Need a break from the hustle and bustle of the show floor? FCC is providing a family zone where you can relax, enjoy some healthy snacks and enjoy some fun activities for the kids! This area is open throughout the show and is located in the TrailBlazer 2 Banquet Room.

INFORMATION SERVICES
The Central Alberta 4-H Alumni is partnering with Agri-Trade to staff our information booths. These young folks are from farms and ranches and will be able to answer any questions you may have regarding the show and our exhibitors.

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Prairie Pavilion
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Agri-Trade takes pride in the fact that we listen to our exhibitors and through our exhibitor surveys it was very clear that like most Ag Shows in western Canada, it was time for Agri-Trade to follow suit and shorten our show to a three day event. Agri-Trade is a focused business event and over 75 percent of our exhibitors were in favour of shortening the show to three days. They spoke and we listened!
Feature Session: Rural Crime
Creating Solutions Together

A very relevant topic for rural communities. Come join in the discussion in topics such as What Makes a Community Safe?, Rural Crime and Your Role, and Be Safe, Not Sorry.

Be sure not to miss these informative discussions on how we can all do our part to address the rural crime issue that is prevalent across the Prairies.

Meet our panel of speakers:

Jean Bota, County Councillor, Red Deer County, Red Deer, Alberta
Jean obtained her B.A. Major in Sociology and Minor in Psychology from the University of Calgary; graduated in 2012. Previous to her graduation from university, she completed 33 years in the banking industry retiring in September 2000.

The majority of her banking career was spent in supervisory positions and small business/commercial lending, as well as experience in litigation and delinquent accounts.

Jean has always been very involved in her community, regardless of where she and her family have lived, thus the reason for entering municipal politics in the fall of 2013. She campaigned on “safe communities and awareness through collaboration with law enforcement, community groups and citizens”, ensuring communities feel empowered and understand what resources are available to them. Jean was re-elected in 2017.

In addition to her committee commitments with council, Jean has been very involved with the RDC/Lacombe Rural Crime Watch Group. She has been successful in initiating the Police Advisory Committee, a joint venture between Red Deer County and Blackfalds RCMP detachment. She also chairs the Alberta Community Crime Prevention Association, a provincial board comprised of 12 board members, which has been in existence since 1989.

She and her fellow councillors at Red Deer County are very strong advocates, both provincially and federally, regarding rural crime and the fall out. In January she was chosen by her fellow councillors to be the Rural Municipal Representative for the Central Zone, regarding Federated Canadian Municipalities (FCM).

Jean was raised in rural Alberta and is a third generation Albertan. Jean is a mom, a grandmother and makes her home in Red Deer County, Alberta where she has lived for the past 19 years. She has two sons, a daughter-in-law, a granddaughter Rose and another grandson on the way.

Barb Shepherd, Lacombe County Councillor, Lacombe, Alberta
Barb earned her education degree at the University of Saskatchewan and has worked in Saskatoon and Medicine Hat teaching adult classes in typing and bookkeeping. She has run small business workshops for the Business Development Bank, helping people learn to start their own new business and understand financial statements.

She has held various positions with major chartered banks ranging from administration to personal and business credit account manager. Barb is currently a councilor with Lacombe County.

In her free time, Barb has volunteered for many organizations including the United Way, Rotary, Health Foundation and Health Services Advisory Council.

Mike Saunders, Investigations and Risk Management Specialist, IRSS Corp., Calgary
Mike is an experienced Senior Investigator at IRSS Corporation. His 25-year police career included high level organized crime investigations, surveillance, witness protection, threat risk assessment, auto theft investigations and informant management.

Prior to his police career Mike worked as an adjudicator for the WCB. Mike has a degree in Psychology (U of AL), a certificate in Police Leadership (Dalhousie University) and a certificate in Security Management (U of C).

Roxane Baalim, Executive Director, Alberta Police Based Victims Services Association, Pincher Creek, Alberta
Roxane Baalim has been the Executive Director for the Alberta Police Based Victim Services Association the last five years. Prior to that she served for 24 years as a RCMP member. Her service with the RCMP was spread through rural Alberta (Athabasca, Fort Vermilion, Lac la Biche, Edmonton, Raymond, Inuvik, N.W.T., Fort McPherson, Pikani Nation and Pincher Creek) as well as three years as an instructor at the RCMP Training Academy (Depot). Throughout her career, she was involved with Rural Crime Watch Associations, Neighbourhood Watch Associations, COP Associations and Victim Services. Roxane feels there are many things citizens can do to minimize the risk to themselves, their families and their properties. Awareness, prevention, communication and cooperation with neighbours and law enforcement is critical to mitigating the increasing incidents of crime in the rural area.

Peter Tewfik, Officers in Charge of Crime Reduction Strategy, RCMP, Edmonton
Superintendent Peter Tewfik is passionate about helping police professionals across the province identify policing issues and implement crime reduction strategies designed to reduce the rate and impact of crime in each community over the long term.

Before starting in this role, Peter was the Operations Officer for Central Alberta District, overseeing 23 detachments across the provincial capital. During his time at the district he developed the Integrated Crime Reduction Unit (ICRU) model for the region. This unit is dedicated to targeting repeat offenders who commit crime across multiple jurisdictions and holding them accountable. Peter has been recognized for his contribution in developing a new investigative technique which has since been adopted by the RCMP and shared internationally.
Against property crime.

Jennifer Kee, Crime Reduction Coordinator, RCMP, Edmonton

After obtaining a B.A. in Psychology and Medical Anthropology from the University of Manitoba, Jennifer began her career in the law enforcement field with the Calgary Police Service as a 911 call taker and dispatcher. After 10 years with the Calgary Police Service, she moved to the Edmonton area to begin a new career with Public Safety Canada as a Telecommunications Operator. There she served as a field coach, mentor, and instructor. Jennifer transitioned into the role of the Crime Reduction Coordinator and Habitual Offender Management Program Manager in 2016. She has since been engaged in many public speaking forums where she talks about personal and property safety tips. Jennifer has two levels of CPTEC training, both basic and second-generation CPTED, which she presents as another means of helping property owners safeguard and fortify their premises against property crime.

Carsten Erbe, Director of Crime Prevention and Restorative Justice, Alberta Justice & Solicitor General, Edmonton

Carsten Erbe has worked in the field of restorative justice for over 20 years, including the jurisdictions of the Yukon, Florida, Colorado, and Australia. He holds Masters degrees in Social Work, and a degree in Social Work from the University of Victoria in Canada, and a degree in Cultural Studies (Criminology) from Queensland University of Technology (Brisbane, Australia). He is currently the provincial representative of the Federal/Provincial/Territorial working group on restorative justice. His interests include community mobilization, policing and corrections, and criminal justice reform.

Jim Eglinski, Member of Parliament for Yellowhead

At the age of 19, Jim joined the Royal Canadian Mounted Police and completed 35 years of service in the Province of British Columbia. Following his retirement, he continued his public service by serving two terms on the Fort St. John, B.C., city council — once as a councillor and once as mayor. He was born in Two Hills, Alberta and raised in Chipman, Alberta on a farm. Jim also worked for British Columbia in the Coroners Services, the Taxation Department and the Grooming Branch as a Special Investigator. Jim and his wife Nancy returned home to Alberta and chose Yellowhead to be near family and in particular their young grandchildren. Jim won the by-election in November 2014 and was re-elected to the House of Commons in October 2015. In the 41st Parliament, he served on two committees: Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities (HUMA) and the Standing Committee on Citizenship and Immigration (CIMM). Later, he sat on the Standing Committee on Industry, Science and Technology. Before this, he served as Vice-Chair of the Standing Committee on the Environment and Sustainable Development.

Debra deWaal, President, Safe & Sound, Safety Training & Consulting Ltd.

Debra deWaal is a former Calgary Police Officer and is now the owner of Safe & Sound Safety Training & Consulting Ltd. Debra’s 10-year career with CPS included three years undercover work in auto theft, stolen property and vice. Debra also spent numerous years working on the street as a uniformed officer. Debra is a professional member of Canadian Association of Professional Speakers and has been developing and facilitating Mental Toughness, Personal Safety and Conflict Management Training to Canadian citizens since 1995.

Earl Dreeshen, Member of Parliament for Red Deer – Mountain View

Earl currently serves as Vice-Chair of the Standing Committee on Industry, Science and Technology. He previously served as a Member of the Standing Committees on Agriculture, Health, Public Accounts, Ethics, and Aboriginal Affairs. Earl is also experienced in Parliamentary Diplomacy and has served as a Canadian delegate for Parliamentarians, the Asia-Pacific Parliamentary Forum, as well as the Parliamentary Association for the Organization for Security and Cooperation in Europe. He was also selected to be part of the delegation for the Governor General’s state visit to China and Mongolia because of his recognized background in agriculture and education.

He served for many years as chair of the Elnora Hospital Board as well as the Eltrohills Health Advisory Committee, where he worked to improve local health care. Earl has volunteered for local community groups, such as the Crossroads Agricultural Society, Pine Lake Hub Community Centre, Howell’s Lake Community Club and the Pine Lake Curling Club. Earl also has served as treasurer for his local community church.

Earl and his wife Judy are proud to be fourth-generation farmers and life-long residents in Central Alberta. Together they have two grown children, Megan and Devin, along with two grandchildren, and own and operate a family farm near Pine Lake, Alberta.

Focus on Youth

Agri-Trade is pleased to be once again providing bursaries to agricultural students from both Red Deer College and Olds College. This year we will be also supporting students from Lakeland College with a $7,500 contribution to their students. That brings our total bursary program to $22,500 for worthy students from across Alberta.

FREE ADMISSION

In our efforts to support youth in agriculture, we are offering free admission to any 4-H member who arrives at the show and presents their valid 4-H membership card.

We are also working with Red Deer County to provide students from the county with complimentary admission to the show.

As with any industry sector, the future lies with our youth and through our investment we hope to encourage their continued involvement in the agricultural sector.
Ag Innovations Award Program

INNOVATIONS
AN AGRI-TRADE AWARDS PROGRAM

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FMC

Innovation is the lifeblood of agriculture, and Agri-Trade is where agricultural producers get to experience it first-hand. Each year, companies are invited to enter their newest ideas and advancements into the Ag Innovations Awards Program brought to you by FMC Canada. A panel of innovative farmers and business people look over each submission and pick the very best to highlight.

“IT is always difficult to get it down to three winners, however this year we reached new heights with the largest amount of applications received for this program since its inception,” comments Rod Bradshaw, Ag Innovations Committee Chair and Innisfail area crop and vegetable producer.

“The technology is diversifying every year, and the ideas keep getting better. We believe this year’s winning entries will have broad appeal and could be readily adopted by a lot of farmers.”

FOR MORE INFORMATION:
David Fiddler, Agri-Trade Manager
Tel: 403-755-7124
Email: dfiddler@agri-trade.com
Or visit the website at Agri-Trade.com

2018 Ag Innovations Winners

1ST PLACE: NORTHERN STRANDS
Northern Strands’ patent pending fall protection system is a cutting edge product designed to protect farm workers from a fall while climbing or accessing a bin for repairs or inspections.

Our system allows for safe bin climbing and is quick and easy to install. It’s also easy to use, plus it’s cost effective and OH&S, CSA & ANSI compliant. It reduces the stress of working at heights by knowing you are tied off. A fall protection system must be in place when working at heights above 10 feet — workplace falls are the number one reported WCB injury. Protect your family, workers, and yourself while climbing or accessing a bin.


2ND PLACE: INTRAGRAIN TECHNOLOGIES
IntraGrain Technologies - Fuel Lock™ is a fuel management system allowing owners to lock their fuel, view employee usage and monitor tank levels all from the palm of their hand. With three options — Fuel Lock™ Personal, Business or Commercial — there is an option to best fit every business need. Fuel Lock™ hopes to help business owners eliminate worry, and feel confident knowing they can monitor their fuel storage even when they are away.

Visit www.fuellock.ca or www.northernstrands.com/grain-bin-fall-protection.aspx

3RD PLACE: GRAINVIZ
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CONGRATULATIONS TO OUR 2018 AG INNOVATIONS WINNERS!
Welcome Coffee
Each morning, Scotiabank will be welcoming producers with a coffee and pastries.

November 7-9th, 2018
9:00 am - 10:00 am
Centrium Lobby
The Producer Luncheon
The first 220 attendees get a free lunch for the session.

Friday, November 9th, 2017
11:30 am - 1:00 pm
Frontier Room

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FALL 2018

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