Verified Beef Production in SASKATCHEWAN

Connecting Sustainability and Beef Production in Canada

DRIVING CONSUMER CONFIDENCE

A PRACTICAL APPROACH TO VERIFYING SUSTAINABILITY

PROOF OF RESPONSIBLE MANAGEMENT

Canadian Beef is Sustainable, Safe and Wholesome. Let’s become VERIFIED and show consumers why!

Beef Producers in Saskatchewan may qualify for funding provided through Growing Forward 2, a federal-provincial-territorial initiative.

There is a NEW funding category under the Beef Biosecurity program for:

SEGREGATION PENS (see details below under Biosecurity Funding - contact the office for more info).

Food Safety Funding

50% UP TO $750/PRODUCER

Eligible equipment includes:
• Extra restraint on squeezes*
• Individual livestock scales (load bars)
• Recordkeeping software

*Note: neck extender, head holder, shoulder holder

Biosecurity Funding

50% UP TO $1,000/PRODUCER

Eligible items include:
• Vet Consultation Visits (Biosecurity assessment & protocol development)
• Segregation Pens (isolation/quarantine pens for incoming or sick cattle)

*Note: $750 cap per extra restraint mechanism

Food Safety VBP Registered Funding

50% UP TO $2,000/PRODUCER

Eligible equipment remains the same as food safety funding*. To be eligible, producers must have their cattle operation VBP Registered (on-farm audit).

*New: $750 cap per extra restraint mechanism.

Food Pavilion presented by Mosaic

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To learn more about VBP in Saskatchewan:
Visit saskvbp.ca or contact Coy Schellenberg, Provincial Coordinator, at 306.859.9110 or office@saskvbp.ca
Welcome to Canadian Western Agribition

A message from the Premier of Saskatchewan

On behalf of the Government of Saskatchewan, I am pleased to welcome you to the 2016 Canadian Western Agribition. Saskatchewan is a global leader in livestock, feed and forage; we are home to Canada’s second-largest beef-cattle herd, and a third of Canada’s bio-tech industry. With new innovations, strategic investments and responsible growth, we are well-positioned to meet the increasing global demand for food.

Located in our capital city of Regina, Canadian Western Agribition is the largest livestock show in Canada, and an international showcase for agriculture excellence. Attracting more and more people from all over the world, Canadian Western Agribition blends agriculture, western heritage, and festive entertainment into an enjoyable atmosphere. Whether you are an exhibitor, buyer or interested spectator, Canadian Western Agribition has something for everyone.

In addition to the numerous livestock shows and sales, you will also experience live music, shopping, food, action-packed entertainment and pro rodeo performances.

Thank you to all the organizers, sponsors, exhibitors and volunteers for your ongoing support in making this show a success.

BRAD WALL
PREMIER OF SASKATCHEWAN

A message from the Mayor of Regina

Welcome to the thousands of visitors and exhibitors from across Canada and around the world arriving in Regina for the 2016 Canadian Western Agribition. Agribition is truly an iconic event in our city. We have proudly hosted Canada’s foremost agriculture show and marketplace since 1971, and it is a staple for people in and around the city. Agriculture has been a way of life for the people of this province since before its inception, and it is something Agribition celebrates each year with an exciting lineup of events and shows.

For the many visitors who have traveled to Regina, I encourage you to explore some of Regina’s wonderful attractions. I know you will enjoy visiting cultural treasures such as Wascana Park, the historic Casino Regina, the RCMP Heritage Centre, the Saskatchewan Science Centre and Kramer IMAX Theatre, to name just a few.

We also have many unique shops and fine restaurants, where you are sure to discover the warm, friendly spirit of our city. On behalf of my fellow City Councillors and the citizens of Regina, I want to thank the many volunteers, staff and sponsors for their continued dedication and commitment to Canadian Western Agribition. Each of you plays an important role in representing our city and keeping our agricultural industry strong. We continue to invest in our facilities at Evraz Place to ensure that our contribution to this vital event is just as strong.

Thank you again for your support of the 2016 Canadian Western Agribition, and I hope you enjoy your visit to Regina.

MICHAEL FOUGERE
MAYOR OF REGINA

A message from the President of Canadian Western Agribition

On behalf of the Board of Directors and the volunteer family, it is my honour to welcome you to the 46th edition of Canadian Western Agribition! Agribition stands apart from all other industry events and we are proud of our 2016 program. Agribition is recognized nationally and internationally as North America’s best beef show and Canada’s premier agriculture showcase. Agribition’s “international lens” keeps the program focused on marketing Canada’s agricultural products and expertise to the world.

In addition to the best livestock genetics, you will find a world-class trade show featuring over 400 exhibitors, education seminars, youth development, and of course tons of entertainment. The Food Pavilion showcases local products as well as bridging “from pasture to plate”. The Indigenous Pavilion and Indigenous Agriculture Summit offer insight into the culture and agricultural initiatives of Indigenous people. Agribition is a festival of agriculture where we are gathered in fellowship to host you and thousands of industry stakeholders, international guests, and others looking for an Agribition agriculture experience. Agribition is truly unique and the product of many that contribute to the organization – the volunteers, staff, exhibitors, sponsors, guests and supporters. Thank you - you are Agribition and we couldn’t do it without you!

Enjoy the Agribition experience! I look forward to seeing you at the show!

STEWART STONE
PRESIDENT, CANADIAN WESTERN AGRIBITION

Meet our Executive Team

2016 Board of Directors

BACK ROW (L-R): Curtis Kuiken, Marty Kratsohl, Courtney MacDougall, Barry Young, Kim Hewitt, Bruce Holmquist, Levi Jackson
FRONT ROW (L-R): Ross MacDonald, Doug Fox, Jodi Banks, Stewart Stone, Carla Schmitt, Blake MacMillan, Chris Lees
MISSING: Bryon Thompson, Bryan Burnett, Deborah Niekamp, Kim Onrait, Michael Latimer, Reed Andrew, Richard Harries
Welcome to Agribition 2016!

There’s something exciting in the air, even more than usual this year. It’s a time of growth and change for the show, all for the better.

Our new home is taking shape and even though the International Trade Centre isn’t complete yet, it’s already inspiring plans and excitement for the years to come. In many ways, the new building represents what lies ahead for Agribition: modernization, excellence, innovation and a constantly improving guest and exhibitor experience.

Our $1 million commitment to the building proves that Agribition is in it for the long haul. We’re investing in a strategy that cementes Agribition as a world-class event and Canada’s biggest beef cattle show. We are proud of that history and we are even more proud to be part of ensuring that legacy only grows in scope and importance.

This year, we welcome back Pro Rodeo to Agribition in a new four-night format that features the top athletes in all of the major rodeo events, including free admission on Wednesday thanks to our friends at The Mosaic Company. Our production team has been working for months on a rodeo experience that will be new and exciting for both the athletes and the fans in the stands. This is a rodeo year not to be missed!

We are also excited about the return of Full Contact Jousting, presented by Regina Nissan, on Tuesday night. And for the more daring among us, we are debuting a new event at Agribition: Running with the Bulls. On Saturday afternoon, anyone brave enough to sign up will compete for $1,500 and bragging rights as they outrun nine real rodeo bulls in front of the crowd in the Brandt Centre.

You don’t have to be the fastest, but you probably don’t want to be the slowest!

During the day, there’s more trade show exhibits than ever before and our Food Pavilion is also growing with more samples, demonstrations and the Living Sky Winery Garden. Our Indigenous Pavilion has a full slate of interactive activities and the SaskTel Everyday Living Marketplace is packed to the rafters with shopping just in time for Christmas.

While all of this means there will be endless energy this year, there may not be anyone more excited than I am. There is something special about your first Agribition, whether as a guest, exhibitor or volunteer. In my case, it’s an unqualified privilege to be part of the team that welcomes you here. I aim to meet and personally thank as many of you as possible. Below, you’ll find my direct phone number and Twitter handle. If you have a story to share, a comment to make or just want to say hello, please do. Agribition is first and foremost about the people who share the passion for what we do.

Agribition’s potential has never been brighter, and together we will honour its legacy and build its future. Enjoy the show, I know I will.

CHRIS LANE
CEO, CANADIAN WESTERN AGRIBITION
(306) 924-9600
CHRISLANECA

Show Information

LOCATION
Evraz Place, Regina Saskatchewan
Entrainces: Lewan Drive, Princess Street and Elphinstone Street

SHOW DATES & HOURS
Monday, November 21 – Saturday, November 26
Gates open 8 AM – 5 PM daily
See daily schedule for event and show times.

ADMISSION
*Call 306 781-9300 or 1-855-985-5000 to purchase this ticket package (all taxes included)

PARKING
FREE with paid admission, while space is available.
See page 26 for Agribition Express Bus Service and Courtesy Transport Service information

FULL CONTACT JOSTING
Presented by Regina Nissan
November 22, 2016 at 7 PM in the Brandt Centre

Welcome to Canadian Western Agribition
What’s New for 2016

Agribition is an event anchored by tradition, but it is also constantly evolving. Each year there are more and more attractions which build on the overall Agribition experience.

This year we are especially excited to bring professional rodeo back to Agribition and expand on recently added events. See below for a full schedule and details of all of our great new features.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Contact Jousting <strong>presented by Regina Nissan</strong></td>
<td>Tuesday 7 PM</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>Expanded Food Pavilion <strong>presented by The Mosaic Company</strong></td>
<td>Monday – Saturday 10 AM to 5 PM</td>
<td>Co-operators Centre Arena 2</td>
</tr>
<tr>
<td>New Livestock Show and Sale Arenas</td>
<td>Monday – Saturday 7 PM</td>
<td>John Deere Sale Arena ITC Hall B</td>
</tr>
<tr>
<td>Agribition Pro Rodeo <strong>presented by Ford</strong></td>
<td>Wednesday – Saturday 7 PM</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>Agribition Select Horse Sale <strong>presented by Merial</strong></td>
<td>Friday 9 AM – Demonstration 2:30 PM – Sale</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>Running with the Bulls <strong>presented by Regina Nissan</strong></td>
<td>Saturday 3:30 PM</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>Farewell to The Swamp Cabaret Round 2 <strong>presented by Regina Nissan</strong></td>
<td>Saturday 9:30 PM</td>
<td>Chevrolet GMC Stadium</td>
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Providing farming communities across North America with innovative seed to harvest solutions.
Monday, November 21

<table>
<thead>
<tr>
<th>START TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>8 AM</td>
<td>Canadian National 4-H &amp; Youth Judging Competition presented by TD and Co-op</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Boer Goat Show</td>
<td>ITC Hall B</td>
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<tr>
<td>10 AM</td>
<td>Burning of the Brand</td>
<td>John Deere Sale Arena</td>
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<tr>
<td>10:15 AM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
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<tr>
<td>11 AM</td>
<td>Agribition High School Rodeo presented by A&amp;W</td>
<td>Brandt Centre</td>
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<tr>
<td>12:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
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<tr>
<td>1 PM</td>
<td>Youth Showmanship presented by TD and Merck Animal Health</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>1 PM</td>
<td>Youth Team Grooming presented by TD and Weaver Leather</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>7 PM</td>
<td>Winners Circle Auctioneer Competition presented by Ritchie Bros. Auctioneers</td>
<td>Chevrolet GMC Stadium</td>
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</table>
Tuesday, November 22

<table>
<thead>
<tr>
<th>START TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>9 AM</td>
<td>Chore Team Events presented by Young’s Equipment</td>
<td>Brandt Centre</td>
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<tr>
<td>9 AM</td>
<td>Boer &amp; Dairy Goat Show</td>
<td>ITC Hall B</td>
</tr>
<tr>
<td>9:00 AM — COMMERCIAL TRADE SHOW EXHIBITS OPEN</td>
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<tr>
<td>10:15 AM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>11 AM</td>
<td>First Lady Classic and Futurity presented by Merck Animal Health</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>11 AM</td>
<td>President’s Classic presented by Semex Beef</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>11 AM</td>
<td>Canadian National Bison Sale</td>
<td>John Deere Sale Arena</td>
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<tr>
<td>12 PM</td>
<td>Trainer’s Challenge</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Canadian Horse Pull Finals (Light and Middleweights)</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>4 PM</td>
<td>Chore Team Events presented by Young’s Equipment</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>6 PM</td>
<td>Boer Goat Sale</td>
<td>ITC Hall B</td>
</tr>
<tr>
<td>7 PM</td>
<td>Full Contact Jousting presented by Regina Nissan</td>
<td>Brandt Centre</td>
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</tbody>
</table>

Full Contact Jousting

Full Contact jousting is back – this time as an evening entertainment event! Horsemanship, strength and courage are on display during this six-knight tournament which will fill the Brandt Centre on Tuesday, November 22 at 7 PM.

Two knights and two horses will charge at each other on either side of a 180 foot fence and collide at speeds of 30 miles an hour. The goal is to strike the opponent with the 11 foot lance and unhorse the opposing knight. A single point is awarded for striking the opponent with the lance tip. Five points are awarded for shattering your lance on the hit. Ten points are given if your opponent is thrown from his horse.

After five rounds, the knight with the most points will move on to the next round until there is only one remaining! Cheer on your favourite knight and keep track of who wins by completing the tournament bracket provided. Tickets can be purchased at www.ticketmaster.ca or at the Brandt Centre box office.

Follow the competition and get involved with our Full Contact Jousting Champion’s Bracket.
### Tuesday November 22

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>7:30 AM</td>
<td>Pipe Ceremony – Elm Room (2nd Floor)</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Registration – Mezzanine (2nd Floor)</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Grand Entry – Canadian Ballroom (2nd Floor)</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Welcome and Greetings</td>
</tr>
<tr>
<td>10 AM</td>
<td>“Charging your Jurisdiction Policy Development On-Reserve” – Loxco Wolfe, Muskowekan First Nations</td>
</tr>
<tr>
<td>10:20 AM</td>
<td>“Communications and Monograph for Aboriginal Businesses” – Merida Fiddler-Potter, Strictly Social Media Strategeies</td>
</tr>
<tr>
<td>10:40 AM</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11 AM</td>
<td>“Regenerative Agriculture” – Blain Hjertaas, Holistic Pest Management</td>
</tr>
<tr>
<td>11:40 AM</td>
<td>Lunch Break &amp; Trade Show (Trade show open 12 PM – 3 PM)</td>
</tr>
<tr>
<td>12 PM</td>
<td>Lunch Break &amp; Trade Show (Trade show open 12 PM – 3 PM)</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>“Developing Sustainable Business Partnerships” – Thomas Bejoge, FHO Developments</td>
</tr>
<tr>
<td>3 PM</td>
<td>Participant departure to Canadian Western Agribition</td>
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### Wednesday November 23

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<td>7:30 AM</td>
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<td>Registration – Mezzanine (2nd Floor)</td>
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<tr>
<td>9:45 AM</td>
<td>Welcome and Greetings</td>
</tr>
<tr>
<td>10 AM</td>
<td>“How to Apply for a Grant with SET” – Rick Stansfeld, Saskatchewan Indian Equity Foundation (SIEF)</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11 AM</td>
<td>“Advanced Irrigation and Recovery of Sewage Wastewater” – Jason Kratch, Proteus Watters Inc.</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Lunch Break &amp; Trade Show (Trade show open 12 PM – 3 PM)</td>
</tr>
<tr>
<td>12 PM</td>
<td>Lunch Break &amp; Trade Show (Trade show open 12 PM – 3 PM)</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>“Environmental Stewardship From a First Nations Perspective” – Chief Clarence Loss, Business Development and Lending Opportunities, Presented by Affinity Credit Union</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Grand March-Out</td>
</tr>
<tr>
<td>6 PM</td>
<td>Transportation from Ramada Plaza to the Agribition Pro-Rodeo or International Reception</td>
</tr>
<tr>
<td>7 PM</td>
<td>Agribition Pro-Rodeo at the Brand Centre – Indigenous Theme Night</td>
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<tr>
<td>8 PM</td>
<td>Canadian Western Agribition International Reception at Casino Regina (pre-purchased ticket required)</td>
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### Tuesday November 22

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<tr>
<th>TIME</th>
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<tbody>
<tr>
<td>9:30 AM</td>
<td>Registration Upper level, Queenbury Convention Centre</td>
</tr>
<tr>
<td>9:50 AM</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>10 AM</td>
<td>“The Do’s and Don’ts of Straight Cutting Canola” – Chris Holopanik, Indian Head Agricultural Research Foundation Sponsored by Bayer Crop Science</td>
</tr>
<tr>
<td>10:50 AM</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11:10 AM</td>
<td>“Cheekpesa: A Great Opportunity for 2017” – Dale Rivas, Saskatchewan Ministry of Agriculture Sponsored by Saskatchewan Pulse Growers</td>
</tr>
<tr>
<td>12 PM</td>
<td>Buffet Lunch Sponsored by CBC</td>
</tr>
<tr>
<td>12:40 PM</td>
<td>“Transfer of Risk – Simplified” – Lori Jasper, The Co-operators Sponsored by The Co-operators</td>
</tr>
<tr>
<td>1 PM</td>
<td>“Farm Profit – Stabilizing, Protecting, Growing” – Dean Kilpela, Director of Primary Produce, MNP Sponsored by Canola Council of Canada</td>
</tr>
<tr>
<td>1 PM</td>
<td>“What your Neighbor Needs to Do to Get to 52 bushel” – Shawn Senko, Canola Council of Canada Sponsored by Gateway Sunflower</td>
</tr>
<tr>
<td>2:40 PM</td>
<td>Casual Reception and Trade Show Sponsored by Young’s Equipment</td>
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<tr>
<td>10 AM</td>
<td>“Improving Profitability through Advances in Canada Agronomy” – Nicola Philip, Canola Council of Canada Sponsored by SaskCanola</td>
</tr>
<tr>
<td>11:10 AM</td>
<td>“Building Public Trust in Agriculture and Food” – Danish Hodson, Senior Vice President, Prairie Operations on Agronomy Sponsored by Farm Credit Canada</td>
</tr>
<tr>
<td>12 PM</td>
<td>Buffet Lunch Sponsored by CBC</td>
</tr>
<tr>
<td>12:40 PM</td>
<td>“Managing Our Soil Microbial Root Interface for Higher Productivity and Resilience” – Walter Johns, Sponsored by Best Farming Solutions</td>
</tr>
<tr>
<td>1 PM</td>
<td>“ Escalading Expectations: Transitioning the Family Farm” – James W. Kraft, BMO Wealth Management &amp; Gary Chung, BMO Corporate Finance Ontario Sponsored by MFO</td>
</tr>
<tr>
<td>1:50 PM</td>
<td>“Decoding Varieties: Finding the Right Fit for Your Farm” – Heidi Zinman, Saskatchewan Ministry of Agriculture Sponsored by Saskatchewan Pulse Growers</td>
</tr>
<tr>
<td>2:40 PM</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>3 PM</td>
<td>“Improving Profitability through Advances in Canada Agronomy” – Nicola Philip, Canola Council of Canada Sponsored by SaskCanola</td>
</tr>
<tr>
<td>3:50 PM</td>
<td>Casual Reception and Trade Show Sponsored by Young’s Equipment</td>
</tr>
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Timing is everything
Make confident decisions with AgExpert Analyst

When you know your cost of production, you can make confident business decisions. AgExpert Analyst, combined with our AgExpert Mobile app, is designed for agriculture. Document historical prices, truly understand your expenses and know when to make your move. If improving profit matters to you, talk to us.

fccsoftware.ca | 1-800-667-7893

Wednesday, November 23

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<tbody>
<tr>
<td>9 AM</td>
<td>Chore Team Events presented by Young's Equipment</td>
<td>Brandt Centre</td>
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<tr>
<td>9 AM</td>
<td>Canadian National Speckle Park Show</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>9 AM</td>
<td>Simmental Show</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>10 AM</td>
<td>— COMMERCIAL TRADE SHOW EXHIBITS OPEN</td>
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<tr>
<td>10:15 AM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
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<tr>
<td>11 AM</td>
<td>Angus Masterpiece Reception</td>
<td>John Deere Sale Arena</td>
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<tr>
<td>12 PM</td>
<td>Trainer's Challenge</td>
<td>Brandt Centre</td>
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<tr>
<td>12 PM</td>
<td>National Gelbvieh Show</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>12:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>1 PM</td>
<td>Angus Masterpiece Sale</td>
<td>John Deere Sale Arena</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Canadian Horse Pull Finals (Heavyweights)</td>
<td>Brandt Centre</td>
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<tr>
<td>2:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
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<tr>
<td>4 PM</td>
<td>Chore Team Events presented by Young's Equipment</td>
<td>Brandt Centre</td>
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<tr>
<td>4 PM</td>
<td>Maine-Anjou Show</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>4:30 PM</td>
<td>Speckle Park Sale</td>
<td>John Deere Sale Arena</td>
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<tr>
<td>7 PM</td>
<td>Simmental Sale</td>
<td>John Deere Sale Arena</td>
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<td>7 PM</td>
<td>Agribition Pro Rodeo – Indigenous Theme Night presented by Ford</td>
<td>Brandt Centre</td>
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</table>

Activate your tag web store account at Canada Centre Exhibit Mall - Booth 28 and get 5 free approved beef tags of your choice with matching applicator.
The Food Pavilion presented by The Mosaic Company is dedicated to everything food. The exhibit features cooking demonstrations, food and product sampling, the Living Sky Winery Garden, and many more showcases of western food.

"General consumer awareness about food and food products continues to grow; this Pavilion is a great way to allow for dialogue between producers and consumers," says Canadian Western Agribition President, Stewart Stone. "We hope to see the venue visited by families from both city and country.*

Some of the companies featured on the cooking demonstrations include:
• Cabela’s
• Canada Beef
• SaskCanola
• Saskatchewan Cattlemen’s Association
• Saskatchewan Egg Producers
• Saskatchewan Pulse Growers

The Food Pavilion presented by The Mosaic Company will be open Monday to Saturday from 10 AM to 6 PM.

The Living Sky Winery Garden is a relaxing space to rest your feet and enjoy a refreshing beverage from Living Sky Winery. Grab a glass of Saskatchewan made wine or craft beer while enjoying food samples in the Food Pavilion.

The Living Sky Winery Garden is open Monday to Saturday from 12 PM to 6 PM.

*Excludes Sale Saddles, Chemicals. Cannot be combined with other offers.

**Country Day**

**November 23 - 26th**

**Spend $100 to $199.99**

**SAVE 15%**

**Spend $200 or more**

**SAVE 20%**

Regular and sale priced items*

**November 23 - 27th**

**We’re turning 100!**

In celebration of our 100th anniversary, 4-H Saskatchewan is planning some exciting events. We will be hosting a gala event on March 25 at the Saskatoon Inn. All current and past 4-H members and leaders are invited. Our keynote speaker will be Temple Grandin and there will be auctions, a great meal and more! Tickets are $50 and available by calling the 4-H office.

**Calling all Alumni!**

If you were a 4-H member or leader in the past, make sure to register as an alumni with the 4-H Saskatchewan office! We would love to reconnect with everyone!

**Connect with 4-H**

All week at Agribition, you can find us at our booth in Banner Hall. You can also connect with us in many other ways!

Find us at the Show Cooperators Arenas, Booth #1777 and in Regina at 4801 Gordon Road

**Come celebrate with us!**

**November 23, 2016**

4:30-5:30 p.m. Media Room, 2nd Floor, Canada Hall

We are hosting a Legacy Celebration at Agribition, which will include a special presentation about the largest gift we’ve ever received from donor Morris Sebulsky!
### Thursday, November 24

<table>
<thead>
<tr>
<th>START TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
</table>
| **8 AM**   | International Stock Dog Championship Trials  
Watch as handlers utilize hand signals, voice commands and whistles to direct their dog successfully maneuver a small flock of sheep through a pattern and back to the pen. | Brandt Centre |
| **9 AM**   | Black Angus Show | Chevrolet GMC Stadium |
| **9:30 AM**| Limousin Show | Chevrolet GMC Stadium |
| **10 AM — COMMERCIAL TRADE SHOW EXHIBITS OPEN** | | |
| **10:15 AM**| Milking Demonstration  | Ag-Ex Pavilion |
| **12 PM**  | Trainer’s Challenge  
Watch as trainers Alex Alves and Tyler Darroch work two young horses simultaneously in their respective round pens as they take horses who have never seen a saddle before from wild bronc to domestic companion. | Brandt Centre |
| **12 PM**  | Gelbvieh Sale | John Deere Sale Arena |
| **12:15 PM**| Milking Demonstration  | Ag-Ex Pavilion |
| **1:30 PM**| International Stock Dog Championship Finals  
Watch as handlers utilize hand signals, voice commands and whistles to direct their dog successfully maneuver a small flock of sheep through a pattern and back to the pen. | Brandt Centre |
| **1:30 PM**| Red Angus Show | Chevrolet GMC Stadium |
| **2 PM**   | Shorthorn Sale | John Deere Sale Arena |
| **2:15 PM**| Milking Demonstration  | Ag-Ex Pavilion |
| **3:30 PM**| Charolais Sale | John Deere Sale Arena |
| **4 PM**   | Commercial Sheep/Market Lamb Shows | ITC Hall B |
| **5 PM**   | Hereford Sale (Polled and Horned) | John Deere Sale Arena |
| **7 PM**   | Limousin Sale | John Deere Sale Arena |
| **7 PM**   | Agribition Pro Rodeo – Regina Pats Theme Night  
Presented by Ford  
Professional Rodeo is back at Agribition! Featuring Wild Horse Races. Tickets available at the Brandt Centre Box Office. | Brandt Centre |
LOSE WEIGHT WITH THE HEALTHIEST COFFEE ON THE PLANET!

> Controls appetite
> Regulates sugar absorption
> Regulates fat absorption
> Promotes brain health
> Elevates mood
> Antioxidant

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The Western Producer
Supplement to Canadian Western Agribition
November 21 - 26, 2016

Join the Conversation!
#CWTRADITION #CWA16

Share your experiences and memories with other Agribition visitors and follow us on our accounts to see updates, results, and contests!

Facebook: Canadian Western Agribition | Twitter: @Agribition | Instagram: agribition | Snapchat: agribition

Canadian Western Agribition 2016 Official Show Guide
www.agribition.com
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23
Construction at Agribition

Construction Update

Agribition appreciates your patience while the site is under construction. Make sure to smile at some memories in the old structures and get ready to make more memories in the new ones!

Upgrades and renovations are in full swing this year, and that means some changes to the way the 2016 show is set up. Agribition is still home to more than 1,500 head of haltered cattle and ready to accommodate over 130,000 guests!

Agribition builds for the future, here’s what’s new:

INTERNATIONAL TRADE CENTRE

The International Trade Centre (ITC) grand opening will be at Agribition 2017. It will feature 150,000 square feet of space for livestock, international business and a new show ring. This year, the partially completed ITC will be home to some purebred beef, sheep, goats, horses, a brand new wash rack, and a show and sale ring for the sheep and goats.

JOHN DEERE SALE ARENA

The new sale ring at Agribition is the John Deere Sale Arena which was previously known as the Stock Exchange or Commercial Cattle barn. Thousands of dollars have been invested into upgrades to transform the space into a top-notch facility. Upgrades include brand new bleachers, significant lighting and heating, and cutting edge screens for video sales. The John Deere Sale Arena will also be the new home of the Watering Hole – a bar that will be fully operated during sale hours.

WAY FINDING

The ongoing construction means new walking routes from one side of the grounds to the other. Please check a map, our Facebook and Twitter accounts, or ask at our information booths for the best way to get where you want to go.

BUILDING FAREWELLS

Some buildings are now gone that were at the last show, and this year will be the last for some familiar Agribition buildings as well. This year you’ll notice the buildings along Barn Road, including half of the Winter Fair, the Auditorium, and the old barns, are gone to make way for the ITC. This will be the final year of the remainder of the Winter Fair building as well as the Chevrolet GMC Stadium (Exhibition Stadium). The Pasqua and Harlton buildings will also be demolished to open up improved traffic and parking for the ITC.

Schedule of Events

Friday, November 25

<table>
<thead>
<tr>
<th>START TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Purebred Sheep Breeds Show</td>
<td>ITC Hall B</td>
</tr>
<tr>
<td>9 AM</td>
<td>Commercial Cattle Show presented by Saskatchewan Credit Unions and Blair’s Family of Companies</td>
<td>John Deere Sale Arena</td>
</tr>
<tr>
<td>9 AM</td>
<td>Shorthorn Show</td>
<td>Chevrolet GMC Stadium</td>
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<tr>
<td>9 AM</td>
<td>National Hereford Shows (Polled &amp; Horned)</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>9 AM</td>
<td>Agribition Select Horse Sale Demonstration presented by Merial</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td></td>
<td>BUYERS have a chance to preview arena performance horses, working horses, CCBHI Super Stakes prospects, and more.</td>
<td></td>
</tr>
<tr>
<td>10 AM — COMMERCIAL TRADE SHOW EXHIBITS OPEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>12 PM</td>
<td>Trainer’s Challenge Final</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Milking Demonstration</td>
<td>Ag-Ex Pavilion</td>
</tr>
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<td>Agribition Select Horse Sale presented by Merial</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td></td>
<td>BUYERS have a chance to preview arena performance horses, working horses, CCBHI Super Stakes Barrel Horse Prospects, and more.</td>
<td></td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Charolais Show</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>5 PM</td>
<td>Sheep Sale</td>
<td>ITC Hall B</td>
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<tr>
<td>5 PM</td>
<td>Prospect Steer &amp; Heifer Show presented by Masterfeeds</td>
<td>Chevrolet GMC Stadium</td>
</tr>
<tr>
<td>7 PM</td>
<td>Power and Perfection Angus Sale</td>
<td>John Deere Sale Arena</td>
</tr>
<tr>
<td>7 PM</td>
<td>Agribition Pro Rodeo presented by Ford</td>
<td>Brandt Centre</td>
</tr>
<tr>
<td></td>
<td>Professional Rodeo is back at Agribition! Tickets available at the Brandt Centre Box Office.</td>
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</tbody>
</table>

Supplement to The Western Producer
The Indigenous Pavilion is in its sixth year at Agribition. This Pavilion educates and entertains visitors from around the world.

The Indigenous Pavilion features a variety of informative, artistic and interactive displays, including:
- Elder Story Telling
- Skinning Bison Hide – Interactive Drum Making Project
- World Champion hoop dancer
- Tipi Teachings
- Mini Tipi Encampment – each tipi will include its own interactive activity
- Contemporary and traditional craft-making including painting and bead work
- Elders stations where traditional stories about the importance of animals and other aspects of native culture are shared
- Language stations where visitors learn a little about the diversity and elegance of First Nations language

“The pavilion is an important tool to create a dialogue between people of varying ages and cultures,” says Canadian Western Agribition Board Member and Indigenous Pavilion Team Leader, Courtney MacDougall. “The pavilion is a meeting place for everyone to engage with each other and to gain a deeper understanding of Indigenous culture.”

This year the Pavilion will feature the Drum Project: a daily demonstration of bison hide skinning which, by the end of the week, will be transformed into a drum.

The Indigenous Pavilion is open Monday – Saturday 10 aM to 6 PM

Hoop dancers entertain the crowd at the Indigenous Pavilion

COMING SOON!

January/February 2017
LIVESTOCK BREEDERS’ GUIDE
Introducing a comprehensive guide to livestock breeders and suppliers ... a national source for Great Livestock Breeders!

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Canadian Western Agribition 2016 Official Show Guide

www.agribition.com

Supplement to The Western Producer

Saturday, November 26

START TIME | EVENT | LOCATION
--- | --- | ---
8 AM | Bull Pen Alley Show presented by Saskatchewan Credit Unions and Blair’s Family of Companies | John Deere Sale Arena
9 AM | Cowboy Mounted Shooting | Brandt Centre
9 AM | Canadian Junior Beef Extreme presented by BHO | Chevrolet GMC Stadium
9:30 AM | Junior Sheep Show & Costume Classes | ITC Hall B
10 AM | Commercial Cattle Sale presented by Saskatchewan Credit Unions and Blair’s Family of Companies | John Deere Sale Arena
10:15 AM | Milking Demonstration | Ag-Ex Pavilion
11 AM | Face Painting | Co-operators Centre Entrance
12:15 PM | Milking Demonstration | Ag-Ex Pavilion
12:30 PM | Sheep Shearing and Hoof Trimming Demonstrations | ITC Hall B
1:30 PM | Prospect Steer & Heifer Sale presented by Masterfeeds | John Deere Sale Arena
2 PM | Wild Wool Ride presented by Southland Mall | Brandt Centre
2:15 PM | Milking Demonstration | Ag-Ex Pavilion
3:30 PM | Running with the Bulls presented by Regina Nissan | Brandt Centre
4 PM | RBC Beef Supreme Challenge | Chevrolet GMC Stadium
6 PM | Tailgate Party | Chevrolet GMC Stadium
7 PM | Agribition Pro Rodeo presented by Ford | Brandt Centre
9:30 PM | Farewell to the Swamp Cabaret Round 2 | Chevrolet GMC Stadium
Learning is Fun at Agribition!

Education has been a cornerstone at Agribition for 31 years. As the gap widens on consumers’ understanding of modern agriculture, Agribition plays an important role helping the industry tell their story.

Agribition offers an extensive Education program including the Family Ag Pavilion, milking demonstrations, and the thinkAG Career and Education Expo as a means to educate others on agricultural practices and the food they eat.

The Education Program has taught thousands of school children the importance agriculture plays in the food industry.

Displays and activities are located in the Family Ag Pavilion in the Co-operators Centre and Ag-Ex Pavilion.

Family Ag Pavilion

The Family Ag Pavilion sponsored by the Saskatchewan Ministry of Agriculture and Ledcor is located in Arena 1 in the Co-operators Centre. The Pavilion offers a variety of interactive displays and activities encompassing many aspects of the agriculture industry. The Pavilion is for everyone,” says Carla Schmitt, Education Team Leader and Agribition Board Member. “Regardless of your age or background this is the place to gain insight into agriculture.

“As organizers, we want to continually offer a hands-on learning experience that people will remember. The Education Program at Agribition instills an expanded view of agriculture through fun and interactive activities for the whole family,” says Schmitt.

The Pavilion is anchored by the Agrismark Pavilion with livestock from many species, including beef cattle, sheep, chickens, turkeys, honey bees, and more!

Survivor display. There are eight interactive stations featuring multimedia and virtual reality games, designed to teach youth about agriculture. Youth who visit the display can plant a sunflower seed to take home, care for, and watch grow!

Other highlights include the beef display put on by Saskatchewan Stock Growers Association. Learn about the life of a beef animal from farm gate to plate. People enjoy the engaging atmosphere where they can discover all parts of the beef industry and see a live beef animal.

Round out your visit at the Family Ag Pavilion seeing your other favourite animals including sheep, chickens, turkeys, honey bees, and more!

The Family Ag Pavilion is open Monday – Saturday 10 AM to 6 PM

Milking Demonstrations

A family trip to Agribition isn’t complete without seeing a Milking Demonstration in the Ag-Ex Pavilion.

Visitors will get a firsthand view of where milk comes from and meet some of the great people who are a part of the dairy industry. Check daily schedules for milking times.

Thinkag between 10 aM and 6 PM, daily.

SaskTel Everyday Living Marketplace in the Agribition Building

The SaskTel Everyday Living Marketplace has a little bit of everything. Whether you’re shopping for yourself or trying to find that perfect gift, you’re sure to find something. This area of the trade show features:

• Jewelry
• Health and Wellness products
• Home décor
• Clothing
• Spa Services
• Kitchen gadgets
• Leather goods
• And much more!

The SaskTel Everyday marketplace is open from 10 AM to 7 PM daily.

Agriculture is at the heart of Agribition and it is featured prominently in this trade show space. The Credit Union Eventplex has the newest and best crop and livestock equipment, livestock trailers, insurance/financial services, fencing equipment and more. Arenas 1, 2 and 3 in the Co-operators Centre have the latest farm equipment with product specialists on-hand to answer any questions.

The AgBusiness Marketplace is open daily from 10 AM to 6 PM

MicroEssentials

With up to 60% of your yield dependent on soil fertility, invest wisely in your farm’s productivity. Trust the leader in balanced crop nutrition. With over a decade of proven results, MicroEssentials® by The Mosaic Company, is proven to increase yield compared to traditional fertilizer.

MicroEssentials® the only product to be repeatedly endorsed by more than 50,000 acres of crop production. Trust the leader in balanced crop nutrition. Visit MicroEssentials at agribition.com

Let’s Get Down To Business.

GET YOUR HEAD IN THE DIRT AT MicroEssentials.COM

Old Town, Minnesota, March 9, 2014. © 2014 Agribition. SaskTel Everyday Living Marketplace is open daily from 10 AM to 7 PM. Credit Union Eventplex has the newest and best crop and livestock equipment, livestock trailers, insurance/financial services, fencing equipment and more. Arenas 1, 2 and 3 in the Co-operators Centre have the latest farm equipment with product specialists on-hand to answer any questions. The AgBusiness Marketplace is open daily from 10 AM to 6 PM.

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Somebody should speak up.

Somebody should set the record straight.
Somebody should do something.

Well I’m somebody.
You’re somebody.
Everyone in ag is somebody.

So be somebody who does something.

Somebody who speaks from a place of experience, with passion and conviction.

Somebody who proudly takes part in food conversations big or small, so our voice is heard.

Somebody who tells our story, before someone else does.

Somebody who builds consumer trust so our industry can meet the demands of a growing, and very hungry, world.

Somebody who shapes people’s relationship with agriculture.

It can be done.

But it’s a big job that takes co-operation, patience and respect for every voice in the conversation.

We need to build lines of communication, not draw lines in the sand.

Be somebody who helps everybody see Canadian agriculture as the vital, modern industry it is.

Somebody who helps everybody see people in ag for what they are – neighbours, friends, and family who share the same concern everyone does: providing safe, healthy food to the people we love.

Our point of view is important.
Our story is important.
And people want to hear what we have to say.
So be somebody who takes, and makes, every opportunity to share it.

I’m somebody.
You’re somebody.
Together, we can tell everybody.

Be somebody who does something.
Be an agvocate.

Don’t know where to start? Here are a few tips.

Speak from the heart
You live and love ag. Share that love with the world.

“Having a conversation with a consumer is actually not as hard as you think. You’re basically telling them what you do.”
– Ravi Bathe, Poultry and Berry Producer

Go where the conversations are
Be an active voice and help shape people’s relationship with ag.

“In order for consumers to support and understand us, they need to know us better. The best people to explain this are the people who live agriculture.”
– Natacha Lagarde, Maple Syrup Producer

Be open and honest
Transparency creates trust, so tell your story.

“What do we have to hide? Nothing. I eat the food I produce. If we tell our story honestly, people will trust us.”
– Sam Bourgeois, Apple Producer

Being an agvocate is easier than you think and we can help.

Visit AgMoreThanEver.ca for resources and tips, and join our community of agvocates from across the country.
Auctioneer Competition

Winners Circle Auctioneers Competition

Competitors will battle to become the champion of Canadian Western Agribition’s Winners Circle Auctioneer Competition presented by Ritchie Bros Auctioneers in the final year of the Exhibition Stadium. Four finalists will have their job cut out for them trying to get top dollar for a mix of horse pull teams and charitable items.

It is common for auctioneers to travel around North America to compete for cash and prizes and show off their craft. The Winners Circle is a unique event because it features a blend of live animals being sold, combined with art work, holiday packages, and beauty products. This adds to the complexity of the competition and brings out the showmanship in the competitors found only at Agribition. They are more than just fast talkers - it is art in motion.

The beneficiary of the proceeds at the charity auction is STARS air ambulance. STARS is a non-profit organization that provides specialized emergency medical care and transportation for critically ill and injured patients.

Since establishing operations in Saskatchewan in 2012, STARS has flown more than 3,300 missions to 500 communities across Saskatchewan from its bases in Regina and Saskatoon, with a current average of three missions per day.

About 50 per cent of the funds required to operate the service in Saskatchewan come from fundraisers and corporate, community and individual donors - that’s $10.5 million the charity needs to raise annually.

STARS is proud to serve the people of Saskatchewan and thanks you for your ongoing support.

If you can’t attend the Winners Circle, visit the STARS booth in the Young’s Equipment display area in Co-operators Centre Arena 5. Join us Monday, November 21 at 7 PM in the Chevrolet GMC Stadium for a fun, fast-paced evening of auction excitement!

2016 AUCTIONEER CONTESTANTS:
- David Jacob – Mitchell, Ontario
- David Whitaker – Ames, Iowa
- Farron Ward – Colgate, Saskatchewan
- Robert Ross – Ituna, Saskatchewan

MERCHANDISE

On sale in the Show & Sale Office located in Exhibit Mall and the International Business Centre

- Pullover Hoodies $50
- Toques $10
- Hats $20
- Zip Hoodies $55
- Portable Charger $20
- Travel Mug $15

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www.producer.com | www.farmmedia.com

STARS
One of Canadian Western Agribition’s newest events for 2016 will be Running with the Bulls presented by Regina Nissan taking place on Saturday afternoon in the Brandt Centre.

Contestants will try their luck in the arena with the hopes of being named champion by the cheering crowd.

Fifty to 75 daredevils will try to outrun nine bulls; three waves of three bulls. The contestant that does the best job staying on the rodeo dirt, as decided by the audience through a text-based voting system, will be named champion and win the $1,500 prize money. Accepting applicants until Saturday.

Find the Running with the Bulls page at www.agribition.com to apply!
Reach 9 out of 10 qualified farm producers across the Prairies

The Western Producer connects you to the largest targeted audience of qualified farm producers, both in print and on mobile... who else does that?

TALK TO A FARM CLASSIFIEDS EXPERT NOW: CALL 1-800-667-7770 OR TO VISIT CLASSIFIEDS.PRODUCER.COM

EXHIBITOR AWARDS

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The Western Producer

35 YEARS
SaskTel
digilog Industries
Turkey Farmers of Saskatchewan

30 YEARS
Power Up Lubricants
CIBC
Eckland Drive Thru Gates
Hi-Hog Farm & Ranch Equipment Ltd.

25 YEARS
Queen City Belts & Buckles
Goodwin Industries Ltd
Kane Veterinary Supplies

10 YEARS
Allen Leigh Security & Communications Ltd
Boeringer Ingelheim (Canada) Ltd
Canadian Cattle Identification Agency
Covetex
Saskatchewan Stock Growers Association

5 YEARS
Quantum Wave Lasers
Australian Country Outfitters, LLC
B & B Homes
Shuhi Health
Dave’s Press
Shelbor Canada
Eagle Eyes Sales Inc.
T.O. Leather Fashions Ltd
Tack In The Box
Target Cattle Concepts
The Co-operators

20 YEARS
CFMO Inc. O/A Complete Family-Med Orthotics
Semex Alliance
Solomate International Inc
Ocean Sales Ltd

15 YEARS
Quickie Canada Padaco Ent
Regina Costco
Ritchie Bros. Auctioneers
Sergio Lub Canada
Simply Agriculture Solutions Inc.
Fifth Avenue Collection
Gideons
University of Saskatchewan
College of Agriculture and Biosources
Heavenly Scents Aromatherapy
Laurie-Ann’s Victorian Lace & Linens

10 YEARS
Silver Stream Shelters
GreyWolf Metal Art
West Country Photo Ltd
Harvard Broadcasting
High Plains Ranch Supply
Norwex
Titanium Exclusive Cookware

5 YEARS
Treasure Chest Distributors
True North Log Homes
Tru-test Group
General Motors
Granite Transformations Regina
Leaning Maple Meats
Lizman Canada Inc O/A Golden Eagle Toys
Morris Industries
Nester Livestock Equipment Ltd

2 years
B.A.M. Enterprises
B.C. Ambrosia Apples
Bamboo Pillow
B.A.M. Enterprises
B.C. Ambrosia Apples
Bamboo Pillow

B.C. Ambrosia Apples
Bamboo Pillow

Exhibitor List A-Z
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<tr>
<th>Name</th>
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Zaik Organics Food Co. Ltd. Co-operators Arena 2 1833
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