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We’re proud of the show we’ve developed and the important part it plays in the agricultural industry. We hope you enjoy your time at Manitoba Ag Days. It’s where the Ag Year begins!

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A message from...

Ryan Boyd & Blake Nestibo,
Manitoba Ag Days Co-Chairmen

ON BEHALF of Manitoba Agriculture, Food and Rural Development and the province, welcome to Manitoba Ag Days 2014.

Ag Days is one of western Canada’s leading farm shows. Year after year producers and industry alike return to Ag Days to discover the latest technologies and equipment, as well as meet with commodity suppliers, experts and neighbours.

Agriculture not only remains as one of the cornerstones of Manitoba’s history, it is a key driver of future economic prosperity. We are proud of Manitoba’s farmers who continuously innovate to ensure they capture the opportunities available, as well as respond to industry’s challenges.

We know that agriculture and food are integral to Manitoba’s economic success. Manitoba Agriculture, Food and Rural Development (MAFRD) is dedicated to working with all stakeholders in the entire value chain to build a profitable agriculture and food sector, and stronger communities across Manitoba. I invite you to visit the MAFRD booth for information regarding Growing Forward 2 which will assist in enabling innovation, competitiveness and market development.

Ag Days is the forum to investigate new options that will enable our industry to grow and facilitate rural economic development. Whether it is exploring the latest innovations, technology and equipment; or looking for intelligence on crops, farm business management or livestock production, I encourage you to discover the possibilities –there is always something new to learn at Ag Days.

Enjoy Ag Days 2014.

— Honourable Ron Kostyshyn, Minister of Agriculture, Food and Rural Development

SILVER SPONSORS

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BRONZE SPONSORS
The Human Side of Farming

9:30 AM
Why Workplace Health and Safety Matters in Your Farm Business
Jeff Shaw, Provincial Farm Safety Co-ordinator, Manitoba Family Services & Labour

10:00 AM
The Workers Compensation Board and Your Farming Operation
Dan Robertson, Director, Workers Compensation Board

10:30 AM
Finding the Right People for Your Farm Business - Develop a Human Resource Plan as Part of Your Toolkit
Wendy Durand and Danielle Cabernel, Manitoba Agriculture, Food & Rural Development

11:00 AM
Managing Stress on the Farm
Micheal Rossmann, Farmer and Clinical Psychologist, Agriwellness

Outlook Session

1:00 PM
Small Victories in Farm Transition
Peter Manness, Business Advisor, MNP

1:30 PM
The Honorable Ron Kostyshyn, Minister for Agriculture, Food & Rural Development

2:00 PM
Provincial 4-H Public Speaking Champions
SJA
Kendra Elliott, Pipestone Beef Club

2:15 PM
Opportunities for Agriculture Through Growing Forward 2
Kim Beilby, Director of Policy, Manitoba Agriculture, Food & Rural Development

2:45 PM
Canola Markets: Is the Party Over?
Larry Weber, Weber Commodities Ltd.

NEW FOR the show this year is the use of the Amphitheatre (MNP Theatre) for seminars and we are very excited to be able to have this room again as this was one of our main locations to host speakers in the past. A few years ago structural issues were identified so it became unavailable during the Ag Days Show and the seminars were relocated to the arena area. Construction upgrades are now complete and we will be using this room along with the south end theatre in the Westman Place Arena (FCC Theatre) to run concurrent sessions. You will find both of these theatres visually appealing along with ample seating to make your visit to the seminars quite enjoyable. Please check pages 6 to 11 in this Show Guide to view the listing of the Seminar Program.
MORNING PROGRAM
MANITOBA CANOLA GROWERS PROGRAM

9:00 AM  The Ultimate Canola Challenge: Best Management Practices for Canola Production
Angela Brackenreed, Regional Agronomist, Canola Council of Canada

10:00 AM  Canola Market Update
Brenda Tjaden Lepp, Co-Founder & Chief Analyst, FarmLink Marketing Solutions

11:00 AM  Clubroot Panel-Let’s Learn from Alberta
Moderator- Anastasia Kubinec, Oilseed Crop Specialist, Manitoba Agriculture, Food and Rural Development
Dan Orchard –Regional Agronomist Alberta, Canola Council of Canada
Canola Producer, Alberta - TBA

AFTERNOON PROGRAM
MANITOBA, CANADA AND THE WORLD

1:00 PM  Food Safety is Everyone’s Business
Dr. Douglas Powell, Vice-president IEH Laboratories and Consulting Group

2:00 PM  The World’s Financial Future- How does it impact you?
Paul Ferley, Assistant Chief Economist RBC

2:45 PM  Manitoba: the Land of Agricultural Opportunity
Craig Senchuk, Chairperson, Brandon Chamber of Commerce & Partner at Agri-Trend Business Management
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Barry Webster
Imperial, SK
THURSDAY, January 23, 2014

MORNING PROGRAM
FOCUS ON AGRONOMY

10:00 AM  Fertility Management – NPKS Where Do They Belong?
Dr. Jeff Schoenau, Department of Soil Science, University of Saskatchewan

10:30 AM  Glyphosate Resistance Management with an Update from Manitoba, Saskatchewan and North Dakota
Jeff Stachler, Northern Plains Regional Account Manager, Willowood USA
Hugh Beckie, (tentative) Research Scientist, Agriculture & Agri-Food Canada
Lionel Kaskiw, Farm Production Advisor, Manitoba Agriculture, Food & Rural Development

11:15 AM  To Bee or Not to Bee – Declining Honey Bee Populations – Why?
Rhéal Lafrenière, Provincial Apiarist, Manitoba Agriculture, Food & Rural Development

AFTERNOON PROGRAM
AGRICULTURE ROUND OUT

1:00 PM  Top 10 Tax Tips and Traps
Mike Poole, Tax Advisor, MNP

1:30 PM  Soybean Production - Theory vs. Practice
Brent VanKoughnet, Owner & Manager, Agri Skills Inc.

2:15 PM  Clubroot: A Manitoba Perspective
Vikram Bischt, Field Crops Pathologist, Manitoba Agriculture, Food & Rural Development

RISE & DINE!
KICK-OFF BREAKFAST

Tuesday morning at the Roadhouse in the Canad Inn

It all starts at 7:30 am and runs until 8:45 am. The cost is a Toonie (or greater donation) with proceeds going to support Ag in the Classroom. So come enjoy a great breakfast before visiting the Manitoba Ag Days show! Thanks to our sponsors Canad Inn and CKLQ 880.
THURSDAY, January 23, 2014

MORNING PROGRAM

LIVESTOCK FOCUS

10:00 AM  From Pasture to Plate - Vertical Integration
Jerry Wulf, Wulf Cattle, Minnesota

10:45 AM  New Forage Insurance Programs for 2014
Rhéal Bernard, Manitoba Agricultural Services Corporation

11:15 AM  What’s Your Beef Business Model? Panel Discussion
Trevor Atchison, Conventional Cow/Calf Producer, Elgin, MB
Marc Boulanger, Organic Beef Producer, Grande Clairiere, MB
Jerry Wulf, Integrated Beef Producer, Minnesota

AFTERNOON PROGRAM

EYE ON THE SKY

1:00 PM  I’m Just a Tornado Hunter
Greg Johnson – The Tornado Hunter

DRAW to take place THURSDAY, JANUARY 23rd at 4:30 pm WINNER not required to be present during draw. Winning ticket will be posted at www.agdays.com

Net proceeds of the draw to be donated to STARS Air Ambulance and Ag Related Charities

Winner takes half!
**Why Workplace Health & Safety Matters in Your Farm Business**

Jeff Shaw

Farm owners, like all business owners and employers, have a responsibility to protect their workers from safety and health hazards in the workplace. The agricultural industry is unique in that farm workers are often family members: another incentive for farm owners to commit to safety and health. Join Jeff in the MNP Theatre on Tuesday 9:30 am as he explains why implementing a safety and health system on your farm is critical to your business, and what measures can be taken to ensure your farm is a safe and healthy place to live and work. Topics will include training, emergency preparedness, working alone, and hazard identification.

**Why Workers Compensation Board Coverage?**

Dan Robertson

The Workers Compensation Board (WCB) and your farming operation - Does WCB apply to farming? Should I have coverage? Is coverage mandatory or optional? How do I register? What benefits are available? What are the prevention services options for farm operations? On Tuesday 10:00 am, in the MNP Theatre these and other questions will be answered as part Dan's presentation to provide you with the information you need to protect yourself, your workers and your farming operation.

**Finding the Right People for Your Farm Business Keeping You up at Night? Develop a Human Resource Plan as Part of Your Toolkit.**

Wendy Durand & Danielle Cabernel

Human Resource Management for Farm Business in Manitoba is a new resource filled with ideas and exercises to help you build and implement a strong Human Resources (HR) plan for your farm, whether you employ family members or other individuals. The guide explains the process of building an effective HR plan that can help reduce risk, reduce turnover, and improve the quality of people you hire. To learn more about the building blocks involved in creating a strong human resource strategy, join presenters Wendy Durand and Danielle Cabernel in the MNP Theatre on Tuesday 10:30 am. You can also visit the MAFRD Farm Business Management booth to take home your own manual to develop a personalized plan for your farm business.

**Managing Stress on the Farm**

Michael Rosmann

How we manage stress as agricultural producers can make or break the operation. Michael will bring with him his experience as a farmer and clinical psychologist to his presentation being held in the MNP Theatre on Tuesday morning at 11:00 am. He will provide the latest information from the emerging field of agricultural behavioural health about the effects of stress on farmers, their families, and livestock. Agricultural professionals will also learn how to manage stress wisely.

**Small Victories in Farm Transition**

Peter Manness

Peter, Business Advisor with MNP’s Farm Management Consulting group, works throughout Manitoba, to deliver management consulting services and to help implement solutions on a wide range of issues for primary agricultural producers, agricultural industry organizations and producer groups including Hutterite Colonies. With over 10 years of industry experience, Peter has firsthand knowledge of agricultural production; he understands the challenges the agriculture sector faces today and can quickly identify opportunities. Come hear Peter’s presentation in the MNP Theatre on Thursday at 1:00 pm.
Seminars & Workshops

Provincial 4-H Public Speaking Champion
Kendra Elliott

**AS A LONG** time member of the Pipestone 4-H Beef Club, Kendra’s winning presentation focuses on her involvement with the St. John Ambulance Volunteer Division and the importance of receiving first aid training. She is currently enrolled at Brandon University completing the pre-veterinary requirements and working towards a Biomedical major with plans to attend WCVM in the next couple years, and hopes to practice in a rural clinic in the future. To hear Kendra speak, come to the MNP Theatre on Tuesday at 2:00 pm.

Opportunities for Agriculture Through Growing Forward 2
Kim Beilby

**GROWING FORWARD 2** is the foundation for co-ordinated government action to help the agriculture and agrifood sectors become more profitable, competitive and innovative. The programs in Manitoba respond to the challenges and opportunities faced by Manitoba producers and agriproduct processors including: changing market conditions and consumer demand, innovation in practices and processes, global market opportunities and sustaining valuable resources. Join Kim on Tuesday 2:15 pm in the MNP Theatre to get an overview of all Growing Forward 2 programs and how to take advantage of the funding available to you, your farm or agribusiness.

Grains Market Outlook
Larry Weber

**CANOLA MARKETS:** Is the Party Over? After two years of world vegetable oil production struggling to stay ahead of demand, is 2014 the year when supply overshadows western Canada’s most profitable crop? As with every year, it will be about weather because the demand side of the equation does not look to be waning. If you want more insight into the canola market direction, come to the MNP Theatre on Tuesday at 2:45 pm as Larry will look at current supply and demand scenarios at home and abroad.
The Ultimate Canola Challenge: Best Management Practices for Canola Production
Angela Brackenreed

ANGELA IS the Regional Agronomist with the Canola Council of Canada (CCC). On Tuesday morning at 9:00 am in the FCC Theatre, Angela will review Manitoba’s inaugural “Ultimate Canola Challenge” (UCC), tying it to the 2013 growing season in Manitoba. She will go into detail about key findings from the UCC, as well as notable challenges and successes for Manitoba producers this season. Best management practices surrounding pests of canola, as well as field operations such as seeding, harvest, and storage will be discussed.

Clubroot Panel – Let’s Learn From Alberta
PANEL

THE 2013 growing season presented a new challenge for Manitoba - CLUBROOT IN CANOLA! Previously we had positive tests for clubroot in our soil but in 2013 we actually found plants in Manitoba fields with clubroot symptoms. This could be a devastating disease for our canola crop here in the province so come see our panel of experienced individuals discuss Clubroot and what it means. The panel includes MAFRD’s oilseed specialist Anastasia Kubinec, the original agronomist who found Clubroot in canola in Canada; Dan Orchard, Canola Council of Canada Agronomist; and Alberta producer (TBA). They will talk to you about the disease, how technology has progressed since we first got the disease in Canada and how we can prevent its spread in Manitoba. We can learn a lot from the experiences of those out west - don’t miss out on this opportunity to see them at 11:00 am in the FCC Theatre on Tuesday.

Canola Market Update
Brenda Tjaden Lepp

BRENDA, CO-FOUNDER and Chief Analyst of Farmlink Marketing Solutions, will discuss how another volatile year in the grain markets has made sound marketing decisions difficult. This session will provide a canola outlook, and discuss and explain the market forces impacting commodity prices across North America. Join Brenda in the FCC Theatre Tuesday morning at 10:00 am.

Manitoba: the Land of Agricultural Opportunity
Craig Senchuk

CRAIG SENCHUK is currently President of the Brandon Chamber of Commerce and is Partner, and Vice President at Agri-Trend Business Management. The Brandon Chamber of Commerce sees tremendous potential for growth in Brandon and Western Manitoba through taking advantage of opportunities in primary agriculture and agribusiness. Their focus is on capturing some of the opportunities in Value Added Agricultural Business by advocating the positive messages of science and technology in agriculture and encouraging processing to locate right here in Manitoba. Join Craig in the FCC Theatre on Tuesday at 2:45 pm as he discusses the importance of bringing more agriculture business to the area and the impact it can have on the job market.

Food Safety is Everyone’s Business
Dr. Douglas Powell

DR. DOUGLAS Powell is Vice-President Communication for IEH Laboratories and Consulting Group. He has a passion for food safety and has written over 6,000 entries for barfblog.com since 2006. Join us in the FCC Theatre on Tuesday at 1:00 pm to hear Dr. Powell’s presentation on how food borne illness can happen at any stage in the food process and how it’s up to everyone to practice food safety. He is developing massive open online courses in food safety risk analysis, policy, communications and culture, and works with many in the food safety community.
Seminars & Workshops

The World’s Financial Future - How Does it Impact You?
Paul Ferley

WITH THE world economy still recovering from economic problems associated with the worldwide slowdown, how will Canada and especially Western Canada fare for the near and mid future. Paul Ferley, Assistant Chief Economist with RBC, will provide us with an economic outlook and prediction in the FCC Theatre on Tuesday afternoon at 2:00 pm.

Risk & Reward - Cropping Options in 2014
Gary Smart

JOIN GARY in the MNP Theatre on Wednesday at 9:15 am where he will discuss costs of production for the major crops grown in the Province and look at the overall profitability of these crops and how each one pencils out for the upcoming year. His main focus will be on the importance of having a marketing plan, and important factors to consider when putting your plan together.

Non-Tax Financial Implications of Selling Land to Children at Retirement
Terry Betker

MINIMIZING THE tax cost of selling land at retirement is important. But what about the other considerations such as how much money will the retiring generation need through retirement? How much will the farm be able to pay and how do you balance the two? Terry provides management consulting services to farms, primarily on strategic, business and succession planning, financial analysis and human resource management. Join Terry in the MNP Theatre on Wednesday 10:00 am to learn what tools and techniques you can use to analyze different options and come to a mutually acceptable arrangement.
IN A TIME when land prices have risen to record levels in Manitoba, should grain farmers continue to buy and/or rent that extra piece of land at these record prices? Where is the tipping point? Farmers need to take a step back and revisit their budgets and really decide whether it is in the best financial interest of their farm to be paying top dollar for land. This presentation being held in the MNP Theatre on Wednesday at 10:45 am will explore land prices in the current farm economy and help to answer the question “How much is too much?”

**Farm Strategies – What it takes to be A Successful Farm at Any Size**

*Eric Olson*

ERIC IS A Farm Management Consultant with more than 22 years working in the agricultural industry and has an unparalleled understanding of local and international market conditions. He uses this knowledge to help producers strategically develop their operations so they can increase the profitability of their farms and enhance their competitive edge. Come to the MNP Theatre on Wednesday at 11:30 am and learn Eric’s strategies for success and how you can make more money!

**The Calculation of EPDs in Cowboy Language**

*Wade Shafer*

FOR 30 YEARS Expected Progeny Differences (EPDs) have been at the center of genetic improvement in livestock. Though derived using complex statistical methodology, Wade will attempt to explain how EPDs are calculated in a language that we all can understand. Don’t miss his presentation in the MNP Theatre on Wednesday 2:30 pm.

**Manitoba’s 2013 Outstanding Young Farmers**

*Tyler & Dorelle Fulton*

TYLER AND DORELLE were awarded Manitoba’s 2013 Outstanding Young Farmers. Together with Tyler’s parents, they have a beef cattle operation which consists of 450 cows, a backgrounding lot and a hay export business. Their farming philosophy values balance between family and work, environmental and economic sustainability, risk management and operational innovation. Meet Tyler in the MNP Theatre on Wednesday at 1:00 pm where he will provide details of his joint venture cattle and hay operation and some of the farm practices that are unique and equipment that they employ on their farm. His discussion will include attributes of their winter corn grazing system, their optimization strategy and their risk management plan.

**Two Million Acres of Soybeans – When and How will Manitoba get There?**

*Dennis Lange*

IN 2013 Manitoba soybean producers planted over 1,000,000 acres of soybeans. So what’s in store for 2014, how many acres will Manitoba growers plant and where will they plant those acres? On Wednesday at 9:30 am in the FCC theatre. Dennis, Farm Production Advisor with MAFRD will provide a year in review of soybeans in Manitoba and will be discussing some of the successes, challenges and questions Manitoba growers have been facing. The topics will range from variety selection to maturity issues and also various disease issues.
Seminars & Workshops

Herbicide Resistance – What’s Changed in 25 Years?
Ingrid Kristjanson

Weeds will never go away no matter how hard we try to eradicate them. In recent years, new challenges have arisen, affected by changes in crop rotation and crop selection, herbicide use patterns, herbicide tolerant crops, to name a few. Join Ingrid on Wednesday morning at 10:00 am in the FCC Theatre as she provides an overview of some of the latest challenges in weed management, and focuses on key concerns for annual crops.

Manage Your Farm From Anywhere
Matthew Van Dijk

Mobile Record keeping can save you time and money on the farm. Update and keep detailed records from anywhere with your phone or tablet. Matthew is a Senior Product Specialist for FCC Management Software. In his presentation being held in the FCC Theatre at 1:00 pm on Wednesday, you’ll learn how to make the most of GPS navigation, mapping, scouting, mobile data entry, and operation and inventory management using FCC Management Software’s suite of accounting and field record keeping applications and software packages.

What’s Real, What’s Not?
Understanding Agronomy Research
Terry Buss

In recent years it seems that many different entities have gotten in to the agronomic research business. Producers and industry personnel receive a large assortment of graphs, charts, analysis and recommendations from a wide variety of sources. With the internet, all manners of agronomic information can be found with a few Google searches. But not everything that is called research actually turns out to be research. Mainly through the use of examples, Terry will explain some very easily applied and easily understood research principles that can help producers and industry personnel assess the quality of research and the conclusions or recommendations being drawn from it. Come to the FCC Theatre on Wednesday at 1:30 pm to hear how you can get a much better understanding on your own of what’s real and what’s not.

Soybeans Western Style
Kristen Podolsky

Soybeans can now be found all across the province. But growing conditions in Western Manitoba are different: the season is shorter, soils are zero-tilled, landscapes are rolling and equipment is suited for wheat and canola. Kristen is passionate about agriculture, especially the evolution and diversity of cropping systems we are seeing in Manitoba. Join her in the FCC Theatre Wednesday at 10:30 am as she shares her experiences from 2013 and discusses what rookie soybean growers need to know and how we can adjust our cropping systems to include more soybeans.

Soybeans...Hungry for Nutrients
Whether you Feed Them or Not!
John Heard

Soybeans have seemingly been grown with little added fertilizer and produced good yielding crops. But soybeans do remove considerable amounts of phosphorus and potassium and neglect in applying these nutrients comes at the price of soil depletion. Recent Manitoba studies and observations will be used to illustrate the importance of these and other nutrients in the continued sustainability of soybean yields and profitability. Don’t miss John’s presentation in the FCC Theatre on Wednesday at 11:15 am.
TILLAGE TOOLS have changed dramatically over the years. They are larger, built heavier and get the work done faster and more effectively. They also cost more and require pulling power to match. Surface tillage is a newer type of tillage implement that can help meet the demand of today’s farm operation for getting the job done fast and effectively. Our panel of surface tillage equipment users will give you their take on how it is working on their farm. See if there is a fit for your farm. Join Manitoba producers Anthony Raes and Ed Peters in the FCC Theatre on Wednesday 2:00 pm to hear their experiences with surface tillage.

Glyphosate Resistance Management With an Update from Manitoba, Saskatchewan & North Dakota

GLYPHOSATE RESISTANCE is becoming a huge issue not only in Manitoba, Canada and North America but internationally as well. When glyphosate was first brought to market we were told that we would never have glyphosate resistant weeds. Well 40 years later, we do!!! And weeds that are resistant to other herbicide groups as well. We have put together a panel of experts to discuss the current situation in the different geographies, what we know so far, what we need to do further research on and how we can mitigate the risk. Jeff Stachler will discuss the situation to the south, Hugh Beckie (tentative) will discuss the situation to the west and Lionel Kaskiw will discuss our current situation in the province. This is a panel so there will be lots of time to ask questions. Please join us in MNP Theatre on Thursday Morning at 10:30 am.
Seminars & Workshops

**To Bee or Not to Bee – Declining Honey Bee Populations – Why?**
Rhéal Lafrenière

RHÉAL SPECIALIZES in Apiculture, more specifically honey bees and beekeeping. His discussion will be a review of the current literature on honey bee decline and the possible role of neonicotinoid insecticides. Special attention will be given to the debate over acute vs chronic toxicity and the synergistic relationship between neonicotinoid insecticide and chemical and biological stressors impacting honey bee health. Join Rhéal’s honey sweet talk at 11:15 am on Thursday morning in the MNP Theatre.

**Clubroot: A Manitoba Perspective**
Vikram Bischt

CLUBROOT DISEASE has been found in Manitoba. The find has direct and indirect implications on Manitoba’s canola industry and other industry sectors associated with farming and farm services. All of us, the stakeholders of agriculture in Manitoba, will have to work together to reduce losses due to this disease. Join Dr. Vikram, Plant Pathologist with Manitoba Agriculture, Food & Rural Development, in the MNP Theatre on Thursday at 2:15 pm as he presents the results of a Canola disease survey in Manitoba, conducted by MAFRD and AAFC staff, and discusses the incidence of clubroot disease in the prairies.

**Top 10 Tax Tips & Traps**
Mike Poole

MIKE IS A Partner and Tax Advisor with MNP providing specialty tax strategies to clients of all sizes and in a wide range of industries including agriculture, oil and gas. Join Mike in the MNP Theatre on Thursday at 1:00 pm as he delivers creative, practical tax solutions to unique business challenges. With his vast wealth of experience and knowledge Mike’s tax tips are sure to help clients stay in compliance and pay the least amount of tax possible.

**Soybean Production “Theory vs Practice”**
Brent VanKoughnet

AGRI SKILLS Inc, a company that specializes in agricultural innovation and human resource development services, has been contracted by the Manitoba Pulse Growers Association to evaluate a number of soybean field practices. Over the past four years field trials have included seeding rates, row spacing, seeding dates and crop rolling. Come to the MNP Theatre on Thursday at 1:30 pm as Brent, Owner/Manager of Agri Skills Inc will discuss the highlights of those trials and the implications to farm production decisions. Brent brings a unique combination of practical experience and insight from the perspectives of a producer, a marketer, a consultant, a mediator and a facilitator.

**From Pasture to Plate – Vertical Integration**
Jerry Wulf

TOGETHER WITH his family, Jerry Wulf has built one of the largest seedstock herds in North America. Join Jerry in the FCC Theatre on Thursday at 10:00 am to hear the Wulf Cattle story on how this half century beef operation has evolved into an integrated beef system that spans from genetics to value added branded beef. His presentation will cover management strategies they’ve developed over the years to increase profits, mitigate risk, and enhance sustainability. Jerry will also share how what is good for their company is also good for a lot of other producers, creating win-wins up and down the beef production chain. Their company is very involved in both the beef and the dairy industries and what they have made work for 40 years on the beef side is now being implemented in the dairy industry.
Our custom case fits any Model 919® new or old. Install and use tester inside case along with any digital scale. Protects tester when not in use and allows for easy transport. Made of durable ABS plastic with secure places for cell & dump tubes.

STARTING IN 2014 MASC will be introducing a new forage program suite that has been developed to provide forage and livestock producers with new alternatives to mitigate their forage production risk. Producers will have a choice of two main programs, Select Hay Insurance and Basic Hay Insurance that have standard features as well as options designed to fill existing gaps. Join Rhéal, Insurance Sales and Service Manager with MASC, in the FCC Theatre Thursday at 10:45 am to get details about this new program.

What’s Your Beef Business Model?

ON THURSDAY, 11:15 am in the FCC Theatre join a panel of 3 successful beef producers that have 3 very different methods of business and marketing for their operations. Trevor Atchison, a Conventional Cow/Calf Producer from Pipestone, MB; Marc Boulanger an Organic Beef Producer from Grande Clairiere, MB; and Jerry Wulf, Integrated Beef Producer from Minnesota will have an in depth discussion on their business plans, costs of production and marketing tactics. Compare the risk management tactics of the niche marketing producer that has the opportunity to price set for premium products, to that of the conventional producer that is a price taker in a volatile market place. You will also hear from a producer that uses an integrated model that allows for unique risk management strategies and product branding such as a calf buy-back program.

I’m Just a Tornado Hunter

WE ARE excited to bring to you one of North America’s top professional storm-chasers and severe weather experts, who is also an accomplished photographer, speaker, author and workshop leader. With over ten years of experience, Greg enjoys chasing classic prairie thunder and lightning storms, tornados, hurricanes, blizzards, and plans to continue traveling the world year-round to satisfy his appetite for capturing extreme weather. Join us in the FCC Theatre on Thursday at 1:00 pm as Greg explores the happiness paradox and toys with the notion that we are all much closer than we think to pursuing our passions.

New Forage Insurance Programs for 2014

Rhéal Bernard

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Visit us at Booth 1342 in the Convention Hall.

www.vanguardcu.mb.ca
I'M JUST A TORNADO HUNTER

Having built his life around the ultimate adventure as a storm chaser, Greg explores the happiness paradox and toys with the notion that we are all much closer than we think to pursuing our passions.

See page 20 for more details.
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  Barn 4

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- Post frame buildings.
  Barn 1

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  Barn 1

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2014 EXHIBITORS

25
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  Barn 1

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  City Square Mini Arena

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- Barn 3

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  Main Street

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- Convention Hall

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- Barn 3

FRONTIER POWER PRODUCTS
- Barn 1

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  Barn 1

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  Barn 1

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- Grain air tubes.
  Barn 2

GATES MFG.
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  Barn 4

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  Barn 2

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  Barn 4

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  Barn 2

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  Barn 2

HEPSOnton EQUIPMENT INC.
  Westman Place Arena

HHM BUILDERS
  Barn 2

HI-TEC INDUSTRIES V-WING
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  Barn 4

HIGH BLUFF STOCK FARM
  Barn 3

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  Exhibition Hall

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  Hitching Ring

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- Hotsy high pressure wash equipment detergents and accessories.
  Barn 1

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- Hitching Ring

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- Barn 2

LEVELDALE POLLED HEREFORDS
- Barn 3

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- Convention Hall

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- Barn 1

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- Convention Hall

M & J FARMS
- Barn 3

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- Main Concourse

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- Barn 3

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- UCT Pavilion

MANITOBA AGRICULTURE, FOOD & RURAL DEVELOPMENT
- GO Teams Branch.
- UCT Pavilion

MANITOBA ANGUS ASSOCIATION
- Barn 3

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- Barn 3

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MANITOBA CANOLA GROWERS ASSOCIATION
- Westman Place Concourse

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- Main Street

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- Convention Hall

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- The MFFSA mandate is to improve economic returns and agronomic benefits to Manitoba farmers through research, promotion and communication.
- Convention Hall

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N 7 STOCK FARM
Barn 3

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Exhibition Hall

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Barn 1

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Barn 2

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Hitching Ring

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NORTHSTAR AGRI INDUSTRIES
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Barn 4

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Inventors’ Showcase is an annual feature at Manitoba Ag Days designed to encourage the development of products that will assist in farm operations. All inventions are considered whether from individuals or companies large or small. Exhibits developed by farm operators are encouraged.

FIRST PRIZE
M. Devloo Mfg. Ltd was the winner of the Inventor’s Showcase competition with their Roto Mud Scrapers for precision seeding. Mark Devloo was presented with a plaque together with a $1000 cheque from Manitoba Ag Days and an advertising package from the Manitoba Co-operator. From left to right in the picture are Mark Devloo, M. Devloo Mfg. Ltd; Jim Affleck, Manitoba Co-operator; Blake Nestibo, Manitoba Ag Days.

SECOND PRIZE
Winner of second prize in Inventor’s Showcase was Pro Mags LLC with their all-weather gauge wheel for planters. They received a plaque along with a cheque for $500 from Manitoba Ag Days and an advertising package from the Manitoba Co-operator. From left to right in the picture are Ron Hesla Pro Mags LLC; Jim Affleck, Manitoba Co-operator; Blake Nestibo, Manitoba Ag Days; Eric Hesla, Pro Mags LLC.

2014 INVENTORS’ SHOWCASE
BARN 4

AGCHEMEXPERT LTD.
■ An online, web-based program for pesticide selection of multiple pests in an array of crops

AT FILMS
■ Fertilizer storage bags

CARDALE TECH CORP
■ PTO driven double fighting auger water pump that requires no priming

CB HIGHLIFT
■ High lift jack for high clearance sprayers

CLEAN SEED AGRICULTURAL TECHNOLOGIES
■ CK6 Trident Crossover Drill

FARM AT HAND INC.
■ A multi-platform cloud-based farm management program

FARMLEAD.COM
■ An online, real-time, cash, physical grain marketing tool connecting growers and buyers

HI-TEC INDUSTRIES V-WING
■ V-Wing ditcher drainage machine

INTRAGRAIN TECHNOLOGIES INC.
■ Wireless grain storage monitoring

LEADING EDGE INDUSTRIES
■ The Load Judge is a monitoring system using proximity sensors to assist loading grain trailers

M.DEVLOO MFG LTD
■ Rotating mud scrapers for consistent seed depth and better emergence

RAINY DAY FABRICATING
■ The Lump Buster breaks fertilizer lumps out of the bin prior to augering

SUNNYBROOK WELDING
■ Axial combine box concave system
FOR 2014 Manitoba Ag Days has selected STARS Air Ambulance as our Feature Booth. You will find them located on the lower ice surface of the Westman Place Arena adjoining next to the Farm Safety display. With many of us in the agricultural industry working in the rural landscape emergency services can be miles away when help is needed. As this service becomes more rooted in Manitoba it was a great time to welcome their presence to the show and allow them to highlight how they can help during an emergency.

STARS offers time, hope and life-saving air medical transport to critically ill and injured patients. Since arriving in Manitoba in 2011, STARS has flown over 650 missions across dozens of communities throughout rural Manitoba.

STARS is more than just a helicopter. It’s a comprehensive emergency medical system made up of several components. Flight crews, air medical crews, and education specialists work together to ensure patients receive the specialized medical care they need, even if they are far away from a major hospital.

STARS is proud to be a link in the chain of survival in Manitoba, working closely with EMS crews, hospital medical staff, fire departments and law enforcement officials.

As a not for profit, charitable organization, the success of STARS depends on support from government, corporate, community and individual contributors. Stop by their booth, talk to the crew and hear how you can help be the bright spot in someone’s darkest day.

The most comprehensive seed lineup on the prairies is ... Proven Seed® The Power to Grow®

Available at more than 260 CPS retail locations

Throughout the prairies, nobody offers more seed varieties across more crops than Proven Seed. Nobody. And our powerful team of seed experts at Crop Production Services will work with you to help you choose the right agronomic seed solution for your farm. Contact your local CPS retail location today or visit cpsagu.ca.

Proven Seed® and The Power to Grow® are registered trademarks of Crop Production Services (Canada) Inc. CROP PRODUCTION SERVICES and Design is a registered trademark of Crop Production Services Inc.
Exhibitors

AG GROWTH INDUSTRIES
- STORM (Seed Treatment Optimized Rate Metering) is an innovation in seed treatment equipment. The integrated auger unit and electronic controls deliver precise application allowing absolute accuracy. The metering conveyor measures seed flow and automatically adjusts the peristaltic pumps for optimal coverage, while reducing waste and ensuring consistent coating from the first seed to the last.

AGROMEC INDUSTRIES
- The Agromec/Emily Sigma is a loader mounted bale shredder/blower which blows straw up to 15m away in a 260 degree radius. All functions are controlled by a joystick in the cab making bedding an easy one step process. Square bales in all sizes and round bales up to 4’ wide can be processed.

DECISIVE FARMING
- Optimize RX-S™ is variable rate seeding that works. Within-field variability requires that seeding rates change across the field to achieve optimal crop density. Optimize RX-S™ uses management zones that correspond to your fertility plan, allowing for the yield potential of each zone to be managed with the corresponding seeding requirements.

FLAMAN
- The Flaman Pro-Digger RD-4400 is built rock solid and has a digging depth of 44”. With its 1½” thick double tooth thumb and weight of 4790 lbs it removes rocks with ease. Improve field conditions and increase your land value with the Pro-Digger. (RD-3600 (36”) also available)

GATCO MANUFACTURING
- CrossFlow Aeration is the revolutionary system that moves air horizontally to the centre of the bin where it is vented out with a GrainAir Tube. With shorter air travel distance and reduced static pressure, CrossFlow is the most efficient aeration system ever.

HAUKAAS MFG
- The Rotating Bale Grapple unloads two bales at one time off of semi trailers and hydraulically rotates them 90 degrees to quickly and easily place them in a mushroom stack. With this Double Rotating Grapple hay producers can unload a semi of 30 round bales in 12 minutes. It quick attaches to most front end loaders and skid steers.

MAX QUIP
- DieselFlex is a computerized system that injects natural gas or propane into the air intake of diesel engines, proportional to the turbocharger’s pressure, throttle position and the gas temperature. DieselFlex will produce horsepower increments from 20-25% and overall fuel savings in the range of 10-15% depending on fuel costs.

PARADIGM PRECISION
- Paradigm Precision is now offering UAV image services. The images can be used for drainage, variable rate fungicide, environmental or physical crop damage assessment, pivot calibrations, early detection of crop stresses and more. Our turnaround time is within 2 days after taking the image.
A team to maximize your farm’s profitability?

It just makes sense.

What one farmer cannot do alone, together we can achieve—in the FNA farm business alliance. Together we have brought Members hundreds of millions of dollars in additional profit they would not otherwise have realized. All because they made the strategic decision to participate in FNA.

And right now, FNA Members are investing in one of the world’s most advanced fertilizer projects, becoming partners in the FNA Fertilizer Limited Partnership and ProjectN. These farmer-partners are executing a strategy to enter the supply chain rather than merely pay for it. You too can move some of your fertilizer costs from the expense column to the revenue column, and secure your own fertilizer supply by actually owning a part of the new plant.

Let FNA work for you. Participate with 10,000 other producers in the only farm business alliance dedicated to maximizing your profitability. We guarantee it will be one of the best investments you ever make in your operation.

Let’s Talk.
Call us at 1-877-362-3276.
This past year has seen some changes to the Manitoba Ag Days organization. After co-chairing for several years, recently with Ryan Boyd, Scott Perkin stepped down from this role but will continue to be an active board member. Blake Nestibo has graciously accepted the challenge to co-chair together with Ryan. Thank you to both for your continuing contributions. Taking his retirement from his position with MAFRI, Tom Tolton also took leave of his position on the Board after faithfully serving over twenty-eight years. Tom, with his vast computer and IT knowledge was instrumental in getting our website up and running. We wish Tom and his wife June many wonderful travel years together!

Leaving the Board also is Keith Loney who represented the Manitoba Weed Supervisors Association (MWSA). He still remains active with the MWSA and their weed identification display which you can find in the Convention Hall this year. Many thanks to Keith for his contributions to the Ag Days Show over the past two years.

We would like to welcome two new individuals to the Board, Sharon Ardron and Dustin Williams. Sharon is a Business Development Specialist – Farm Management with the MAFRD Souris office and has previous experience in the Ag lending field. Dustin owns and operates Ash Haven Farms Ltd., a cereal and oilseed farm in Souris, MB, with his wife Laura, and two daughters. We look forward to the diverse contributions both our new members will bring to Ag Days.
Sclerotinia could cost you $20-$30 per acre or more this year. Every year, canola growers are losing 2-3 or more bushels of canola seed, or nearly $5,000/quarter section. With unpredictable rain at flowering, infection can occur. Growing Proven VR 9561 GS with sclerotinia resistance is your first line of defence against infection. Contact your local CPS retail location and get the power to grow with Proven VR 9561 GS and the entire Proven Seed portfolio.

For more information on how you can support this project call 204.725.8739 or email greenhouse@assiniboine.net www.assiniboine.net/greenhouse
DON'T WORRY about trying to find a parking spot close to the building when you come to Manitoba Ag Days. Once again Murray Chevrolet will be providing shuttle service on the Keystone grounds so you need not worry about braving the weather or walking if you have physical limitations. Just wait in your vehicle and look for the shuttles cruising the lots though out the day. You’ll find them decaled out with Murray Chevrolet Cadillac Buick GMC and Manitoba Ag Days.

Because “Good Enough” Isn’t Good Enough.

The Superchisel
- 16- to 60-foot working widths
- Chisel shanks formed on edge
- Aggressive springs with 15-inch trip travel
- Superior residue flow
- Consistent depth control
- Modular design with optional wing extensions

See us at Manitoba Ag Days Booth #302

www.summersmfg.com • 800-732-4392
Information BOOTHs

CAN’T FIND an exhibitor you’re looking for? Not sure how to get to a particular part of the building? You need only find one of our helpful staff at an information booth to help you. They’re friendly and take great pride in making sure visitors get their questions answered. You’ll find info booths placed at key places throughout the show. Sometimes we also need to rearrange the floor plan and by doing so you may not be able to find one of your favorite exhibitors in the usual spot. Don’t worry, just check with one of our staff at the info booths and they’ll guide you where you need to go. Exhibitor locations are also listed under the company name in this Show Guide or you can find show exhibitors by going to www.agdays.com and clicking on the Exhibitor Search tab.
Ag Days would like to extend a THANK YOU to Lois McDonald and her staff at Brandon Tourism, in particular, Rachelle Levesque, whose hard work and perseverance once again helped many of our exhibitors and visitors with their accommodation needs. Without their contributions, Ag Days certainly would not be the success it is today.
AG IN THE Classroom

MANITOBA AG Days is a proud supporter of Ag in the Classroom which has been providing the school tour program over the past few years called the MB Ag Days Adventure. Grades 7 and 8 students along with their teachers and chaperones have the opportunity to increase their knowledge and understanding of Science, Social Studies, Careers and Agriculture through interactive Agriculture activities offered each day of Manitoba Ag Days. The student’s activities are focused on the theme: Agriculture-Think Global, Act Local, giving them a perspective on global issues. As part of a team, students will discover the importance of agriculture in Manitoba by following clues to find out awesome information about agriculture from participating booths at Manitoba Ag Days in the Keystone Centre. With much of the population becoming more distanced from the farm gate it’s an excellent opportunity to enhance the importance of agriculture. Approximately 450 students attend this program on an annual basis and benefit from a hands on learning experience. Thank you to the exhibitors that contribute their time to participate in this event helping make it successful. For more information visit www.aits.mb.ca

Introducing Agrimatics Libra

Grain cart app collects and wirelessly transfers field data through email/the cloud.

Agrimatics is changing the agricultural industry. We’re committed to providing the world’s best electronics and software products through a tablet/smartphone-based approach.

Come see us at booth 161, 162, & 163

The new High Performance leader across the prairies, CDC Stanley scores high points with western Canadian growers. With the highest yield results, excellent standability, and a great disease package, CDC Stanley redefines genetic potential, giving growers the power to grow.

Contact your local CPS retail to learn more about the exclusive line-up of High Performance Cereals from Proven® Seed.

Extractor

• Extracts from 9’ 10’ & 12’ bags
• Winds plastic up into a bale

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Neerlandia, AB
www.neeralta.com

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Proven VT 530 G, the new high performance, Genuity® Roundup Ready® canola hybrid. With resistance to Fusarium Wilt, medium maturity, and excellent standability, you’ll swath faster and combine more efficiently, while putting more bushels in your bin.

Contact your local CPS retail location and get the power to grow with Proven VT 530 G and the entire Proven Seed portfolio.

Top yielding and easy to grow.

Proven VT 530 G, the new high performance, Genuity® Roundup Ready® canola hybrid. With resistance to Fusarium Wilt, medium maturity, and excellent standability, you’ll swath faster and combine more efficiently, while putting more bushels in your bin.

Contact your local CPS retail location and get the power to grow with Proven VT 530 G and the entire Proven Seed portfolio.

Download the free Western Producer app today
Up-to-date news, weather, classifieds and more.

We ARE the app for that.
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A C C is your college for hands-on agriculture and environment programs, including Agribusiness, Land and Water Management and Horticultural Production, as well as industry certification courses.

www.assiniboine.net/ag&enviro

SAFE FARMING IS NOT A CHORE

The Farm Safety display is a joint effort between SAFE Farms and Manitoba Hydro.

PARTICIPATING ORGANIZATIONS ARE:

- SAFE Farms (Manitoba Workplace Safety and Health and Workers Compensation Board of Manitoba)
- Manitoba Farmers with Disabilities
- Manitoba Farm & Rural Support Services
  - Manitoba Hydro
  - Prairie Mountain Health
- Worker’s Compensation Board of Manitoba
- Workplace Safety & Health

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WHEN YOU'VE visited Ag Days in the past you've likely noticed that every corner of the Keystone Centre Complex is literally filled with Exhibitors. Many of our Exhibitors have products that either just won't fit within their indoor space or would like to showcase some extra equipment. Our outdoor displays allow them that extra opportunity so check out the displays before you move on inside the show where you can grab a hot coffee and chat with the Exhibitor. You will find the Exhibitors listed here along with their inside location.

- ADAIR SALES (Westman Place Arena)
- ALPINE PLANT FOODS (City Square)
- CANCADE (Optimist Arena)
- CORNER EQUIPMENT / NEVILLE (City Square)
- CUSTOM TRUCK SALES (Kinsmen Arena)
- FREIGHTLINER MANITOBA (Kinsmen Arena)
- MAZERGROUP (Outdoor Display)
- MERIDIAN (ACE Showring)
- NOVID (Westman Place Concourse)
- ADVANCED GROWTH GROUP (City Square)
- HI-TEC INDUSTRIES (Barn 4)
- LODE KING (Outdoor Display)
- OAK RIVER INDUSTRIES (Outdoor Display)
- SALFORD (Barn 2)
- VERSATILE (BUHLER) (Manitoba Room)

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*Limited Time Offer. Contact your local NetSet Authorized Dealer to switch today.
EVER SINCE the Ag Days show started 37 years ago the focus has always been agriculture. The show has certainly grown since its humble beginnings but one thing has never changed – our commitment to ensure exhibitors are ag related. You won’t find things that should be at a home show such as pots and pans and the like. We are 100% Pure Farm and are proud to feature everything from equipment to parts to ag services and all things in between. If it’s a part of your farming operation you’ll find it at Ag Days – it really is “Where the Ag Year Begins”!
Ag Growth International (AGI) is a leading manufacturer of portable and stationary grain handling, storage and conditioning equipment. Batco Manufacturing (specialty crop belt conveyors), Wheatheart Manufacturing (grain handling and fencing equipment), Westfield Industries (portable grain augers), Grain Guard (grain drying and storage equipment), Twister (galvanized grain bins), HSI (material handling and temporary storage equipment) and Applegate Livestock Equipment (livestock equipment) are divisions of AGI. For more information on products, installations or solutions visit www.aggrowth.com.
Be an AGvocate

Speak up, speak positively

Those of us involved in agriculture love what we do and we want the best for our industry. We know why agriculture is important to Canada and the world, and that it provides a lifestyle that can’t be beat. But we tend to be a humble group, so others may not hear this message.

We need to remember: image matters. What we say about agriculture influences how people view our industry. Share your passion and optimism for agriculture and let it shine through everything you say and do – being an agvocate is that easy.

Agvocates look for opportunities to talk about what’s going well in agriculture. They fill in information gaps, help dispel myths and learn more about the industry. Image is critical to our future, and fortunately we have a very positive story that we can tell. So let’s tell it.

- Get young people excited. There are jobs – great jobs. There’s farming of course, but many more options from science and sales to processing and manufacturing.
- Speak positively. Investment tends to flow to progressive industries that have a promising future.
- Inform consumers we’re capable business managers and stewards of the land, driven to produce safe, high quality food using sustainable methods.

Our image matters – in fact, it has never mattered more. Tell the world why you love agriculture and what the industry means to you. We’re counting on you to tell the real, positive story of Canadian agriculture.
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Join the conversation

There are so many reasons to be ag proud. Agriculture More Than Ever is an industry-driven cause to improve perceptions and create positive dialogue about Canadian agriculture. Changing perceptions is a big job. It’s going to take all of us – from corporations and associations to farms and individuals.

Visit AgricultureMoreThanEver.ca to get involved:
- Add your name to our agvocate list and join a community of people who share your passion.
- Find facts (like the ones above) and resources to help you be an agvocate.
- Become an Ag More Than Ever partner – over 200 have already signed on.
- Read and watch stories featuring people who are passionate about our industry. And you can share yours.
- Like us on Facebook, follow us on Twitter, and use #AgMoreThanEver when sharing positive stories, photos or facts.

Canadian agriculture needs your voice. Let’s all speak up and speak positively about ag.
The Manitoba Young Farmers Committee invites all Manitoba Young Farmers to join us for a:

**Complimentary Lunch**

Tuesday, January 21
11:45 to 1:00 pm
Upper Curling Rink Lounge

THE MANITOBA Young Farmers Committee is dedicated to providing opportunities and resources to Manitoba’s young farmers. The committee operates under the umbrella of Keystone Agricultural Producers and is funded in part by the Canadian Young Farmers Forum.

Please drop by the KAP display in the UCT Pavilion on Tuesday morning to pick up your lunch ticket. We look forward to having Manitoba Young Farmers join us.
The Versatile DeltaTrack is a fully integrated purpose-built four track system from Versatile. Available in three models 450DT, 500DT and 550DT, the DeltaTrack exceeds the performance and durability of existing track systems. The DeltaTrack is built using the most advanced track design in the agriculture industry and features proven Cummins engine technology, rugged CAT® powershift transmissions, and legendary Versatile reliability and serviceability.

Come see us at Manitoba Ag Days in the Versatile / Farm King pavilion
Want more information on Ag Days? Go to our website – www.agdays.com. Everything you need to know will be right there. The Ag Days office can be reached at 204-866-4400 or email at coordinator@agdays.com.
Things to do at Ag Days
- Kickoff breakfast
- Check out New Products
- Visit Farm Safety display
- Buy 50/50 ticket
- Talk to industry experts
- See Bull Congress
- Go to New Inventions
- Compare equipment
- Catch some great seminars
- Visit favourite exhibitor
- Get advice on products
- Have a coffee with a friend

When The Western Producer celebrates a birthday, we GIVE the gifts.

Farmers have been reading our newspaper for 90 years. And their children have been part of 4-H Canada for the last century. To commemorate these two milestones and support the continuing work of 4-H Canada, we are partnering with John Deere to give away a John Deere XUV825i Crossover Utility Vehicle to one lucky winner.

Head to www.producer.com/contest for full rules, regulations and an entry form. Contest closes June 2014. Good luck!

Gator™ awarded may not be exactly as illustrated. Approximate value $14,000.

John Deere
Enter to win at our booth in the Ag Centre Concourse
Don’t wait for someday

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Under 40? Love agriculture? Take the next step with up to $500,000 to purchase farm-related assets. With variable rates at prime plus 0.5% and no processing fees, you can make your move.

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Visit us in the Ag Centre of Excellence