



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 8/9/2000

GAIN Report #CA0114

Canada

Promotion Opportunities

Livestock Shows

2000

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Report Highlights:

This Livestock Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa[CA1], CA

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Livestock Shows

Calgary Exhibition & Stampede

Jul 6-15, 2001

Stampede Park, Calgary, AB

Type of Show: Consumer

Established: 1912

Objectives: A show featuring agricultural exhibits, chuckwagon races, rodeo, midway, manufactured displays, photo, crafts, art displays, variety stage show, entertainment and attractions.

Attendance: 1,100,000

Exhibitors: 400

Net Space: 150,000 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Steve Edwards.

Show Producer: Calgary Exhibition & Stampede, PO Box 1060, Stn. M, Calgary, AB T2P 2K8 Phone: (403) 261-0101. Fax: (403) 265-7197 <http://www.internetbrokers.ab.ca/parade/>.

Equi-Fair & Alberta-Breeds for the World

Sep 6-10, 2000

Spruce Meadows, Calgary, AB

Type of Show: Trade & Consumer

Established: 1983

Objectives: A trade fair for the horse industry.

Products Displayed: Horse breeds, horse related products and services.

Attendance: 140,000

Exhibitors: 300

Net Space: 100,000 sq.ft.

Rates: Min. booth 10' x 10' \$1,100.

Show Manager: Jack Hugill.

Show Producer: Equi-Fair, R.R. 9, Spruce Meadows, Calgary, AB T2J 5G5 Phone: (403) 974-4200. Fax: (403) 974-4266.

Official Service Contractor(s): Superior Show Services.

Canadian National Exhibition

Aug 18-Sep 4, 2000

Exhibition Place, Toronto, ON

*CAEM Member

Type of Show: Consumer

Established: 1878

Products Displayed: Consumer and industrial merchandise, educational and service industries, arts, crafts and sciences, careers and hobby displays.

Attractions: Kids' World, Midway, Canadian International Air Show, Labour Day and Warriors' Day Parades, sporting events, music contests, daily concerts and bandshell entertainment, horse shows, fashion shows, operational farm display, aquarama water ski show, grandstand concerts, floral and agricultural displays, Canada's Sports & Hockey Halls of Fame.

Attendance: 1,700,000

Exhibitors: 1,200

Net Space: 1,400,000 sq.ft.

Rates: Interior: contact Exhibit Mgr. Exterior: contact Concessions Mgr.

Show Manager: David Bednar.

Show Producer: Canadian National Exhibition, Exhibition Place, Toronto, ON M6K 3C3 Phone: (416) 393-6000. Fax: (416) 393-6259 <http://www.theex.com>.**Canadian Western Agribition**

Nov 19-26, 2000

Exhibition Park, Regina, SK

Type of Show: Trade

Established: 1971

Objectives: To provide a livestock, grain show, food fair and rodeo for consumers.

Products Displayed: Products and services agriculturally related. Most types of livestock, art, clothing and food.

Attractions: Purebred beef shows, commercial cattle, International horse pulling championships, stockdog demonstrations, live entertainment, professional rodeo, Canadian Cutting Horse and Team Cattle Penning.

Attendance: 150,000

Exhibitors: 650

Net Space: 190,000 sq.ft.

Rates: Indoor 10' x10' \$725.

Show Manager: Wayne Gamble.

Show Producer: Canadian Western Agribition, Canada Centre Bldg., PO Box 3535, Regina, SK S4P 3J8
Phone: (306) 565-0565. Fax: (306) 757-9963 E-mail: agribition@sk.sympatico.ca
<http://www.agribition.com>.

Royal Agricultural Winter Fair

Nov 2-11, 2000

Exhibition Place, Toronto, ON

Type of Show: Consumer

Established: 1922

Objectives: To generate awareness of the Royal Agricultural Fair, and its function and purpose.

Products Displayed: Breeding horses, dairy cattle, beef cattle, sheep, swine, goats, field crops, gardens and flowers, fruit, vegetables, poultry, wool, dairy and maple products, and honey.

Attractions: International horse show, walking ring, dairy lane, sheep shearing, petting farm, performing dogs, food show, auction sales, square dancing and fiddling.

Attendance: 350,000

Exhibitors: 300

Net Space: 800,000 sq.ft.

Rates: Min. booth 10' x 10' \$12.50; \$14.50/sq.ft. Exhibits from other countries accepted.

Show Manager: David E. Garrick.

Show Producer: Royal Agricultural Winter Fair, Coliseum, Exhibition Place, Toronto, ON M6K 3C3 Phone: (416) 393-6400. <http://www.royalfair.org>.

AG Expo & North American Seed Fair

Feb 28-Mar 3, 2001

Lethbridge & District Exhibition Pavilion, Lethbridge, AB

Type of Show: Trade

Established: 1897

Objectives: To welcome the general public and those in the agricultural society; to display new products in the industry.

Attractions: Competitions, livestock shows, cattle sales, tour of research centre, and seminars.

Attendance: 34,000

Exhibitors: 350

Net Space: 312,000 sq.ft.

Rates: Min. booth 10' x 10' \$397; 30' x 60' \$210 (outside).

Show Producer: Lethbridge & District Exhibition, 3401 Parkside Dr. S., Lethbridge, AB T1J 4R3 Phone: (403) 328-4491. Fax (403) 320-8139 E-mail: lethexhb@telusplanet.net
<http://www.telusplanet.net/public/lethexhb>.

Official Service Contractor(s): Pro Show.

Alberta Pork Congress

Mar 14-15, 2001

Westerner Park, Red Deer, AB

*CSAE Member

Type of Show: Trade

Established: 1975

Objectives: A show to promote the pork industry.

Products Displayed: Technology in pork production equipment and services.

Attractions: Educational seminars, awards banquet, and an industry sponsored consumer social events.

Attendance: 4,000

Exhibitors: 350

Net Space: 85,000 sq.ft.

Rates: Min. booth 10' x 10' \$395

Show Manager: Marjorie Zingle

Show Producer: Alberta Pork Congress, 1603 10th Ave. SW, Calgary, AB T3C 0J7 Phone: (403) 244-4487. Fax (403) 244-2340 E-mail: apc@incentre.net
<http://www.assocworldwide.com/apc>

Official Sponsor(s): Alberta Pork Congress

Canada Dairy Expo Show

Mar 23-24, 2001

Prairieland Exhibition Park, Wheatland Complex, Saskatoon, SK

Type of Show: Trade & Consumer

Objectives: To promote and display livestock and related technology.

Products Displayed: Livestock handling and management equipment, feed companies, and dairy livestock.

Attractions: Innovative and comprehensive dairy industry exhibitions. Dairy industry personnel on hand to answer questions.

Attendance: 3,000

Exhibitors: 60

Net Space: 60,000 sq.ft.

Rates: Min. booth 10' x 10' \$350.

Show Manager: Rudy Friesen.

Show Producer: Prairieland Exhibition Corp., PO Box 6010, Saskatoon, SK S7K 4E4 Phone: (306) 931-7149. Fax: (306) 931-7886 <http://www.prairielandexhibition.sk.ca>

Official Service Contractor(s): Hub City Display.

Canada's Outdoor Farm Show

Sep 12-14, 2000

University of Guelph Research Station, Woodstock, ON

Type of Show: Trade

Established: 1994

Objectives: To display and demonstrate agricultural technology to Ontario farmers.

Products Displayed: Field and livestock equipment, services and practices.

Attractions: Live equipment demonstrations and "ride and drive" opportunities.

Attendance: 30,000

Exhibitors: 370

Net Space: 9,999,999 sq.ft.

Rates: Min. booth (indoor) 10' x 10' \$1,080. Outdoor 30' x 60' \$33/running foot.

Show Manager: Doug Wagner.

Show Producer: Canada's Outdoor Farm Show, 193 Woolwich St., Guelph, ON N1H 3V4 Phone: (800) 563-5441. Fax: (519) 822-1092 E-mail: ginty@sentex.net <http://www.tdg.ca/farmshow>.

Official Service Contractor(s): Tel Trade

Official Sponsor(s): Ontario Retail Farm Equipment Dealers Assoc., Ont. Soil & Crop Improvement Assoc., Ont. Farm Equipment Manufacturers Assoc.

Canadian National Arabian & Half-Arabian Championship

Aug 21-26, 2000

Regina Exhibition Park, Regina, SK

Type of Show: Trade & Consumer

Established: 1957

Objectives: To promote Arabian and half-Arabian horses.

Products Displayed: Art, jewelry, and equine products.

Attractions: Trade fair.

Attendance: 6,000

Exhibitors: 1,000

Rates: Min. booth 10' x 10'; \$3.85/sq.ft.

Show Manager: Imelda Casteel.

Show Producer: International Arabian Horse Association, 10805 East Bethany Dr., Aurora, CO 80014
Phone: (303) 696-4500. Fax: (303) 696-4599 <http://www.iaha.com>.

Future Dates: 2001 Aug 20-25--Regina, SK.

Cattle Congress

Feb 2-3, 2001

Prairieland Exhibition Park, Saskatoon, SK

*CAEM Member

Type of Show: Trade & Consumer

Established: 1995

Objectives: To market genetics for the cattle industry both commercial and purebred

Products Displayed: Live animal tradeshow plus industry-related products and services.

Attractions: Held in conjunction with Saskatchewan Cattle Feeders Assoc. Annual Meeting and Seminars.

Attendance: 4,500

Exhibitors: 75

Net Space: 40,000 sq.ft.

Rates: Min. booth 10' x 10' \$3.50/sq.ft.

Show Manager: Rudy Friesen.

Show producer: Saskatoon Prairieland Exhibition Corp., PO Box 6010, Saskatoon, SK S7K 4E4 Phone: (306) 931-7149. Fax: (306) 931-7886 <http://www.prairielandexhibition.sk.ca>.

Chinook Livestock Classic

Oct 26-28, 2000

Lethbridge Exhibition Grounds, Lethbridge, AB

Type of Show: Trade & Consumer

Established: 1970

Objectives: To display a prospective market of purebred beef cattle with an accompanying industry trade show and seminars, along with a variety of other livestock.

Products Displayed: Cattle breeds and livestock industry supplies.

Attractions: Purebred cattle, seminars.

Attendance: 600

Exhibitors: 45

Net Space: 12,000 sq.ft.

Rates: Min. booth 10' x 10' \$100

Show Manager: Twyla Gurr.

Show Producer: Lethbridge & District Exhibition, 3401 Parkside Dr. S., Lethbridge, AB T1J 4R3 Phone: (403) 328-4491. Fax (403) 320-8139 E-mail: lethexhb@telusplanet.net <http://www.telusplanet.net/public/lethexhb>.

Expo Québec

Aug 16-27, 2000

ExpoCité, Québec, QC

*CAEM Member

Type of Show: Trade & Consumer

Established: 1912

Objectives: A show to promote products of the agricultural and farm-produce industries.

Products Displayed: Products for farming, animals, food and agricultural products.

Attractions: Farm animals, animal judging, horse races, rides, games of skills, a grand stand, a commercial pavilion and handcrafts.

Attendance: 50,000

Exhibitors: 300

Net Space: 125,000 sq.ft.

Show Manager: Roger Doré.

Show Producer: Expocité, 250 boul. Wilfrid-Hamel, Québec City, QC G1L 5A7 Phone: (418) 691-4797.

Fax: (418)525-9315 1-888-866-3976 E-mail: expocite@expocite.qc.ca

<http://www.riq.qc.ca>

Official Service Contractor(s): Gaétan Marcoux

Official Sponsor(s): Molson, Coca-Cola.

Exposition Agricole de St-Hyacinthe

Jul 21-30, 2000

Terrain de l'Exposition, St-Hyacinthe, QC

*APEQ Member

Type of Show: Trade & Consumer

Established: 1936

Objectives: To exhibit agricultural machinery and animals to farmers and consumers.

Attractions: Tractor pull and a demolition derby.

Attendance: 185,000

Exhibitors: 435

Net Space: 300,000 sq.ft.

Rates: Min. booth 10' x 10' \$750.

Show Manager: Richard Robert.

Show Producer: Société d'Agriculture du District de St-Hyacinthe, 2670 ave. Beauparlant, St-Hyacinthe, QC

J2S 4M8 Phone: (450) 773-9307. Fax: (450) 773-8309.

Official Service Contractor(s): Marie-Paul Arseneau

Official Sponsor(s): Goodyear, Molson.

Future Dates: July 19-29, 2001.

Exposition Agricole Régionale de Berthierville

Jul, 2001

Site de l'Exposition, Berthierville, QC

Type of Show: Trade & Consumer

Established: 1967

Objectives: To judge animals.

Products Displayed: Holsteins and ayrshires.

Attractions: Animal judging, commercial exhibitors, bingo and riding.

Attendance: 25,000

Exhibitors: 200

Net Space: 75,000 sq.ft.

Rates: Min. booth 10' x 10' \$300.

Show Manager: Anne Campeau.

Show Producer: Société d'Agriculture du District de Joliette, 900 boul. Biroux, PO Box 1228, Berthierville, QC
J0K 1A0 Phone: (450) 836-6667. Fax: (450) 836-4294.

Official Sponsor(s): Pepsi, Molson, Technicomm, Syndicat des producteurs de lait Lanaudière.

Farmfair International 2000

Nov 4-12, 2000

Northlands AgriCom & Sportex, Northlands Park, Edmonton, AB

Type of Show: Trade & Consumer

Established: 1974

Objectives: To provide a show where cattle producers and buyers can meet one-to-one.

Products Displayed: Purebred beef, livestock genetics, diversified livestock (swine, sheep, goats, llamas, poultry, pigeons, rabbits, quarter horses); agri-business products and services.

Attractions: Stock competitions (draft horse pulls, cattle penning, stock dog trials); Dodge City Western Trade & Gift Show; AgAwareness educational programs; Craig Cameron horsemanship seminar, city-wide entertainment and world-class shopping.

Attendance: 60,000

Exhibitors: 1,400

Net Space: 250,000 sq.ft.

Rates: \$550 (Dodge City), \$100 (AgAwareness); \$200 (Livestock Pen).

Show Manager: Leigha Graf.

Show Producer: Northlands Park, PO Box 1480, Edmonton, AB T5J 2N5 Phone: (780) 471-7210. Fax:
(780) 471-8176 1-888-800-Park <http://www.northlands.com>.

Official Service Contractor(s): GES Canada.

Official Sponsor(s): UFA & Ivomec.

Future Dates: 2001 Nov 3-11-Edmonton, AB, Northlands Park, AgriCom & Sportex.

International Ayrshire Spring Show

Apr 20, 2001

Parc de l'Exposition, St-Hyacinthe, QC

Type of Show: Trade & Consumer

Established: 1982

Objectives: A show to help promote the dairy industry.

Attractions: Cow competitions, milk production products and services.

Attendance: 1,500

Exhibitors: 25

Net Space: 75,000 sq.ft.

Rates: Min. booth 10' x 10' \$300.

Show Manager: Serge Bilodeau.

Show Producer: Québec Ayrshire Society, 62 Des Freres Nord., Victoriaville, QC G6S 1V4 Phone: (418) 831-6263. Fax: (418) 831-4000.

International Plowing Match & Farm Machinery Show

Sep 19-23, 2000

Elora, ON

Type of Show: Trade & Consumer

Established: 1911

Objectives: To provide farm industry exhibitors with an opportunity to promote their farm products and services.

Attractions: Entertainment, exhibits, lifestyle demonstrations, livestock, plowing competitions and antique displays.

Attendance: 100,000

Exhibitors: 600

Net Space: 3,484,800 sq.ft.

Rates: Min. booth 10' x 10' \$600; Outside 20' x 80' \$400.

Show Manager: Barbara Shipp.

Show Producer: Ontario Plowmen's Association, 367 Woodlawn Rd. W., Unit 6, Guelph ON N1H 7K9
Phone: (519) 767-2928. Fax: (519) 767-2101 1-800-661-7569.

Future Dates: 2001 Sep 18-22--Navan, ON.

Pork Congres

Nov 3-5, 2001

Centre de Foires

St-Hyacinthe, St-Hyacinthe, QC

*APEQ Member

Type of Show: Trade

Established: 1978

Objectives: To introduce new products and new services to those in the pork industry.

Products Displayed: Services, equipment, food and animal health.

Attractions: Conferences, gala, awards.

Attendance: 2,500

Exhibitors: 300

Net Space: 50,000 sq.ft.

Rates: Min. booth 10' x 10' \$550.

Show Manager: Roger Desrosiers.

Show Producer: Pro-Expo, 515 rue Prieur, Beauport, QC G1B 3G1 Phone: (418) 877-1616. Fax: (418) 666-2403.

Western Canada Farm Progress Show

Jun 20-23, 2001

Regina Exhibition Park, Regina, SK

Type of Show: Trade & Consumer

Established: 1978

Objectives: To provide a local, provincial, national and international farm and industrial equipment and technology market place, linking local, provincial and national manufacturers with international buyers.

Products Displayed: New inventions, industrial exhibits, farm family exhibits, antique trucks and trailers, major display of farming and livestock equipment ad technology.

Attendance: 43,000

Exhibitors: 725

Net Space: 800,000 sq.ft.

Rates: 10' x 10' booth \$375.

Show Manager: Doug Cressman.

Show Producer: Western Canada Farm Progress Show, PO Box 167, Regina, SK S4P 2Z6 Phone: (306) 781-9200. Fax: (306) 781-9396. <http://www.wcfps.com>.

Official Service Contractor(s): A&J Display, Ainsowrth Electric, A-1 Rent-alls Ltd., Warner Shelters, Nagels Audio Visual, Sask Tel.

Official Sponsor(s): Monsanto Canada, Farm Credit Corp., Saskatchewan Wheat Pool, Saskferlo, Canadian National, GMC Chevy Trucks, Behlen Industries.

Québec Holstein Spring Show

April 25-26, 2001

Victoriaville Fairgrounds

Products Displayed: Cows
Attractions: Competitions with judging
Attendance: 2,000
Exhibitors: 170
Rates: Min. booth 12' x 10' \$500
Show Producer: Holstein Québec, 2365 Sicotte, St-Hyacinthe, QC J2S 2K7 Phone: (450) 778-9636. E-mail: info@holsteinquebec.com.

Spruce Meadows "National" Tournament and Trade Show

May 30-June 3, 2001

Spruce Meadows, Calgary, AB

Type of Show: Trade & Consumer
Products Showcased: Horse related products and services, clothing, jewelry, gifts, home decor, etc.
Attractions: Show jumping championship, trick roping, square dancing, western entertainment attractions.
Attendance: 80,000-90,000
Exhibitors: 80
Net Space: 14,000 sq.ft.
Rates: Min. booth 10' x 10', rates upon request
Show Manager: Jack Hugill
Show Producer: Spruce Meadows, R.R.9, Calgary, AB T2J 5G5 Phone: (403) 974-4200. Fax: (974) 4266. <http://www.sprucemeadows.com>.
Official Service Contractor(s): Superior Show Services
Official Sponsor(s): Sun Life

Canada One Market Place

Jun 27-July 1, 2001

Spruce Meadows, Calgary, AB

*IAEM Member

Type of Show: Trade & Consumer
Established: 1992
Objectives: A show displaying horse related products.
Attendance: 10,000
Rates: Min. booth 10' x 10' rates on request.
Show Manager: Jack Hugill
Show Producer: Spruce Meadows, R.R.9, Calgary, AB T2J 5G5 Phone: (403) 974-4200. Fax: (403) 974-4266 <http://www.sprucemeadows.com>.

Spruce Meadows “North American” Tournament and Trade Show

Jul 6-8, 2001

Spruce Meadows, Calgary, AB

Type of Show: Trade & Cosumer

Products Showcased: Horse related products and services, clothing, jewelry, gifts, home decor, etc.

Attractions: Show jumping championship, trick roping, square dancing, western entertainment attractions.

Attendance: 92,000

Exhibitors: 80

Net Space: 14,000 sq.ft.

Rates: Min. booth 10' x 10', rates upon request

Show Manager: Jack Hugill

Show Producer: Spruce Meadows, R.R.9, Calgary, AB T2J 5G5 Phone: (403) 974-4200. Fax: (974) 4266.
<http://www.sprucemeadows.com>.

Official Service Contractor(s): Superior Show Services

Official Sponsor(s): Sun Life

Spruce Meadows “Masters” and Equi-Fair Tournament and Trade Show

Sep 5-9, 2000

Spruce Meadows, Calgary, AB

Type of Show: Trade & Cosumer

Products Showcased: Horse related products and services

Attractions: Athletic competitions, Breeds for the World exhibit, Breeds for the World Demonstration Ring, Equi-Fair, Trailer fair, art exhibit, International Plaza Festival of Nations. entertainment attractions.

Attendance: 170,000-175,000

Exhibitors: 350

Rates: Min. booth 10' x 10', draped, hardwall, equine artist exhibit hardwall, hardwall booth and stall; rates upon request

Show Manager: Jack Hugill

Show Producer: Spruce Meadows, R.R.9, Calgary, AB T2J 5G5 Phone: (403) 974-4200. Fax: (974) 4266.
<http://www.sprucemeadows.com>.

Official Service Contractor(s): Superior Show Services

Future Dates: Sept 5-9, 2001

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Contact FAS/Ottawa by e-mail: usagr@istar.ca

Related FAS/Ottawa reports:

Report Number	Title of Report	Date
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CA9141	Food Product Export Opportunities in Western Canada	12/23/99
CA9142	Western Canada Retail Study	12/23/99
CA0001	Eastern Canada Retail Study	1/05/00
CA0004	Bakery Products I: Sweets	1/20/00
CA0006	Bakery Products II: Bread, Rolls, etc.	1/24/00
CA0007	Food Product Export Opportunities in Eastern Canada	1/31/00
CA0022	New England Culinary Institute	2/29/00
CA0030	WUSATA Recruits Grocery Showcase West	3/21/00
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
CA0040	Promotional Opportunities Report for Canada	4/3/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00
CA0050	Agent/Broker Directory - Western Canada	4/19/00
CA0081	Food Product Export Opportunities in Eastern Canada - Report II	6/20/00
CA0112	Wine & Spirits Promotional Opportunities	8/9/00
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