



Foreign Agricultural Service

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Canada

Promotion Opportunities

Livestock Shows

2001

Approved by:

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U.S. Embassy

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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
Annual Report
Ottawa [CA1], CA

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Livestock Shows

Calgary Exhibition & Stampede

Jul 5-14, 2002

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 5-9, 2001

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.
Future Dates: Sept 4-8, 2002

Canadian National Exhibition

Aug 17 - Sep 3, 2001

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 18-25, 2001

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>.
Future Dates: Nov 23-30, 2002

Royal Agricultural Winter Fair

Nov 1-10, 2001

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>.
Future Dates: Nov 7-16, 2002

AG Expo & North American Seed Fair

Feb 27 - Mar 2, 2002

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 13-15, 2002

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

Apr 22-23, 2002

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 11-13, 2001

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.outdoorfarmshow.com/>.
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 20 - 25, 2001

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: Aug 19-24, 2002

Cattle Congress

Feb 1-2, 2002

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.saskatoonex.com>.

Chinook Livestock Classic

Oct 25, 2001

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, 2001

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 19-28, 2002

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. Beuparlant, 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.

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 2001

Nov 3-11, 2001

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.

International Ayrshire Spring Show

Apr 19, 2002

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: Phone: (514) 398-7970. ayrqc@globetrotter.net.

International Plowing Match & Farm Machinery Show

Sep 18-22, 2001

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: Sep 17-21, 2002.

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 19-22, 2002

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 and 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 24-25, 2002

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

Jun 7-9, 2002

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 26-30, 2002

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 5-7, 2002

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: 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, 2001

Spruce Meadows, Calgary, AB

Type of Show: Trade & Consumer
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 4-8, 2002

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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
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
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
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CA1021	Food Products Marketing Opportunities	02/14/01

CA1054	SIAL Montreal 2001 Evaluation	04/02/01
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