



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## Canada

### Promotion Opportunities

#### Livestock Shows

## 2002

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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.**

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

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.

## Livestock Shows

### Calgary Exhibition & Stampede

July, 2003

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 Contact: Steve Foster. (403) 261-0543.

Phone: (403) 261-0101. Fax: (403) 265-7197

<http://www.internetbrokers.ab.ca/parade/>.

### Spruce Meadows Masters Tournament Equi-Fair & BP Festival of Nations

Sep 4-8, 2002

Spruce Meadows, Calgary, AB

Type of Show: Trade & Consumer

Established: 1983

Objectives: A show to promote the horse industry internationally.

Products Displayed: Different breeds of horse related products and services.

Attractions: Exhibits from all over the world. Information about horse food and nutrition, various horses and riding demonstrations.

Attendance: 175,000

Exhibitors: 350

Net Space: 100,000 sq.ft.

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

Show Producer: Equi-Fair, R.R. #9, Spruce Meadows, Calgary, AB T2J 5G5 Phone: (403) 974-4249. Fax: (403) 974-4266.

Official Service Contractor(s): Superior Show Services.

## Canadian National Exhibition

Aug 16 - Sep 2, 2002

Exhibition Place, Toronto, ON

\*CAEM Member

Type of Show: Consumer

Established: 1879

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.

Attendance: 1,400,000

Exhibitors: 1,800

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

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

Show Manager: Lindan Toole.

Show Producer: Canadian National Exhibition, Exhibition Place, Toronto, ON M6K 3C3  
Phone: (416) 263-3846. Fax: (416) 393-6259 <http://www.theex.com>.

## Canadian Western Agribition

Nov 25-30, 2002

Exhibition Park, Regina, SK

Type of Show: Consumer

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: 145,000

Exhibitors: 650

Net Space: 190,000 sq.ft.

Rates: Indoor 10' x10' \$800.

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

## **Royal Agricultural Winter Fair**

Nov 8-17, 2002

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'

Show Manager: Doug Macdonnel.

Show Producer: Royal Agricultural Winter Fair, The Coliseum, National Trade Centre, Toronto, ON M6K 3C3 Phone: (416) 263-3400. Fax: (416) 263-3488.  
<http://www.royalfair.org>.

## **AG Expo & North American Seed Fair**

Mar 5-8, 2003

South 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: 36,710

Exhibitors: 480

Net Space: 312,000 sq.ft.

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

Show Contact: Lorne Darlington. Phone: (403) 328-4491. Fax (403) 320-8139  
E-mail: [events@lethbridgeexhibition.com](mailto:events@lethbridgeexhibition.com)

## **Alberta Pork Congress**

Mar, 2003

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 Contact: Marjorie Zingle Phone: (403) 244-4487. Fax (403) 244-2340 E-mail:  
apc@incentre.net <http://www.assocworldwide.com/apc>.

## **Canada Dairy Expo Show**

Apr 16-17, 2003

Trade Centre, 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: Donna Bohrson. (306) 931-7149. [Dbohrson@saskatoonex.com](mailto:Dbohrson@saskatoonex.com)

Show contact: Phone: (306) 668-6000. Fax: (306) 931-7886

## **Canada's Outdoor Farm Show**

Sep 10-12, 2002

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: 400

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

Rates: Min. booth (indoor) 10' x 10' \$9.80/SQ.FT.; Outdoor 30' x 60' \$35/running foot.

Show Manager: Henrietta Coole.

Show Producer: Canada's Outdoor Farm Show, 193 Woolwich St., Guelph, ON N1H 3V4

Phone: (800) 563-5441. Fax: (519) 822-1092 E-mail:

[info@outdoorfarmshow.com](mailto:info@outdoorfarmshow.com) ; <http://www.outdoorfarmshow.com/>

Official Service Contractor(s): Showtech, Power& Lighting.

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

## **Canadian National Arabian & Half-Arabian Championship**

Aug 19-24, 2002

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: 30

Rates: Min. booth 10' x 10'; 250 US.

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>.

## **Cattle Congress**

Jan. 31- Feb. 02, 2003

Trade Centre, 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 Contact: Donna Bohrson. (306) 931-7149.

Phone: (306) 931-7149. Fax: (306) 931-7886 <http://www.saskatoonex.com>.

## **Chinook Livestock Classic**

Oct 24-26, 2002

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: 500

Exhibitors: 25

Net Space: 12,000 sq.ft.

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

Show Manager: Cecilie Fleming, Chairperson (phone: 403-687-2088).

Show Producer: Exhibition Park, 3401 Parkside Dr. S., Lethbridge, AB T1J 4R3

Phone: (403) 328-4491. Fax (403) 320-8139

E-mail: [events@lethbridgeexhibition.com](mailto:events@lethbridgeexhibition.com)

<http://www.telusplanet.net/public/lethexhb>

## **Expo Québec**

Aug 14-25, 2002

ExpoCité, Québec, QC

\*CAEM Member APEQ

Type of Show: Trade & Consumer

Established: 1912

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

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: 400,000

Exhibitors: 300

Net Space: 125,000 sq.ft.

Show Manager: Anne Michaud, Assisant General Manager.

Show Producer: Expocité, 250 boul. Wilfrid-Hamel, Québec City, QC G1L 5A7 Phone: (418) 691-4797 1-888-866-3976. Fax: (418) 691-7249.  
E-mail: [info@expocite.com](mailto:info@expocite.com) <http://www.riq.qc.ca>.

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

## **Exposition Agricole de St-Hyacinthe**

Jul 17-27, 2003

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 Contract: Richard Robert.

Phone: (450) 773-9307. Fax: (450) 773-8309.



## **Exposition Agricole Régionale de Bethierville**

July, 2003

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: 20,000

Exhibitors: 150

Net Space: 75,000 sq.ft.

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

Show Manager: Lucie Duchesne. Phone: (450) 836-6667. Fax: (450) 836-4294.

## **Farmfair International 2002**

Nov 2-10, 2002

Northlands AgriCom & Sportex, Northlands Park, Edmonton, AB

**\*CAEM Member**

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. Phone: (780) 471-7210 1-888-800-7275. Fax: (780) 471-8176. Email: [farmfairinternational@northlands.com](mailto:farmfairinternational@northlands.com); [klondikedays@northlands.com](mailto:klondikedays@northlands.com); [canadienfinalsrodeo@northlands.com](mailto:canadienfinalsrodeo@northlands.com) <http://www.farmfairinternational.com/>

## **International Ayrshire Spring Show**

April, 2003

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

## **International Plowing Match & Farm Machinery Show**

Sep 17-21, 2002

Glencoe, Middlesex County 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, tractor raffle, quilt block challenge, beautification competition.

Attendance: 80,000

Exhibitors: 600

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

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

Show Manager: Frank Rider. Phone: (519) 767-2928 Toll Free: 1-800-661-7569. Fax: (519) 767-2101.

## **Pork Congress**

April, 2003

Centre de Foires

Hotel des Gouverneurs, 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 Contacts: Roger Desrosiers. Phone: (418) 877-1616. Fax: (418) 666-2403.

## **Western Canada Farm Progress Show**

Jun 18-20, 2003

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: 750

Net Space: 900,000 sq.ft.

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

Show Manager: Roxanne Carr. Phone: (306) 781-9316, 888-734-3975. Fax: (306) 781-9396. Email: wcfps@regina

## **Québec Holstein Spring Show**

April, 2003

Victoriaville Fairgrounds

Products Displayed: Cows  
Attractions: Competitions with judging  
Attendance: 2,000  
Exhibitors: 170  
Rates: Min. booth 12' x 10' \$500  
Show Contacts: Phone: (450) 778-9636. E-mail: info@holsteinquebec.com.

## **Spruce Meadows “National” Tournament and Trade Show**

Jun 4-8, 2003

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 Contacts: Jack Hugill Phone: (403) 974-4200. Fax: (974) 4266.  
[Http://www.sprucemeadows.com](http://www.sprucemeadows.com).

## **Canada One Market Place**

Jun 25-29, 2003

Spruce Meadows, Calgary, AB

\*CAEM 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 Contacts: Jack Hugill. Phone: (403) 974-4200. Fax: (403) 974-4266  
<http://www.sprucemeadows.com>.

## **Spruce Meadows “North American” Tournament and Trade Show**

Jul 1-2, 2003

Spruce Meadows, Calgary, AB

Type of Show: Consumer

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

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 Contracts: Jack Hugill. Phone: (403) 974-4200. Fax: (974) 4266.  
<http://www.sprucemeadows.com>.

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

Sep 4-8, 2002

Spruce Meadows, Calgary, AB

Established: 1983

Products Objectives: A show to promote the horse industry internationally

Product displayed: Different breed of horses and horse related products and services.

Attractions: Exhibits from all over the world. Information about horse food and nutrition, various horse and riding demonstrations.

Attendance: 170,000-175,000

Exhibitors: 350

Net Space: 100,000 sq.ft.

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

Show Contacts: Jack Hugill. Phone: (403) 974-4200. Fax: (403) 974 4266.  
<http://www.sprucemeadows.com>.

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