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**MONDAY, JANUARY 9, 2012**

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **WESTERN CANADIAN CROP PRODUCTION SHOW: DAY 1**

SASKATOON, Saskatchewan – Thousands of grain industry personnel are in Saskatoon this week for the Western Canadian Crop Production Show. Show doors open today at 12:00 p.m. at Saskatoon Prairieland Park's Trade and Convention Centre.

"The 2012 Western Canadian Crop Production Show is here, and Prairieland Park's newly renovated facilities will provide a fresh look," said Prairieland Park Chief Executive Officer Mark Regier. "With hundreds of national and international exhibitors and thousands of farmers from Western Canada, this event is sure to create a huge buzz in the city."

At 2:00 p.m. Lyle Cowell from Viterra will be presenting "Farming in Flooded Soils" at the Bayer CropScience Information Theatre. Lyle's presentation will discuss the new challenges of farming due to extreme weather conditions. He will highlight how wet conditions affect the soil and crops on our farms in Saskatchewan.

**Pulse Days 2012: New Horizons** begins at Prairieland Park in Hall A starting at 4:30 p.m. with the Kick off to Pulse Days Events with Beef on a Bun Supper, followed by the Annual General Meeting and concluding with Opening Reception & Research Presentations.

### **Show Hours:**

Monday, January 9:	12:00 p.m. – 7:00 p.m.
Tuesday, January 10:	10:00 a.m. – 6:00 p.m.
Wednesday, January 11:	10:00 a.m. – 6:00 p.m.
Thursday, January 12:	10:00 a.m. – 5:00 p.m.

### **Admission:**

Adult – \$10  
2 Day admission pass – \$17

**Parking:**

Free on-site parking. A parking lot shuttle will be available courtesy of DuPont.



*@PrairieLandPark will be tweeting during the 2012 Western Canadian Crop Production Show. Follow us and use hashtag #WCCPS to join the conversation!*

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**Scan this QR Code with your Smartphone  
for the Crop Production Mobile Guide**



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Saskatoon PrairieLand Park Corporation is a world-class destination for major programs, events, and entertainment. PrairieLand Park produces, hosts and facilitates extraordinary events through superior, first-rate customer service. For more information about PrairieLand Park, visit [www.saskatoonex.com](http://www.saskatoonex.com).