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NEWS RELEASE  
FOR IMMEDIATE RELEASE

## GRAIN INDUSTRY MEETS IN SASKATOON at the WESTERN CANADIAN CROP PRODUCTION SHOW

SASKATOON, Saskatchewan – The City of Saskatoon has proclaimed January 9-13, 2012 as **Agriculture Business Awareness Week** and PrairieLand Park will kick-off the week with Western Canada's premier grain industry showcase – **The Western Canadian Crop Production Show** January 9-12 at Saskatoon PrairieLand Park's Trade and Convention Centre. Now in its 29<sup>th</sup> year, the Western Canadian Crop Production Show continues to connect industry leading manufacturers with decision making producers.

For yet another year the trade show is sold out with a total of 306 companies utilizing 993 trade show booths to showcase products and services to show attendees. This year 36 percent of the exhibiting companies are out-of-province, primarily from Manitoba, Alberta and the United States.

"Our goal to provide an ag-industry gathering place with a global perspective and access to the latest technology is ongoing" said PrairieLand Park Agriculture Manager Lori Cates.

The 2012 programming continues with the Bayer CropScience Information Theatre in Hall B. Monday at 2:00 p.m. and Tuesday at 12:00 p.m. Lyle Cowell from Viterra will be presenting "Farming in Flooded Soils". Edgar Hammermeister from Western Ag Labs Ltd. will be presenting "Getting Serious About ROI – The Impact of Balanced Crop Nutrition" on Tuesday at 2:00 p.m. and Wednesday at 12:00 p.m. On Wednesday at 2:00 p.m. and Thursday at 12:00 p.m. Mike Plychuk from the Ministry of Agriculture will be presenting "Grain Storage Costs and Options". The final presentation "Are You Ready For An Open Grain Market?" by Dustin Gabor from Ag-Chieve Corporation is on Thursday at 2:00 p.m.

This year's new feature is **Spaying Innovations – a Crop Protection Technology Clinic** focusing on nozzles and peripherals. Attendees will learn about proper calibration, critical points of operation, tips on applying economics and agronomics, and equipment adjustments. Key note speaker Tom Wolf, Research Scientist at Agriculture & Agri-Food Canada, will provide an overview of issues that are of increasing importance in spraying. The clinic will host approximately 400 people on Wednesday, January 11 and Thursday, January 12 in Hall A.

The Western Canadian Crop Production Show at Prairieland Park is held in conjunction with Crop Production Week. Crop Production Week includes meetings for Ag Grads, pulse crops, flax, canaryseed, winter cereals, oats, canola, mustard, seed growers, fruit growers, and the Canadian Wheat Board. For more information on Crop Production Week, visit [www.cropweek.com](http://www.cropweek.com) or call Hursh Consulting & Communications at (306) 933-0138.

**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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**For more information please contact:**

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**Scan this QR Code with your Smartphone  
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