

Media Release

June 21, 2017 -- For Immediate Release

Day one highlights: Canada's Farm Progress Show Honoured Women in Agriculture

Regina, Saskatchewan - Canada's Farm Progress Show opened Wednesday with attendance on par with 2016 numbers. The show's first-ever *Women in Ag* theme day honoured and recognized the much greater role women are playing in agriculture today.

"We wanted to celebrate women in agriculture because we have an increasing number attending our show every year," said CFPS show manager Shirley Janeczko. "We believe it's tremendously important to support them because they're making such a meaningful and valuable contribution to the ag industry. We want to continue to empower women."

Opening day featured a variety of educational and entertainment programming designed particularly with women in mind:

- The new Empowering Women Conference featured industry-leading presenters who encouraged women to keep moving forward with their life and career goals.
- The FCC Farm Progress Forum featured a number of top female speakers. Leona Dargis, producer and Succession Expert, shared her insight on how women can prepare their family farm for change by building an effective succession plan. Natasha & Elysia Vandenhurk, co-owners of Three Farmers, shared their real-world stories on how they went from start-up to success, slaying the Dragons and taking the natural foods industry by storm.
- Women received 40% off their walk-up gate admission.

The first day of Canada's Farm Progress Show also focused on the future of agriculture by educating, inspiring and motivating young students at the thinkAG Career Expo. Some 200 Grade 7 and 8 students attended workshops and interactive career exploration stations to learn about modern food production and the diversity of agriculture-related careers today.

For a complete listing of all events and activities taking place on days two and three of Canada's Farm Progress Show, please [visit our daily schedule](#).

- 30 -

For more information, please contact:

Paula Kohl, Director of Marketing, Communications & Strategy
The Regina Exhibition Association Limited (operator of Evraz Place)
Phone: 306-519-9715