



Partnership Announcement

February 1, 2018

Canada's Farm Progress Show announces partnership with Farms.com

Canada's Farm Progress show is pleased to announce a three-year partnership with Farms.com, a leading provider of innovative information products and services for the global agriculture and food industries.

As a premium partner, Farms.com will provide necessary support and funding for the following key areas at Canada's Farm Progress Show.

- Exclusive producer and distributor of the Canada's Farm Progress Show Official Show Guide in print and online
- Official Media sponsor of the Innovation Program and exclusive producer of the Innovation Guide
- Presenting sponsor of the Official Canada's Farm Progress Show Opening Ceremonies Tuesday, June 19, 2018
- Participating sponsor of Young Farmers' Day Thursday, June 21, 2018

One of the core elements of Canada's Farm Progress Show is showcasing innovation that brings improvements and efficiency to agricultural production. The show brings in qualified buyers who attend every year specifically to see and learn about what's new in the industry. Aligning with Farms.com, which has a strong and well-established digital presence across several markets in North America and around the world is a natural fit.

"We are thrilled to have Farms.com part of Canada's Farm Progress Show. This partnership will help elevate our brand and give us extensive print and digital exposure of our show across North America," said show manager Shirley Janeczko. "Our goal is to give those in the agriculture industry the tools and information they need to be the most productive and efficient in their businesses. The wealth of relevant agricultural education that the Farms.com properties provide allows us to further assist producers with making informed decisions that enhance their business."

Farms.com has similar motivations behind its decision to grow its partnership with Canada's Farm Progress Show. Farms.com is pleased to partner with Canada's Farm Progress Show, as both organizations have consistently demonstrated their commitment to innovation in the agriculture industry. "Partnering with Canada's Farm Progress Show will give both organizations a deeper reach into the Western Canadian farming community; ultimately we want to provide farmers with information that enables them to make better decisions for their farming operation, and this partnership will do that," said Graham Dyer, Farms.com President and CEO. "In 2018, Farms.com is celebrating 20 years in

business – and we have evolved to provide many innovative print and digital solutions. This partnership draws on the strengths of both companies to provide innovative solutions to western agribusinesses.”

For further information:

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About Farms.com

Farms.com is a leading provider of innovative information products and services for the global agriculture and food industries. The Farms.com group of companies focuses on a number offerings within the agriculture and food sector in four key areas: Media & Publishing, Careers, Software and Services, and Farming & Production. As part of the Media and Publishing group, each day, the Farms.com network of websites welcomes up to 25,000 farmers – helping commercial farmers find the latest farming news, market updates, farm videos, and every day useful information such as used farm equipment, real estate, and classified ads. The Farms.com Group has offices across North America. To learn more about Farms.com, visit www.farms.com.