



NORTHLANDS

NEWS RELEASE

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FARMFAIR INTERNATIONAL STOCKS UP FOR ANOTHER YEAR!

EDMONTON, AB – Farmfair International returns to the Northlands grounds from November 6-15, 2009, as one of the premiere showcases for agriculture in North America. As one of the busiest tourism weeks of the year, visitors from across Canada and other international communities will be on hand at Farmfair International to purchase and sell some of the finest livestock and genetics in the world.

For the agricultural community, Farmfair International is the perfect opportunity to showcase their livestock. This year, livestock numbers are up over the previous year, and 11 breeds will be spotlighted. Farmfair International will once again feature the National Lowline, Shorthorn and Gelbvieh shows. They'll also help celebrate 40 years of Limousin cattle in Canada with the Canadian Limousin Association. Plus, for the second straight year, Farmfair International will dedicate a full day to Commercial Cattlemen, with numerous activities for cattlemen to participate in, including a Commercial Pen Show, a Cattlemen's Luncheon and a Cattlemen's Appreciation Night. Finally, on Saturday, November 14th, the Supreme Show of Champions will wrap up Farmfair International for another year with over \$130,000 in cash and prizes, including two new Dodge trucks and one Featherlite Trailer. It's a showcase of the top livestock Western Canada has to offer, and a show not to miss.

For 2009, Farmfair International is also expanding its equine programming to include the Canadian Snaffle Bit Futurity and the new Northlands Team Roping Futurity. Some of the finest horses in Western Canada will be on display in the Ranch Horse Competition and Sale and the Fall Select Sale from the Alberta Quarter Horse Breeders Group. Other events include the Zender Fall Classic Team Penning Competition, the Equine All Breeds Showcase, and the International Horseshoeing Competition.

The ALPACA Odyssey Show and Sale returns to Farmfair International this year to celebrate the International Year of Natural Fibre. Running from November 6 – 8, this year's event features two days of shows and the A.L.P.A.C.A. Canada Annual General Meeting. Breeders can learn more about alpaca nutrition and care from guest speaker Dr. Norm Evans, attend an alpaca fashion show, or take in the banquet to meet members of the industry.

The 14th Annual Goat Gala runs from November 5 – 7, and features a new component – an industry networking social. Goat producers will have the opportunity to network with industry representatives from restaurants, meat distributors, auction marts and goat dealers in a casual setting. Prior to the

Junior and Commercial Show on November 7th, producers can attend an Angora, Purebred Boer, Buck & Percentage Show, or take in an Angora and Cashmere Fleece Show and Angora Workshop.

Farmfair International will also host its first ever 4-H Family Day on Monday, November 9th, in the new Edmonton EXPO Centre. 4-H Family Day will feature numerous events for members of all ages including equine clinics, motivational speakers, agility dogs, a judging competition, prizes, and much more. 4-H Members are encouraged to wear their club clothing or dress in green to show support. Best of all, any 4-H member who can show proof of affiliation through their membership card or club jacket will be provided free admission!

A number of well known clinicians will also be on hand at Farmfair International to share their knowledge on horsemanship. A pair of highly respected horsemen from Texas, Joe Wolter and Ed Wright, will each host a number of valuable equine clinics. As well, Rob Hitchner will look at the 'Basics of Hoof Care', while Marikje Van De Water will cover 'Healing Laminitis With Nutrition' and 'Healing With Horses Naturally'.

For entertainment, there's something for all ages at Farmfair International. Families can cheer on the competitors in Canada's Greatest Horseman, as they ride through a variety of difficult challenges to win the prestigious title. The Draft Horse Pulls showcase the sheer power and determination of these horses as they pull massive amounts of weight, while the Heritage Ranch Rodeo spotlights the skills necessary to be a working rancher.

If you're planning on getting a head start on your Christmas shopping, there's no better place than the Dodge City Western Tradeshow. With over 250 exhibitors showcasing the latest in western apparel, unique home décor, a wide variety of crafts and gifts, and original Western Art, you'll find something for everyone on your Christmas list. Plus, for the first time, Dodge City will feature livestock equipment in Hall E, including trailers, diesel trucks, tractors, balers, loaders, utility vehicles, plus lawn and garden products. Whether you are searching for products relating to lifestyles or livestock, Dodge City is a must see at Farmfair International this year.

Farmfair International attendees can also save on parking and admission costs by picking up a Farmfair International Value Pack coupon at Allan Dale and participating AMA and UFA locations throughout Central Alberta. For \$16, your coupon will provide you with two gate admissions to Farmfair International and parking for the day on the Northlands site. Make sure you pick up your Farmfair International Value Pack coupon in advance.

There's plenty of western hospitality on tap at this year's Farmfair International, running from November 6 – 15, 2009. For detailed information, log onto the Farmfair International website at www.farmfairinternational.com.

Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta's Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, Rexall Edmonton Indy, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit northlands.com to find out more.

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