



FOR IMMEDIATE RELEASE – March 2, 2010

Revitalized Farm Show just got bigger and better!

Welcome to the 72nd edition of the Annual Western Fair Farm Show. This year's show promises to be one of the biggest and best in the history of this agricultural event. Expanding to more than 204,000 square feet of exhibition space, as the event takes over the state-of-the-art Agriplex facility, visitors can expect to see hundreds of products and services, talk to numerous leading industry experts and take advantage of live product demonstrations and hands-on equipment displays. Imagine test-driving, on site, at the Farm Show!

The event takes place next week, March 10, 11 & 12 at the Western Fair Entertainment Centre. Show times are 10:00am - 8:30pm, Wednesday and Thursday and 10:00am-4:00pm on Friday.

Admission is \$12.00 at the door, or \$10.00 in advance if you purchase online at www.westernfair.com <<http://www.westernfair.com>> . Children 10 and under are FREE, when accompanied by an adult.

The expansion of the Farm Show to the Agriplex facility initiated our newest customer convenience, the **Syngenta Foundation Acre™ Shuttle** which will move people back and forth across the grounds to compliment the show's expansion.

More than 320 exhibitors will be on hand to share their product knowledge and the latest advances in technology, equipment and operations.

There's a lot to see...ranging from large and compact farm equipment, tools, seed, feed, buildings, chemicals and irrigation systems.

An average of 20,000 visitors are expected over the three-day event. These visitors can find out what's new, comparison shop and talk to others involved in the agricultural industry

2010 FARM SHOW HIGHLIGHTS

Middlesex County Agricultural Hall of Fame 2010

Founded in 2000 by the Western Fair Association, in conjunction with several agriculture members, the Middlesex Agriculture Hall of Fame's primary objective is to recognize

those who have demonstrated unselfish achievements within the realm of agriculture and service to the rural community in Middlesex Country and beyond.

This year's inductees are:

Charles Zavitz, Robert A. Prestage and John Strybosch. You can learn more about their accomplishments at www.westernfair.com <<http://www.westernfair.com>>

Inductees will be honoured at the **Hall of Fame Luncheon** on **Wednesday, March 10, 2010**, beginning at 11:30 a.m. in the Special Events Building. Tickets are \$25.00 (taxes included) and can be purchased by contacting Hugh Fletcher at 519-666-1572.

New this year!

Rodeo

March 11 & 12 @ 7:00pm

Thursday and Friday of the Farm Show, in the PRIDE SEEDS Arena, attendees can purchase a ticket to enjoy the Rodeo. Starting at 7pm each day this family friendly, crowd pleasing event will give attendees of all ages another reason to visit the Western Fair Farm Show and exhibitors another reason to be proud of their participation in this revitalized event.

Tickets: \$22 – Adult, \$10 –Children 10 and under (purchase online at www.westernfair.com <<http://www.westernfair.com>> or in person at the Farm Show)

From Steel Wheels to Satellites: Innovations Then and Now

Wednesday –Pride Seeds Agriplex Arena 10:30 am – 4:00 pm

Be sure to visit the Agriplex on the first day of the show to check out the latest precision GPS tools for tractors, sprayers and planters. Talk to precision ag specialists who are ready to answer your questions and show you how the new products will work on your equipment. There will be tractors, a sprayer and a planter in the Agriplex to enable hands-on learning. Representatives from John Deere, Trimble, Outback and AutoFarm will be available from 10 am to 4 pm in the Agriplex on Wednesday March 10.

Vintage Machinery

At the same time, take a stroll down memory lane and see some vintage machinery that represented major innovations for Ontario agriculture in past generations. The Western Ontario Steamthreshers Association is on hand with some interesting antiques that may have been at work on your farm in days gone by. To see innovations from past and present, don't miss the Agriplex on March 10!

Speaker Program - Commodity Panel Sessions

Thursday – Progress Building Meeting Room (1:00 pm – 2:30 pm)

Philip Shaw – Corn & Soybean markets

Philip Shaw grows soybeans, corn, fresh market sweet corn and wheat on 860 acres near Dresden Ontario. Philip is a contributing editor to DTN Ag Dayta Market Service, which beams his "Under the Agridome" column across Canada and the United States, over the Internet and is printed in "Today's Farmer". He also writes and podcasts "Market Trends", a monthly web based analysis of corn prices for the Grain Farmers of Ontario as well as feature articles and farm machinery reviews for Country Guide magazine. He is a contributing editor to Heritage Iron Magazine in the United States, specializing in featuring reviews of farm equipment from the heritage era between 1960-1985 and in April 2006, he co-chaired the Ottawa Solidarity Farm Rally. He has been a feature speaker across Canada and last year lectured on "Linking Agriculture Markets" at United International University in Dhaka, Bangladesh.

Moe Agostino – Livestock markets

Moe has over 7 years of experience in commodity trading and marketing. He is the head of the Farms.com Risk Management division within Farms.com and is the Managing Commodity Strategist. His primary areas of expertise include the feed, grain and livestock industries. Moe is an accomplished derivative trader who uses the Division's customized Price Risk Management Tools and Services to assist clients in protecting themselves from the excesses of commodity price swings. In 2008 the division provided hands-on marketing advice on 1.8 million hogs and over 285,000 acres of crops with a value in excess of over \$260 million. Farms.com owns a 2100 acre farm in Port Dover, Ontario and Moe is responsible with his team to market the corn, soybeans and wheat that is grown on the farm. He has also played a key role in developing a new innovative 24/7/365 one stop on-line hog and grain marketing program for the do-it-yourself producer with all the information, tools, recommendations and analysis to take their marketing to the next level. Moe is also a recognized Risk Management expert and performs Learning Tours and Commodity Management Workshops for FCC (Farm Credit Canada) and the Canadian Farm Business Management Council across Canada.

Speaker Program - Commodity Panel Sessions

Friday - Agriplex Auditorium (10:30 am – 12:30 pm)

“The Ultimate Farm Management Challenge: Working WithThe Ones You Love” by Dr. John Fast Presented by: Farm Credit Canada

Dr. John Fast is a leading authority on family business. He's the founder of the Centre For Family Business, affiliated with University of Waterloo, where he co-authored the Succession Edge curriculum for professionals serving family businesses. His experience as a business owner and his training in business ethics and education has made him an effective counselor to families and businesses throughout Europe, the U.S. and Canada. Dr. Fast co-authored "Working Together: Building Confidence in Family Farm Succession," published by the Canadian Farm Business Management Council.

Enter to Win

Gate Prize



<<http://www.syngenta.ca/>>

Start your Foundation Acre™ in GT corn by entering for a chance to win 200 acres of Primextra® II Magnum® and Touchdown Total®.

Rates are 0.72 litre for Touchdown Total® and 1 litre for Primextra® II Magnum®.

Survey Prize

Every electronic customer survey completed provides a chance to win a **Garmin eTrex Venture HC** - an essential for any outdoor excursion. It features a high-sensitivity GPS receiver for peak performance in any environment and includes 24 megabytes (MB) of internal memory, a detailed basemap and crisp color screen. Valued at \$175

Provided by:



<<http://www.fcc-fac.ca/en/index.asp>>

<<https://buy.garmin.com/shop/shop.do?pID=8707&ra=true>>



For more show information please contact:

Jenny von Ruczicki-McGill

Western Fair Farm Show Manager

Western Fair Association

(519) 438-7203 EX 226

jennyvon@westernfair.com

To arrange for media interviews:

Heather Blackwell

Corporate Affairs Manager

Western Fair Association

(519) 438-7203 EX 261

hblackwell@westernfair.com