

WESTERN. FAIR FARM SHOW

FOR IMMEDIATE RELEASE – March 4, 2009

Welcome to the 71st edition of the Annual Western Fair Farm Show which is full of Farm Fresh Ideas for one and all. The event takes place next week, March 11, 12 & 13 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 \$10.00 at the door, or \$8.00 in advance if you purchase online at www.westernfair.com <<http://www.westernfair.com>> . Children 12 and under are FREE, when accompanied by an adult.

More than 270 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.

About 144,000 square feet is dedicated to exhibit space and 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.

2009 FARM SHOW HIGHLIGHTS

Middlesex County Agricultural Hall of Fame 2009

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 Evan McGugan, Alice Catherine Edwards and Dr. Clayton Switzer. You can learn more about their accomplishments at http://www.westernfair.com/fair/wf_agri_hall_2009.html <http://www.westernfair.com/fair/wf_agri_hall_2009.html>

Inductees will be honoured at the Hall of Fame Luncheon on Wednesday, March 11, 2009, beginning at 11:30 a.m. in the Agriplex Lobby. Tickets are \$25.00 (taxes included) and can be purchased by contacting Hugh Fletcher at 519-666-1572.

New this year!



Foundation Acre Cyber Café- Stop by the Confederation Building, where you can instantly check commodity reports – direct from the show!

Speaker Program

Commodity Panel Session

Sponsored by:



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Thursday March 12th – 1:30pm to 3:00pm

Progress Building Meeting Room

Be sure to attend this interesting panel discussion relating to commodity trading, marketing and current market trends and costs.

- Maurizio (Moe) Augustino
- Moe has over 7 years of experience in commodity trading and marketing. Moe is 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 Divisions' 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 2 million hogs and over 100,000 acres of crops with a value in excess of \$250 million. Farms.com owns a 2100 acre farm in Port Dover, Ontario and Moe is responsible with the team at Farms.com Risk Management to manage and market the crops that are grown on the farm such as corn, soybeans and wheat. Moe has made numerous presentations to groups across the USA and Canada and is a sought after speaker who possesses considerable experience explaining and sharing his knowledge of marketing price risk and strategies for addressing this problem.

In Thursday's session, Moe will speak about market trends in the cattle & hog markets

- Philip Shaw
- Farms 850 acres near Dresden Ontario where he grows Soybeans, Corn, Market sweet corn and wheat.

Philip's column "Under the Agridome" is in its 23rd year of publication and appears both locally in Today's Farmer as well as across Canada and the United States on DTN AgDayta.

- He also writes and podcasts "Market Trends," a monthly analysis of corn prices for the Ontario Corn Producers Association and is a regular contributor to other farm magazines and radio shows.

In Thursday's session, Philip will speak about Ontario corn, futures and basis trends.

- Bob McNaughton

Precision Farming in 2009: More than Just Guidance

Sponsored by:



<http://www.rapidfinance.ca/OFA/index.php>

Friday, March 13th – 1:30pm to 3:00pm

Progress Building Meeting Room

Don't miss a stimulating panel discussion exploring the current and potential benefits of precision farming technologies and practices. Our panel brings extensive experience and expertise on all aspects of precision farming, from yield and data collection, to guidance systems, to mapping software and variable rate application. Our objective is to provide relevant and valuable information for those considering precision ag equipment purchases, and also for those who have been using the technology and are looking to go to the next level. There will be ample opportunity for interaction with the panel during the discussion and a question/answer session at the end of the event.

Moderator:

Peter Gredig will moderate the panel discussion. He is currently content manager and project coordinator with Farms.com, a web-based information provider and consulting company. Prior to working for Farms.com, Peter spent 12 years as an editor with Country Guide Magazine. He operates a cash crop operation near St. Thomas, Ontario and has followed the development of the precision ag sector from the early days of yield monitors. He can be reached at 519-639-8180, peter.gredig@farms.com <<http://www.westernfair.com/shows/peter.gredig@farms.com>>

The Panel:

- Jordan Wallace, GPS Ontario
- Jordan Wallace is a partner in GPS Ontario, a North Gower, Ontario based company. He handles sales, service, and 24 / 7 technical support. Jordan is also working with Trimble Engineering to help test new products and firmware slated for future release. Jordan spends a lot of time working on new and improved ways to advance the precision ag industry. He sees improved compatibility between components and technical support as key topics. GPS Ontario is an industry leader in precision agriculture, providing specialized and compatible equipment and information for progressive producers.
- John Murray, HJV Equipment Ltd.
- John Murray is a Precision Ag Specialist with HJV Equipment Ltd. He manages the company's Precision Ag Group. With 5 offices located across Ontario, New Brunswick,

Prince Edward Island and, more recently, Michigan, HJV Equipment is one of the largest AgCo sprayer dealers in North America.

- John works from an office in Guelph, Ontario and provides sales and support to the growing number of HJV customers involved in some aspect of precision agriculture.

This includes steering-assist technology, field and office mapping software, and GPS/guidance systems. John has been involved in precision agriculture sales and support for more than 11 years. With the recent uptake of RTK-level auto steer systems, John is actively working with growers and his sub-dealers to establish and intensify HJV's RTK base station network across Ontario and Eastern Canada.

- Darren Pritchard, Outback Guidance

- Darren Pritchard is assistant sales manager for Outback Guidance, a division of Hemisphere GPS. Darren grew up on a small farm in the Red River Valley in Manitoba and has been selling GPS systems for over 8 years now. Hemisphere GPS is a publicly traded company which trades on the Toronto Stock Exchange under the Symbol HEM. There are 3 divisions within the company – Ground Ag – where the Outback Product is sold, a Marine Division and also an Air Division.

- Rob Boyes, John Deere AMS

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*Rate used to determine 140 acres is 1.4L/ac. The draw will take place at 5:00 p.m. on Friday, March 13, 2009 and the winner will be contacted by phone.

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