Ag in Motion™
Western Canada's Outdoor Farm Expo

CELEBRATING 5 YEARS 2015-2019

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2019 OFFICIAL SHOW GUIDE

July 16-18, 2019 Northwest of Saskatoon on Hwy. 16

OUR 5th YEAR!

Celebrate with us! PAGE 19

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Ag in Motion
Western Canada's Outdoor Farm Expo

GLACIER farmmedia

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Celebrating Five Years

In a few weeks, we will open the gates to the fifth annual Ag in Motion™. This event, owned and operated by Glacier FarmMedia, has exceeded our growth expectations with over 30,000 attendees in 2018. The first edition of Ag in Motion featured 200 agriculture companies as exhibitors, a number that will grow to over 500 this year.

I want to take a moment to thank our supportive leadership team from Glacier Media and Glacier FarmMedia, whose backing has been fundamental to the success that we have seen over the years with Ag in Motion. In addition, we relied heavily on Doug Wagner and the team from Canada's Outdoor Farm Show to get Ag in Motion up and running in our first year. They are Canada's outdoor ag event experts and we are thankful to have had their expertise. We learned so much from their experience — instead of having to learn everything the hard way!

Whether you're reading this in Saskatchewan, Manitoba, Alberta or further away, there is a good chance you have attended the show before, and are familiar with the unique opportunity Ag in Motion offers to showcase the best our industry has to offer in a live setting.

The show site has expanded once again and the new land that was purchased in 2018 is being used as a robust applied research and demonstration project called the Field of Excellence. This research land has been used throughout the growing season by our partners who look forward to welcoming you during Ag in Motion.

With this expansion, we have increased our fleet of Meridian People Movers and FCC golf cart shuttles to help exhibitors and farmers get to and from the parking lots as well as around the show site. With our guests' comfort in mind, we have also arranged for a number of misting stations throughout the site to keep cool, and have added two additional hospitality areas — the Demo Bar, sponsored by SeedMaster & Dot Technology Corp. and the Watering Hole. Plus, a number of companies will be providing free water bottles to visitors.

This year's field demonstration line up includes the Air Seeder Demonstration, Sprayer Ride & Drive, Fertilizer Spreading Demonstration, Earth Moving & Trenching Demonstration and the Dot Demonstration, as well as several independent demonstrations put on by exhibiting companies.

Elaine Froese, farm family coach and succession planner, will headline in the Cargill Knowledge Tent, presented by RBC. This area will feature dynamic speakers throughout the show. Farmers Edge and Nutrien will also be offering educational sessions for farmers.

Thanks to both industry and farmer support of the livestock area, BMO Livestock Central has grown again in both the number of exhibiting companies and the programming. Beef and dairy specific programming returns this year with the addition of programming for producers involved or interested in bison or sheep.

Demonstrations and programming will feature stock dogs for livestock handling, cattle handling systems, sheep handling, TMR mixers, fencing equipment, the new Masterfeeds Beef Breeds Showcase, informative speakers and over 75 livestock industry exhibitors.

Field of STARS, the fundraising event for STARS Air Ambulance that is held during Ag in Motion, will feature entertainment by Hunter Brothers and a thrilling live auction. The inaugural event held last year sold out so quickly that the numbers of tickets available for this year has been increased to 1,500!

With so much action and programming, we know Ag in Motion is more than a one-day show. Once again this year, we will be offering Special Edition 5 Year Anniversary Hats to the first 4,500 guests who purchase an online admission pass. The hats can be picked up as you arrive at the show so when you return for a second or third day, simply wear the hat and get waved right through the gate and into the show.

Please visit aginmotion.ca, or connect with us on Facebook, Twitter or Instagram to learn even more about this year's events and programming.

We look forward to seeing you at Ag in Motion this year!

Rob O'Connor

Rob O'Connor
Show Director
Ag in Motion

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Western Canada's Outdoor Farm Expo

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Conexus Credit Union Presents Field Demos

Conexus is proud to present this year's field demonstrations. "Like Conexus, field demos are about showing farmers how to be innovative and do things differently. Innovation drives Conexus forward to offer unique solutions that best fit our members' needs, much like the way the demos are changing the way you look at seeding or tillage," says Greg Podjan, Area Manager, Agriculture for Conexus.

Conexus is Saskatchewan's largest Credit Union. They are focused on their members' well-being in everything they do. Conexus will help you make choices that work for you and your operation, so you can handle the unexpected and pursue opportunities.

Field Demo Schedule

TIME	EVENT
10:00 a.m.	High Clearance Sprayer Ride & Drive
10:00 a.m.	Fertilizer Spreader Demonstration – ongoing until 3:00 p.m.
11:00 a.m.	Dot Demonstration
2:00 p.m.	Air Seeder Demonstration
3:00 p.m.	Dot Demonstration
3:30 p.m.	Earth Moving and Trenching Demo

Demonstration Participants

Air Seeder Demonstration
Seedmaster Manufacturing Ltd. | Booth #608
Morris Industries | Booth #562
Pillar | Booth #441
Bourgault | Booth #501
Vaderstad Industries Inc. | Booth #507
Horsch | Booth #670
Concord | Booth #635
Poettinger Canada | Booth #439
New Holland | Booth #602
John Deere Canada ULC | Booth #N33

Earth Moving and Trenching Demonstration
Elmer's Manufacturing | Booth #409
Hurricane Ditcher Co., Inc. | Booth #489
T-Rex Ditchers | Booth #421
V-Wing Ditchers | Booth #230
KNR Ag Sales and Service Inc. | Booth #573

Fertilizer Spreader Demonstration
Salford Group | Booth #640
Dutch Openers & BioSpreader | Booth #432
John Deere Canada ULC | Booth #N33
Agri-Spread N.A. Inc. | Booth #422

High Clearance Sprayer Ride & Drive
John Deere Canada ULC | Booth #N33
New Holland | Booth #602
Apache Sprayers | Booth #416
Versatile | Booth #623
AGCO Corporation | Booth #549
Red Head Equipment - Case IH | Booth #690

Individual Exhibitor Demonstrations on 7th Street
Zero Turn Mower Ride & Drive Demonstration
Redhead Equipment Demonstration
MacDon M1170 Ride & Drive
Anderson Pump House
Neeralta Demonstration
Michelin Demonstration
Western Mulching & Crushing Equipment
Versatile Demonstration
Canada West Harvest Centre Demonstration

Fertilizer Spreader Demo

Selecting the right fertilizer spreader involves matching the particular needs of an individual producer with the features offered on various makes and models, and one of the best ways to do that is to see the machinery in action.

The Fertilizer Spreader Demonstration at Ag in Motion™ gives producers a chance to learn about the latest technology and innovation, and to do side-by-side comparisons of one brand against another.

"Producers in Western Canada face very different farming conditions depending on where they live and that means they also have different needs when it comes to fertilizer spreaders," says Dan Kuchma, Ag in Motion Demonstation Manager.

"Ag in Motion is the one place farmers can view the pros and cons of spreader performance in a real-world setting."

Both self-propelled and pull-behind fertilizer spreaders produced by a number of different manufacturers will take part in the daily demonstrations. As the machinery moves through the demo field, there will be accompanying commentary describing its particular features and advantages.

"These events are designed to help farmers make the most educated buying decision they can," Kuchma says. "It's also a chance to validate the manufacturers' claims about their products — they have to prove it in the field, not just say it in the showroom."

The Fertilizer Spreader Demonstration takes place daily at 10:00 a.m. in the Demo Field.

Air Seeder Technology in Action

Technology can change quickly in the farming equipment industry, and it can be hard to keep up. Air seeders are one of the staple pieces of equipment on most western Canadian farms, and the Air Seeder Demonstration at Ag in Motion gives farmers a first-hand look at the latest technologies and different products that are available on the market.

The Air Seeder Demonstration takes place in the Demo Field at 2:00 p.m. daily.

Through the demonstration's side-by-side format, farmers can observe which piece of equipment will work best for them and their farm. According to Dan Kuchma, Ag in Motion's Demonstration Manager, the show could be the first time farmers see a particular machine.

"At Ag in Motion," says Kuchma, "farmers can make decisions based on how a machine reacts and performs next to another major competitor."

Sprayer Ride & Drive Helps Farmers with Decision Making

When deciding on which sprayer to purchase, farmers have a number of different things to consider — how the machine drives, where the controls are, how easy it is to rinse, how nozzles are changed, where the boom sits. The list is endless. Farmers also have to consider size and width in order to accommodate different sizes of fields and roads according to their farming needs. At Ag in Motion™, the decision-making process is made easier with the Sprayer Ride & Drive.

The Sprayer Ride & Drive is an opportunity for farmers to test drive sprayers to experience first-hand the differences between manufacturers and machines, and to make decisions based on what fits best. Drivers will have 1,500 feet to accelerate in order to evaluate how fast the sprayer can travel and the machine's handling capabilities before turning around. The Sprayer Ride & Drive gives farmers a chance to experience these machines in a real-world setting.

Self-propelled sprayers will be available to test drive daily from 10:00 a.m. to 3:00 p.m.

Join the Autonomous Farming Journey

Dot Technology Corp. is changing the fundamentals of farming — but it will take more than just one member of the ag community to influence change in such a monumental way. By collaborating with industry influencers such as Glacier FarmMedia at events like Ag in Motion, Dot Technology Corp. looks to create spaces for producers to join their journey towards autonomous farming.

The u-shaped platform, designed and manufactured by Dot Technology Corp., provides a source of power to agricultural equipment manufacturers who adapt their technology to be Dot-Ready. This means that Dot can load the Dot-Ready equipment onto its frame to provide autonomous functionality and maneuverability to the loaded implement.

At Ag in Motion 2019, Dot Technology Corp. will offer producers, partners, and industry leaders the opportunity to see this process live and in action. With implement partners such as SeedMaster, Pattison Liquid Systems and New Leader Manufacturing, Dot will be demonstrating the multiple functions that the machine can perform to make farming more efficient and cost-effective.

"We are proud of the partnerships we've built with manufacturers who are seeking to extend their product offerings into autonomous farming," said Dot Founder Norbert Beaujot. "Our work with Ag in Motion allows farmers to see how Dot and its partners can help make their operations more efficient."

Dot Technology Corp. will be running demonstrations at 11:00 a.m. and 3:00 p.m. daily over the course of the show. Join them on the journey to autonomous farming.

Cargill® Knowledge Tent Schedule

Presented by

Media Sponsor

TUESDAY, JULY 16	
9:00 a.m.	**Cleanfarms: Solving Canada's Ag Plastics Challenge,** Barry Friesen, General Manager of Cleanfarms, Inc.
10:00 a.m.	**Don't Let Blackleg Reduce Your Yield** Dr. Yu Chen, Cargill Plant Pathologist and Amy Chomyshen, Cargill Market Development Agronomist Davidson
11:00 a.m.	**Simple Strategies to Work Smarter Not Harder When Marketing Your Grain** Gavin Andrews, Senior Grain Marketing Advisor and Eric Prescesky, Account Rep Cargill Clavet
12:00 p.m.	**Cargill Private Event**
1:00 p.m.	**From Your Field to Your Bottom Line, ProPricing Helps Simplify Grain Marketing!** Phil Oswald, Cargill Food & Feed Grains Merchandising Manager
2:00 p.m.	**Make the Most of Soybeans in Saskatchewan** Kim Brown-Livingston, Cargill Market Development Agronomist and Michelle Dick, Cargill Market Development Agronomist Balcarres/Raymore/Wynyard
3:00 p.m.	**Uncertain Economic World — What's Your Next Move?** Robert Hogue, RBC Senior Economist, Regan Espeseth, Investment and Commodity Futures Advisor, RBC Dominion Securities and Ryan Reese, RBC National Director, Agriculture Strategy
4:00 p.m.	**Riding the Bull — How to Tame a Volatile Market** Gord Taylor, Acct. Rep and Mike Oram, Grain Advisor Davidson

WEDNESDAY, JULY 17	
8:30 a.m.	**Breakfast, sponsored by MarketsFarm, Ag in Motion and the Farm Forum Event. RSVP required**. Please call 1-800-665-1362 or email customerservice@farmmedia.com
9:00 a.m.	**Feast or Famine? Global Growing Conditions So Far This Year!** Bruce Burnett, Director of Markets and Weather, MarketsFarm **Weather vs. Politics: The One-Two Punch Moving Grain Markets,** Mike Jubinville, Senior Market Analyst, MarketsFarm
10:00 a.m.	**Uncertain Economic World — What's Your Next Move?** Robert Hogue, RBC Senior Economist, Regan Espeseth, Investment and Commodity Futures Advisor, RBC Dominion Securities and Ryan Reese, RBC National Director, Agriculture Strategy
11:00 a.m.	**Commodity Canola Market Keeping You Up at Night?** Reid Kinde, Cargill Global Edible Oil Solutions North America Commercial Leader and Mike Kirzinger, Cargill Territory Manager
12:00 p.m.	**Cargill Private Event**
1:00 p.m.	**From Your Field to Your Bottom Line, ProPricing Helps Simplify Grain Marketing!** Phil Oswald, Cargill Food and Feed Grains Merchandising Manager Winnipeg
2:00 p.m.	**Finding Fairness in Farm Transition** Elaine Froese, Succession Planning Expert, presented by RBC
3:00 p.m.	**Five Reasons to Focus on Futures Instead of Basis** Ed Broschinski, Grain Advisor North Battleford and Robin Peters, Grain Rep North Battleford South
4:00 p.m.	**Tips to Help You Stay Successful in a Clubroot World** Jose Jonk, Cargill Market Development Agronomist Camrose/Viking and Kaity Kettenbach, Cargill Market Development Agronomist — North Battleford/Unity

THURSDAY, JULY 18	
8:30 a.m.	**Breakfast, sponsored by MarketsFarm, Ag in Motion and the Farm Forum Event. RSVP required**. Please call 1-800-665-1362 or email customerservice@farmmedia.com
9:00 a.m.	**Feast or Famine? Global Growing Conditions So Far This Year!** Bruce Burnett, Director of Markets and Weather, MarketsFarm **Weather vs. Politics: The One-Two Punch Moving Grain Markets,** Mike Jubinville, Senior Market Analyst, MarketsFarm
10:00 a.m.	**Go Global: Trade With Confidence** Laura Davy, RBC National Director, Business Financial Services Strategy
11:00 a.m.	**Embrace the Bear: How to Deliver Grain Without Giving Up on Price** Paul Kobiela, Senior Grain Advisor Rosetown/Davidson and Corey Nesteroff, Account Rep Rosetown
12:00 p.m.	**Cargill Private Event**
1:00 p.m.	**How to Tell the Good From the Bad When It Comes to a Grain Marketing Plan** Randy Miller, Grain Advisor Cargill Clavet, Denise Gabriel, Grain Advisor Cargill Moose Jaw and Gerhard Greyling, Grain Advisor Cargill Moose Jaw
2:00 p.m.	**Herbicide Resistance Management Made Easy** Cassandra Sondershausen, Cargill Market Development Agronomist Moose Jaw/Congress and Mike Kirzinger, Cargill Territory Manager
3:00 p.m.	**Getting Real About Micronutrients** Ernst Verburg, Cargill Market Development Agronomist Clavet

Cargill® Knowledge Tent Speakers and Schedule

Presented by RBC

Media Sponsor GLACIER MarketsFarm

The Cargill Knowledge Tent, presented by RBC, is a place for attendees to sit and listen to experienced members of the farming and farming-related communities speak on specific topics. Take a break from the heat at any time of the day, on any day of the show, and listen as popular speakers talk about various relevant topics. The Knowledge Tent is located between 5th and 6th street, just south of Alberta Drive.

RBC welcomes Elaine Froese as the tent's headlining speaker. She will be speaking on Wednesday, July 17, at 2:00 p.m.

CLEANFARMS: SOLVING CANADA'S AG PLASTICS CHALLENGE

Barry Friesen, General Manager of Cleanfarms, Inc.

Single use plastic waste issues have become a global challenge as the world deals with ocean plastic, plastic litter and responsible resource use. At the same time, the agricultural sector has seen new technologies using plastic to increase farm productivity and achieve higher yields. Barry will highlight the plastic used in agriculture today and show how we can keep these plastics in the economy through reduction, reuse and recycling without losing these important tools to grow our food for today for tomorrow's needs.

Tuesday, July 16 at 9:00 a.m.

DON'T LET BLACKLEG REDUCE YOUR YIELD

Dr. Yu Chen, Cargill Plant Pathologist & Amy Chomyshen, Cargill Market Development Agronomist — Davidson

Blackleg remains a major threat to canola yield and profitability. Our panel of experts address the threat, explain the science behind polygenic blackleg resistance and highlight what you can do to protect your farm from this often underestimated, yield robbing disease.

Tuesday, July 16 at 10:00 a.m.

SIMPLE STRATEGIES TO WORK SMARTER NOT HARDER WHEN MARKETING YOUR GRAIN

Gavin Andrews, Senior Grain Marketing Advisor & Eric Prescesky, Account Rep. Cargill Clavet

Want market participation but not the worry of watching or timing the markets? Come learn how from our experts in the field of grain marketing.

Tuesday, July 16 at 11:00 a.m.

FROM YOUR FIELD TO YOUR BOTTOM LINE, PROPRICING HELPS SIMPLIFY GRAIN MARKETING!

Phil Oswald, Cargill Food & Feed Grains Merchandising Manager, Winnipeg

Phil brings over 30 years of experience in the grain business to Cargill customers. Get his experience and expertise working on your farm and learn why ProPricing is a valuable tool to use. Access Cargill's world view of the grain markets.

Tuesday, July 16 at 1:00 p.m.
Wednesday, July 17 at 1:00 p.m.

MAKE THE MOST OF SOYBEANS IN SASKATCHEWAN

Kim Brown-Livingston, Cargill Market Development Agronomist, Yorkton/Swan River & Michelle Dick, Cargill Market Development Agronomist, Balcarres/ Raymore/Wynyard

Soybeans have gotten a bad rap over the last couple of years despite having a number of potential agronomic and market diversification benefits. Stay ahead of the curve by learning more from Cargill's soybean experts.

Tuesday, July 16 at 2:00 p.m.

RIDING THE BULL — HOW TO TAME A VOLATILE MARKET

Gord Taylor, Acct. Rep & Mike Oram, Grain Advisor Davidson

Canola markets are challenging to say the least, and so much of your grain pricing is out of your hands. Take back some control and use several tactics to capitalize on volatile markets. This presentation will show you how.

Tuesday, July 16 at 4:00 p.m.

UNCERTAIN ECONOMIC WORLD — WHAT'S YOUR NEXT MOVE?

Robert Hogue, RBC Senior Economist, Regan Espeseth, Investment & Commodity Futures Advisor, RBC Dominion Securities & Ryan Reese, RBC National Director, Agriculture Strategy

Join Robert Hogue, RBC Senior Economist, for a timely economic forecast and analysis encompassing fuel prices, inflation rates, interest rates and the Canadian dollar. A robust dialogue will follow, on strategies that business owners can leverage to help mitigate risk, the importance of hedging commodities, and looking at global trade opportunities. Robert will be joined by Regan Espeseth, Investment & Commodity Futures Advisor, RBC Dominion Securities and Ryan Reese, RBC National Director, Agriculture Strategy. (Complimentary refreshments provided)

Tuesday, July 16 at 3:00 p.m.
Wednesday, July 17 at 10:00 a.m.

FEAST OR FAMINE? GLOBAL GROWING CONDITIONS SO FAR THIS YEAR!

Bruce Burnett, Director of Markets and Weather, MarketsFarm

Bruce will outline the latest global crop conditions driving the markets in 2019 including moisture conditions in Western Canada. Too much and too little moisture has already had a big impact on world markets. Find out how the weather conditions in the coming months will impact markets.

WEATHER VERSUS POLITICS: THE ONE-TWO PUNCH MOVING GRAIN MARKETS

Mike Jubinville, Senior Market Analyst, MarketsFarm

Summer means weather markets, which tends to dominate price action. But this year, politics affecting trade on various fronts will be equally important in driving grain prices towards the harvest season.

Wednesday, July 17 at 9:00 a.m.
Thursday, July 18 at 9:00 a.m.

Complimentary breakfast starts at 8:30 a.m.!
RSVP required at 1-800-665-1362 or customerservice@farmmedia.com

COMMODITY CANOLA MARKET KEEPING YOU UP AT NIGHT?

Reid Kinde, Cargill Global Edible Oil Solutions North America Commercial Leader & Mike Kirzinger, Cargill Territory Manager

Reid Kinde works first-hand with Cargill's global end-use high-oleic canola oil customers. He explains how high-oleic canola oil produced in Canada is used by

end-use customers and as a result, why high-oleic canola oil demand remains so secure and stable.
Wednesday, July 17 at 11:00 a.m.

FINDING FAIRNESS IN FARM TRANSITION

Elaine Froese, Succession Planning Expert
Farm families are looking for practical ways to have tough conversations about farm transition expectations. Founders need a great income stream, successors need certainty of timelines and agreements for access to equity, and non-farm family members have questions about their inheritance. Like you, Elaine Froese is a founder, parent and business owner. She is changing the definition of fairness for agricultural families to encourage a new mindset of fairness that keeps the farm intact and helps everyone be successful. RBC is proud to sponsor Farm Family Coach Elaine Froese, Canada's Farm Whisperer, and winner of the FMC Wilson Loree 2018 Award for Farm Management Excellence. Join us to glean practical tools for tough conversations and better financial transparency for fairness on your farm. Visit www.elainefroese.com.
Wednesday, July 17 at 2:00 p.m.

FIVE REASONS TO FOCUS ON FUTURES INSTEAD OF BASIS

Ed Broschinski, Grain Advisor North Battleford & Robin Peters, Grain Rep North Battleford South
There's lots of information out there. We will help make sense of it and use the futures market to your advantage. Take the cash, move your grain and stay in the market — all with one grain marketing contract.
Wednesday, July 17 at 3:00 p.m.

TIPS TO HELP YOU STAY SUCCESSFUL IN A CLUBROOT WORLD

Jose Jonk, Cargill Market Development Agronomist, Camrose/Viking & Kaity Kettenbach, Cargill Market Development Agronomist, North Battleford/Unity
Clubroot and its potentially devastating affects is showing up increasingly in canola fields across Saskatchewan. Managing this disease will be critical to maintaining the yield and profitability of your crop. Our panel will share our experiences in Alberta, arming you with tools and best practices to help you remain successful in a world with clubroot.
Wednesday, July 17 at 4:00 p.m.

GO GLOBAL: TRADE WITH CONFIDENCE

Laura Davy, RBC National Director, Business Financial Services Strategy
65 per cent of businesses not currently exporting plan to start within the next three years, according to a poll conducted on behalf of RBC. Canadian business leaders need trusted information and strategic guidance on expanding into new markets. Laura Davy, RBC's National Director, Business Financial Services Strategy will discuss Go Global, their new comprehensive program supporting businesses throughout every step of the trade journey, and the innovative programs helping Canadian businesses identify, explore and seize global trade opportunities. (Complimentary refreshments provided)
Thursday, July 18 at 10:00 a.m.

EMBRACE THE BEAR: HOW TO DELIVER GRAIN WITHOUT GIVING UP ON PRICE

Paul Kobiela, Senior Grain Advisor, Rosetown/Davidson & Corey Nesteroff, Account Rep Rosetown
Find out how to stay in the market and capture rising market prices, even if you need to deliver grain when prices are low. This panel will walk through the options.
Thursday, July 18 at 11:00 a.m.

HOW TO TELL THE GOOD FROM THE BAD WHEN IT COMES TO A GRAIN MARKETING PLAN

Randy Miller, Grain Advisor Cargill, Clavet, Denise Gabriel, Grain Advisor Cargill, Moose Jaw & Gerhard Greyling, Grain Advisor Cargill, Moose Jaw
There is so much information out there today. How do you wade through it all to get to what really matters? Our team of advisors cuts through the noise to leave you with strategies you can use today.
Thursday, July 18 at 1:00 p.m.

HERBICIDE RESISTANCE MANAGEMENT MADE EASY

Cassandra Sondershausen, Cargill Market Development Agronomist, Moose Jaw/Congress & Mike Kirzinger, Cargill Territory Manager
Herbicide resistance is a threat to all of us. Cassandra and Mike explain the importance of using multiple modes-of-action and multi-year herbicide plans to ensure these chemistries remain a powerful tool for years to come.
Thursday, July 18 at 2:00 p.m.

GETTING REAL ABOUT MICRONUTRIENTS

Ernst Verburg, Cargill Market Development Agronomist, Clavet
There's a lot of talk out there about micronutrient products and whether they're worth the investment. Ernst will share the dirt on what we've learned about micronutrient deficiencies and the products that can address them.
Thursday, July 18 at 3:00 p.m.

Finding Fairness in Farm Transition

Elaine Froese is an accomplished farm family coach, farm advisor and mediator. She gives farm families the tools to have constructive communication and empowers families to ensure the legacy of their farms. She has written a variety of books, and her most recent, Building Your Farm Legacy, is designed to help families have better communication, improved conflict resolution and solutions. Froese will be presenting 'Finding Fairness in Farm Transition' in the Cargill Knowledge Tent, presented by RBC at Ag in Motion™.

Froese teaches the FAIR approach, which includes Financial transparency, Attitudes towards money, Intentions and Roles and Rebels approaches. She will be speaking in-depth about how each of these topics contributes to open communication and a fair transition, and how to incorporate them on your family farm. Farmers will walk away knowing how to ask powerful questions to uncover what fairness means to each person involved in the farm transition and have a better understanding of conflict resolution within the family.

After Froese's presentation, farmers will walk away knowing how to ask powerful questions to uncover what fairness means to each person involved in the transition and have a better understanding of conflict resolution within the family.

Plan to attend 'Finding Fairness in Farm Transition' with Elaine Froese on Wednesday, July 17 at 2:00 p.m. in the Cargill Knowledge Tent, presented by RBC.

BMO Livestock Central Schedule

Media Sponsors

THE WESTERN PRODUCER

Canadian Cattlemen

TUESDAY, JULY 16, 2019		
DAIRY DAY		
9:00 a.m. – 11:00 a.m.	VIP Dairy Producer Brunch	The Watering Hole
9:30 a.m. – 10:00 a.m.	Livestock & Forage Speaker Series: How Can Sheep and Goats Help with Pasture Management?, Stuart Chutter	Livestock Pavilion
10:00 a.m. – 11:00 a.m.	Fencing Demo	BMO Livestock Central
11:00 a.m. – 12:00 p.m.	Cattle Handling Demo	Cattle Pen
11:00 a.m. – 12:00 p.m.	ProFarm Milking Teaching Parlour Demo	Livestock Pavilion
12:00 p.m. – 1:00 p.m.	Stock Dog Demo with Jared Epp, Saskatchewan Stock Dog Association	South of the Cattle Pen
1:00 p.m. – 2:00 p.m.	TMR Demo	BMO Livestock Central
1:00 p.m. – 1:30 p.m.	Livestock & Forage Speaker Series: Cattle Market Update, Anne Wasko, Gateway Livestock	Livestock Pavilion
2:00 p.m. – 2:30 p.m.	Livestock & Forage Speaker Series: Sustainable Beef– What can Producers Do?, Coy Schellenberg, Verified Beef Production	Livestock Pavilion
2:30 p.m. – 3:00 p.m.	Livestock & Forage Speaker Series: Canadian Agricultural Partnership (CAP) Program Funding Opportunities, Agriculture Programs Specialist, Saskatchewan Ministry of Agriculture	Livestock Pavilion
3:00 p.m. – 4:00 p.m.	Cattle Handling Demo	Cattle Pen
4:00 p.m. – 4:30 p.m.	Livestock & Forage Speaker Series: What's New with Price Insurance, Kim McLean, Saskatchewan Crop Insurance Corporation	Livestock Pavilion

WEDNESDAY, JULY 17, 2019		
BEEF DAY		
9:00 a.m. – 11:00 a.m.	VIP Beef Producer Brunch	The Watering Hole
9:30 a.m. – 10:00 a.m.	Livestock & Forage Speaker Series: Canadian Agricultural Partnership (CAP) Program Funding Opportunities, Agriculture Programs Specialist, Saskatchewan Ministry of Agriculture	Livestock Pavilion
10:00 a.m. – 11:00 a.m.	Fencing Demo	BMO Livestock Central
10:30 a.m. – 11:30 a.m.	Livestock & Forage Speaker Series: Summer Health Concerns for Cattle on Pasture, Dr. Nathan Erickson, Western College of Veterinary Medicine	Livestock Pavilion
11:00 a.m. – 12:00 p.m.	Cattle Handling Demo	Cattle Pen
11:00 a.m. – 12:00 p.m.	ProFarm Milking Teaching Parlour Demo	Livestock Pavilion
12:00 p.m. – 1:00 p.m.	Stock Dog Demo with Jared Epp, Saskatchewan Stock Dog Association	Cattle Pen
1:00 p.m. – 2:00 p.m.	TMR Demo	BMO Livestock Central
2:00 p.m. – 3:00 p.m.	Livestock & Forage Speaker Series: Stretching Hay with Grain and Straw, John Maltman, Highline Manufacturing Ltd.	Livestock Pavilion
3:00 p.m. – 4:00 p.m.	Cattle Handling Demo	Cattle Pen
3:45 p.m. – 4:30 p.m.	Livestock & Forage Speaker Series: Surveillance Systems – How to Make them Work for You, Colin Palmer and Alicia Sopatyk	Livestock Pavilion

Ongoing Daily in BMO Livestock Central: Masterfeeds Beef Breeds Showcase & the Tool Centre, built by Warman Home Centre

THURSDAY, JULY 18, 2019		
BISON DAY		
9:00 a.m. – 11:00 a.m.	VIP Bison Producer Brunch	The Watering Hole
9:30 a.m. – 10:00 a.m.	Livestock & Forage Speaker Series: Grazing Management in Tough Conditions, Al Foster, Range Management Extension Specialist, Saskatchewan Ministry of Agriculture	Livestock Pavilion
10:00 a.m. – 11:00 a.m.	Fencing Demo	BMO Livestock Central
10:30 a.m. – 11:00 a.m.	Livestock & Forage Speaker Series: Problem Weeds on Pasture – What to Watch For and How to Manage Them, Range Management Extension Specialist/Livestock & Feed Extension Specialist, Saskatchewan Ministry of Agriculture	Livestock Pavilion
11:00 a.m. – 12:00 p.m.	Cattle Handling Demo	Cattle Pen
11:00 a.m. – 12:00 p.m.	ProFarm Milking Teaching Parlour Demo	Livestock Pavilion
12:00 p.m. – 1:00 p.m.	Livestock & Forage Speaker Series: Bison 101, Les Kroeger, Saskatchewan Bison Association	Livestock Pavilion
1:00 p.m. – 2:00 p.m.	TMR Demo	BMO Livestock Central
2:00 p.m. – 3:00 p.m.	Livestock & Forage Speaker Series: Succession Planning for Livestock Producers	Livestock Pavilion
3:00 p.m. – 4:00 p.m.	Cattle Handling Demo	Cattle Pen
4:00 p.m. – 4:30 p.m.	Livestock & Forage Speaker Series: Canadian Agricultural Partnership (CAP) Program Funding Opportunities, Agriculture Programs Specialist, Saskatchewan Ministry of Agriculture	Livestock Pavilion

Ongoing Daily in BMO Livestock Central: Masterfeeds Beef Breeds Showcase & the Tool Centre, built by Warman Home Centre

BMO Livestock Central Brings it all Together for Farmers

Over 75 companies will exhibit livestock-related products and services this year, most located in BMO Livestock Central

Media Sponsors

THE WESTERN PRODUCER

Canadian Cattlemen

Where can producers go to learn about a range of livestock-related products and services in one place? BMO Livestock Central at Ag in Motion™ will once again bring it all together — company exhibits, breeds showcase, livestock demonstrations and seminars.

Livestock Central, sponsored by BMO, is located on the southwest corner of the Ag in Motion show site, south of Prairie Drive. BMO has supported Livestock Central since its inception as a means of keeping up to date with advancements in agriculture to better serve clients.

"As the largest agricultural bank in Canada, at BMO we take pride in our commitment to the agriculture industry and our ability to bring relevant, customized solutions to the market place," says Marcia Lemon, Vice-President Business Banking, BMO Bank of Montreal. "Supporting Ag in Motion helps us stay connected to our clients while strengthening our industry knowledge."

See the latest technology in action

BMO Livestock Central will offer demonstrations of cattle and sheep handling, TMR mixing systems and fencing. Live animals will be displayed in the Masterfeeds Beef Breeds Showcase, where farmers can explore genetic options to improve herd profitability.

The Livestock Pavilion contains a variety of indoor exhibits and is home to the Livestock and Forage Speaker Series, an opportunity for producers to be educated and inspired by a variety of informative guest speakers.

Of interest to all attendees will be the new Warman Homes Tool Centre located in this area of the show. Brand name drills, saws, fencing tools and more will be available for grab-and-go purchasing. Find it on the corner of 1st Street and Manitoba Drive.

Dairy, beef and bison producers can attend Ag in Motion on the day focused on meeting their unique farm needs, with the opportunity to network during a VIP Brunch and attend species-specific programs and demonstrations.

"All successful businesses need a strong banking team who can challenge their thinking, assumptions and plans. We look forward to connecting with producers and agri-business owners across Western Canada during the event," says Lemon.

Special Programming

Tuesday is Dairy Day!
Featuring the VIP Dairy Producer Brunch
9:00 a.m. to 11:00 a.m.
Held in the Watering Hole, in BMO Livestock Central
Invite-only by sponsors

Dairy Brunch Sponsors:
BMO
SaskMilk

Wednesday is Beef Day!
Featuring the VIP Beef Producer Brunch
9:00 a.m. to 11:00 a.m.
Held in the Watering Hole, in BMO Livestock Central
Invite-only by sponsors

Beef Brunch Sponsors:
BMO, Saskatchewan Hereford Association, Saskatchewan Stock Growers Association

Thursday is Bison Day!
Featuring the VIP Bison Producer Brunch
9:00 a.m. to 11:00 a.m.
Held in the Watering Hole, in BMO Livestock Central
Invite-only by sponsors

Bison Brunch Sponsors:
Saskatchewan Bison Association

Ag in Motion™ General Show Information

SHOW DATES AND HOURS:

Tuesday, July 16	8:30 a.m. – 4:30 p.m.
Wednesday, July 17	8:30 a.m. – 4:30 p.m.
Thursday, July 18	8:30 a.m. – 4:30 p.m.

RAIN OR SHINE!

If it rains, free rain ponchos will be available thanks to Economical Insurance, Official Rain Poncho Supplier

ADMISSION AT THE GATE:

$20 for adults
$10 for youth 13-17
FREE for kids 12 and under
CASH ONLY
FREE PARKING

BUY ADMISSION PASSES ONLINE:

Purchase your tickets online today and receive a **free** Special Edition **5 Year Anniversary Ag in Motion hat.** Sponsored by SeedMaster and Dot. **BONUS:** wear your hat and get admission to the show for a second or third day! Buy online at **www.aginmotion.ca**

GETTING THERE:

- Along Hwy. 16 at Range Rd. 3083 near Langham, SK
- 35 km NW of Saskatoon, SK
- 90 km SE of North Battleford, SK
- 285 km NW of Regina, SK
- GPS: 52.3549, -107.0718

WIFI

Availabe in the Ag in Motion Lounge. Watch for Wifi signage in other locations around the show site. **Network name: AIM2019**

QUESTIONS?

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GUIDEBOOK

Pick up your **Guidebook & Site Map** when you arrive at the Ag in Motion Welcome Centres, sponsored by SaskTel

Personalize Your Visit to Ag in Motion

Experience Ag in Motion™ to the fullest by using the online show planner to optimize your trip. Creating your own personal planner is quick, simple and free. Here are some step-by-step instructions to launch your own personal show planner.

Step 1: Visit **Aginmotion.ca** and access the online exhibitor directory by clicking "Exhibitor List" or "Exhibitor Map" under the Visitors tab.

Step 2: Click "Log in" which will allow returning attendees to access their dashboard, and new attendees to create an account.

Step 3: When creating an account, enter a few key pieces of information to begin your journey to a more productive show.

Step 4: Start compiling your list of must-see exhibitors by searching through companies or product categories. Once you've identified who you want to see, simply click the star symbol or Add to My Show button to place them in your online Planner.

Last but not least: Check back often; new companies are being added all the time and existing ones are updating their content.

Don't forget: Use the live, interactive site map, to search for exhibitors, booths, product categories, and much more. The map is updated in real time to make sure you have the most up-to-date information leading up to the Show.

Special Edition 5 Year Anniversary Hat

Purchase your Ag in Motion tickets in advance to receive this exclusive special edition hat. Any attendees that purchase their ticket to Ag in Motion online at aginmotion.ca will be given their hat when they arrive at the show.

Bonus! We know the show is getting big, and hard to see in one day. Come back for a second and even third day with free admission when you wear your Special Edition 5 Year Anniversary Ag in Motion Hat.

Special Edition Hats are sponsored by

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Purchase tickets now at aginmotion.ca

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Farmers Edge Smart Farming Centre

The Farmers Edge Smart Farming Centre is a place for farmers to gather to learn about new data strategies to use on their farms. With panel discussions covering topics including utilizing data to make decisions, data-driven crop insurance and return on investments, the Farmers Edge Smart Farming Centre is a must visit while at the show.

Tuesday, July 16
11:30 a.m.
MoneyFarm – Getting More Mileage from Existing Resources
Panel discussion with growers, moderated by Rob Sharkey, The SharkFarmer

Let's face it, farming is not always fair. Growers are expected to do more with less while facing uncontrollable factors and competitive markets. In today's digital world, data is the primary source of performance advantage yet it's still the most under-utilized and incompletely understood force in farming. If you do not have access to it, you cannot use it. If you do not control it, you cannot measure it, develop it over time or build a sound strategy upon it. Nationally, growers using farm data management solutions on their farm are seeing an average ROI advantage of $11 per acre. Join the discussion to talk about practical strategies to profit from the most insightful and valuable resource on the farm.

1:00 p.m.
Data-Driven Defences for Your Farm
Panel discussion with Global Ag Risk Solutions, moderated by Rob Sharkey, The SharkFarmer

Digital agriculture does not just help drive better decisions; it is helping growers minimize their risk. Our panel of growers and crop insurance advisors will share how using data-driven crop insurance has provided them with the protection they needed to farm confidently while reducing their risk.

Wednesday, July 17
11:30 a.m.
High Profits versus High Yields: Where is the Sweet Spot?
Panel discussion with growers, moderated by Rob Sharkey, The SharkFarmer

A panel of growers will provide their take on the high yields versus high profits debate and determine if and where that "sweet spot" exists. Hear what strategies they are using to get the most ROI.

1:00 p.m.
Data-Driven Defences for Your Farm
Panel discussion with Global Ag Risk Solutions, moderated by Rob Sharkey, The SharkFarmer

Digital agriculture does not just help drive better decisions; it it helping growers minimize their risk. Our panel of growers and crop insurance advisors will share how using data-driven crop insurance has provided them with the protection they needed to farm confidently while reducing their risk.

Weather Risk in Production Agriculture

Presented by Nutrien Ag Solutions, Eric Snodgrass, Principal Meteorologist at Nutrien Ag Solutions

Daily at 1:30 p.m.
In the Nutrien Ag Solutions building (booth #152) at the corner of 1st Street and Alberta Drive.

Weather risk in production agriculture is ubiquitous. Each year, the fate of our agricultural productivity lies in the hands of a turbulent, chaotic and everchanging atmosphere. We strive for stability, growth and sustainability in our farming operations but ultimately, the weather determines the outcome of our efforts.

This presentation will address the meteorology that drives big yielding years as well as years with droughts and floods. Eric Snodgrass, Principal Meteorologist at Nutrien Ag Solutions, will look long term at the major climate trends across North America and analyze the forecasts for the rest of the summer as well as the upcoming harvest.

Can you weatherproof your agricultural practices? Can you strategize and optimize your time based on weather information? How can you consume weather information to make timely and informed decisions? What are the best resources? How reliable are forecasts?

Discover the answers during this informative session at Ag in Motion™.

The future of farming is closer than you think. (Booth 504, to be exact)

Experience the future today with xarvio™ Digital Farming Solutions. Learn how you can optimize crop protection, increase efficiency, and improve your bottom line. Visit us at booth #504 to:

- See live demonstrations of xarvio™ FIELD MANAGER Zone Spray: Learn how to selectively protect high-production areas of your canola fields for higher yields and ROI.
- Try the xarvio™ SCOUTING app to identify weeds, diseases, and quantify leaf damage, simply by taking a photo.

Visit us at booth #504

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YOU'RE INVITED!

To join two commodity marketing experts and enjoy a free breakfast!

Sponsored by MarketsFarm, Ag in Motion and Farm Forum Event

July 17 & 18, 2019 @ 8:30 a.m.

Join **Bruce Burnett** and **Mike Jubinville** to learn how weather and politics may effect your commodity buying and selling decisions this summer.

BRUCE BURNETT'S TOPIC:

Feast or Famine? Global Growing Conditions So Far this Year!

Bruce will outline the latest global crop conditions driving the markets in 2019 including moisture conditions in Western Canada. Too much and too little moisture has already had a big impact on world markets. Find out how the weather conditions in the coming months will impact markets.

MIKE JUBINVILLE'S TOPIC:

Weather vs Politics… The One-Two Punch

Moving Grain Markets… Summer means weather markets, which tends to dominate price action. But this year, politics affecting trade on various fronts will be equally important in driving grain prices towards the harvest season.

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Thank you for your continued support and expertise over the last five years – we couldn't have done it without you!

Agi

Western Canada's

CELEBRATING 5 YEARS 2015-2019

2015 · YEAR 1

From May to July of 2015, the site evolved from an empty canola field to Western Canada's first outdoor farm expo.

Versatile Tractor Ride & Drive.

Demos included fertilizer spreading, planting, seeding and tillage.

18 CROP PLOTS

30 SPONSORS AND PARTNERS

- **ATTENDANCE**
  11,468
- **EXHIBITORS**
  200

2016 · YEAR 2

Clean Seed's award winning SMART Seeder™ was launched and involved a daily live seeding demonstration.

Demonstrations include: tillage, seeding, fertilizer spreading, cattle handling and silage handling.

- Innovations Program and Agri-Trend Knowledge Tent launched.

Proven Seeds/Nutrien launches PV 540 G Genuity Roundup Ready Canola.

43 SPONSORS AND PARTNERS

- **ATTENDANCE**
  16,830
- **EXHIBITORS**
  302

2017 · YEAR 3

2018 · YEAR 4

Global Product Launch
Dot Technology Corporation launches fully autonomous farm implement.

Livestock Central: Forage demo, VIP dairy producer brunch, livestock and forage speaker series, fencing demo, low stress cattle handling with Curt Pate.

Nutrien builds Integrity Structure as a permanent exhibit location.

Ag in Motion partners with STARS Air Ambulance, Morris Industries and dozens of other companies in the inaugural **Field of STARS.**

The event raised over **$530,000** for STARS Air Ambulance plus a **$100,000** donation from the Canadian Canola Growers Association.

Entertainment provided by Juno and CCMA Award-winning recording artist **Brett Kissel**.

Morris launches the Quantum Drill

John Gormly headlines the Agri-Trend Knowledge Tent, presented by RBC.

- Introduction of annual special edition hats
- Glacier FarmMedia purchases additional 320 acres to start applied research farm
- Partner with **SREDA** to run the Innovations Program – record number of entries (36)

OVER 100 ACRES OF CROP PLOTS

- **Jolene Brown** headlines the Agri-Trend Knowledge Tent, Presented by RBC.
- Partner with Saskatoon Regional Economic Development Authority for the Harvest Program

47 SPONSORS AND PARTNERS

- **ATTENDANCE** 24,787
- **EXHIBITORS** 400

OVER 300 ACRES OF CROP PLOTS

- **Demos:** Tillage, Earth Moving & Trenching, Air Seeder, High Clearance Sprayer Ride & Drive
- New field-side bar and eating area introduced

52 SPONSORS AND PARTNERS

- **ATTENDANCE** 30,335
- **EXHIBITORS** 459

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Field of Excellence

The addition of large-scale crop trials to the Ag in Motion™ site northwest of Saskatoon is an important expansion for the event, one that highlights the synergies that are required from seeding through to harvest in order to have a successful agriculture operation.

With the 2018 purchase of 320 acres adjacent to the show site and the creation of a functional research project named Field of Excellence, Ag in Motion is one step closer to its long-term goal — national and international recognition as a centre of excellence for the Canadian agriculture industry. The additional land on the site allows Ag in Motion, which is owned and operated by Glacier FarmMedia, to work with industry partners on demonstrations and trials that are conducted under real farm conditions and that are large enough to produce meaningful results.

This year, the Field of Excellence program includes an oilseed agronomy trial and a wheat fertility trial, says Blake Weiseth, Director of Research and Demonstration with Ag in Motion. Both are being carried out with partners positioned at various points in the crop-production cycle including seed suppliers, equipment manufacturers and crop protection companies.

"There are a number of components to each of the trials," says Weiseth, "and we'll be collecting data through to the end of the growing season that will highlight the advantages of both the products and equipment involved. It's the kind of information that will allow producers to make direct comparisons and informed decisions for their particular operation."

The oilseed agronomy trial underway this season recognizes farmers' interest in soybeans and the need for them to consider the pros and cons of investing in a row-crop planter versus using a conventional air drill. There is also interest in knowing if the precise placement of the row planter will allow producers to reduce the canola seeding rate compared to target rates for an air drill without sacrificing plant population or canopy closure.

To make the comparison in a side-by-side trial, half of a 140-acre field of canola was seeded with a row planter provided by Horsch and the other half using a Morris air drill. Morris seeded an additional 80 acres of soybeans.

Continues on page 28

"There are a number of components to each of the trials… and we'll be collecting data through to the end of the growing season that will highlight the advantages of both the products and equipment involved. It's the kind of information that will allow producers to make direct comparisons and informed decisions for their particular operation."

The seeding was done at "high" and "low" rates, says Weiseth. Morris seeded canola at a low rate of 220,000 seeds per acre (/ac.) and a high rate of 435,000 seeds/ac. while the Horsch low rate was 190,000 seeds/ac. and the high rate was 220,000 seeds/ac. The soybean low rate was 180,000 seeds/ac. and the high rate was 220,000 seeds/ac. The list of variables that will be measured includes yield, germination rate and canopy closure.

An additional 80 acres of wheat was seeded at a single recommended rate in order to evaluate nutritional products emerging on the market.

"Across all three crops we're testing two products brought to market to address the particularly harsh spring conditions we can see on the prairies," Weiseth says. Both are supplied by Nutrien Ag Solutions, which also provided the seed.

Atlas XC is impregnated on dry fertilizer blends and applied at the time of seeding and designed to make nutrients more readily available to plants, he explains. The other product — Radiate — is applied at herbicide timing to stimulate root growth. One half of each of the crops will receive the treatments while the second half will be left as an untreated control. In the case of the wheat crop, yield will be the key factor assessed in the trial. Ag in Motion partnered with Equipment Technologies, Salford Group and Alpine for the necessary equipment and fertilizer.

AGI has come on board to provide grain handling and storage equipment. MacDon and Canada West Harvest Centre (CLAAS) will be providing harvesting equipment.

Weiseth says information flowing from the trials will be collected using data management technology provided by Echelon, and will be shared widely, particularly through other Glacier FarmMedia platforms.

Finally, Glacier FarmMedia has invested in a number of IoT solutions for demonstrating Digital or Smart farm ROI applications. This includes a Pessl weather station to monitor temperature, precipitation, relative humidity and other variables, 12 infield devices for precipitation and soil probes for soil moisture, temperature and VIC, iSCOUT insect traps, CropView cameras for zoom and wide angle images. This data will be observed and analyzed for each replicate throughout the growing season, and be used to analyze the project outcomes after harvest.

"There are very strong linkages between Ag in Motion and the Farm Forum Event that will be held Dec. 3-5, 2019 in Saskatoon. Farmers can see the trials going on in July at Ag in Motion, and then learn about the results and talk to the experts in December at the Farm Forum Event. We'll also be seeing some reporting on this through *The Western Producer* and other publications."

In addition to all of the trial partners participating in crop trials, the Field of Excellence includes space for three demonstration partners — Federated Co-op, Precision AI and Stoller Enterprises. These companies have access to the land year-round for training and replicated research projects as well as crop and equipment demonstrations.

The Field of Excellence brings enormous value by demonstrating how all the components of a farming system interact. It also provides the opportunity for Ag in Motion to respond directly to producer needs by showcasing and testing the latest innovations in both products and machinery, all in a setting that is familiar to farmers — the middle of a field.

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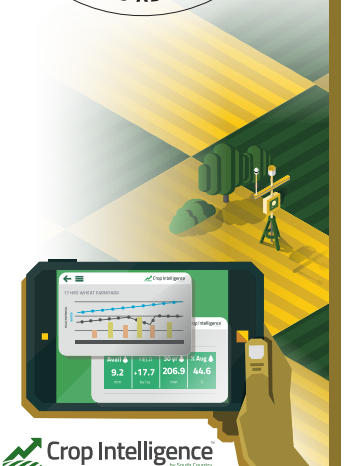

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Ag in Motion Innovations Program
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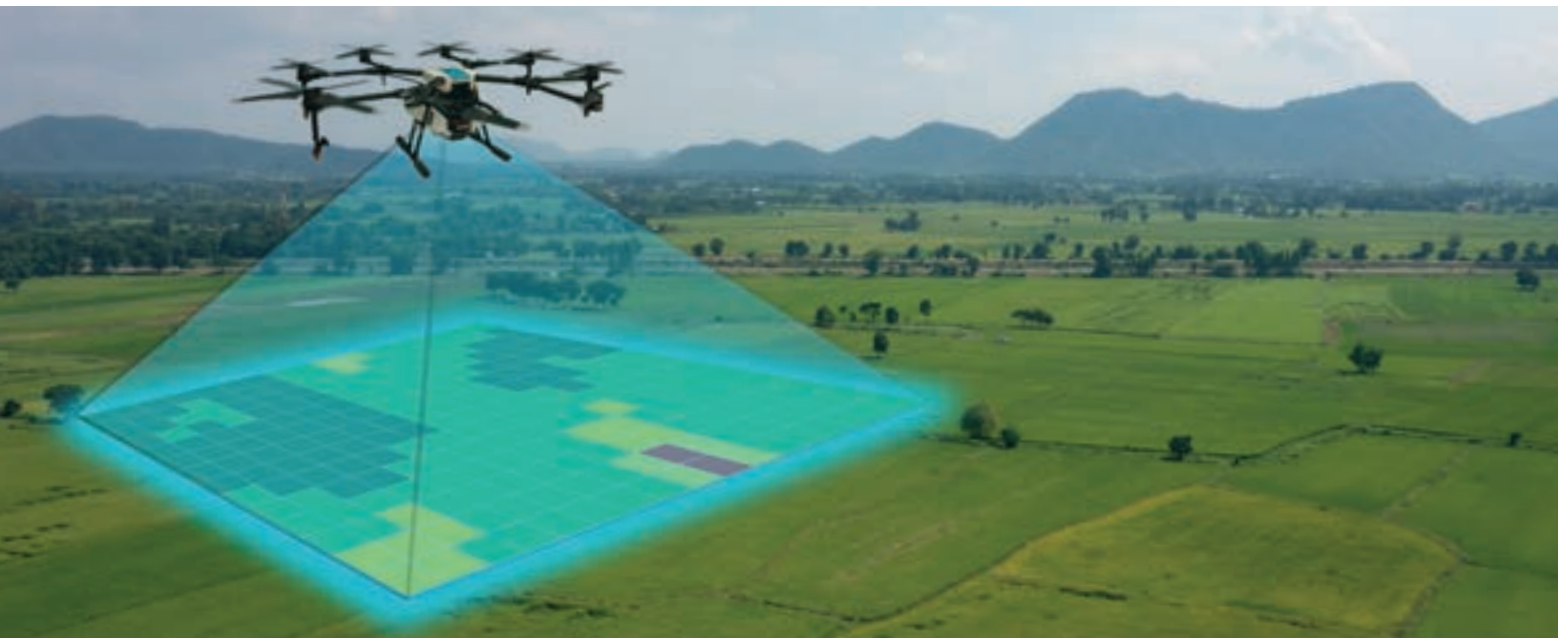

Once again, Saskatoon Regional Economic Development Authority (SREDA) is pleased to take a leading role in supporting ingenuity and innovation in the Saskatchewan agriculture sector through our involvement in the 2019 Ag in Motion™ Innovations Program, presented by TD Canada Trust.

Ag in Motion award winning companies, along with all of the contest finalists, continue to demonstrate the remarkable homegrown technological prowess of Saskatchewan's agriculture community.

The Ag in Motion Innovation Program recognizes companies for their creative solutions that assist with agriculture sector advances in four unique areas.

Awards will be presented to pioneering technologies that have the potential to positively impact and advance the agriculture industry in the following areas:

- **Plant and Soil Science:** a technology that improves crop production including innovation in genetics, pesticide application (non-mechanical) and the process of producing a crop
- **Animal and Livestock:** a technology that assists in the health and well-being of livestock animals
- **Agriculture Equipment:** a new equipment concept or technology that assists farmers and agriculture professionals with farming application
- **Agribusiness Services:** a new technology that assists farmers and agriculture professionals with the management of their farm business and clients

"The future of the agriculture industry depends on advancements in agriculture, as producers strive to feed the world."

In addition to the 2019 Ag in Motion Innovations Program, SREDA will be hosting six international agriculture technology companies as part of its third annual HARVEST, SREDA's Agriculture Technology Program. SREDA, with the support of the Government of Saskatchewan and other industry partners, is attracting the attention of companies worldwide to travel to Saskatoon to be a part of Ag in Motion, showcase their agriculture innovations and learn more about Saskatchewan agriculture and technology landscapes.

Winners of SREDA's HARVEST program will be on display at the Innovation in Agriculture Reception on Monday, July 15, and in the FCC Ag Pavilion throughout Ag in Motion. Stop by and meet these companies and learn more about their exciting innovations.

"The future of the agriculture industry depends on advancements in agriculture, as producers strive to feed the world," says Alex Fallon, SREDA President and CEO. "The Saskatoon Region is a hub for world-class agriculture innovations and innovators, so it's not a surprise that the HARVEST program is attracting companies from around the world to learn more about what is going on right here on the prairies."

Discover our craftsmanship by checking out our new quality made on-site tool shed.

Big Builders with Small-Town Roots

Located in the heart of Warman, Saskatchewan, Warman Home Centre has provided the agricultural community with quality farm buildings for over 30 years. Warman Home Centre is known for their exceptional customer service and their close involvement in their community. From storage sheds and farm shops to cattle shelters and riding arenas, Warman Home Centre's wood post and straight wall buildings are custom designed to fit the needs of today's farmer.

Both Warman Home Centre and its sister company, Warman Homes, will have a presence at Ag in Motion this year. Warman Home Centre will have a display inside the Tool Shed for visitors wanting more information on farm buildings and other agricultural structures. Warman Homes is excited to show off their innovative design trends in their latest ready-to-move (RTM) home. The 2095 square foot RTM home features 9' Ceiling with 11'6" Raised and Coffered Ceiling in Living Room, and 13' ceiling in front entry, a natural gas fireplace, Quartz countertops in the kitchen with a waterfall island, and a four-piece ensuite that includes a soaker tub and his/hers walk-in closets.

Warman Homes has been building both Ready to Move (RTM) Homes and On-Site Built Homes since 1984 and has recently expanded into home renovations. Their high level of customer service and use of exceptional products has awarded them this year 2019 Customer Choice Award presented by Saskatoon & Region Home Builder Association.

Warman Homes has been building RTMs for more than three decades and delivering homes throughout Saskatchewan, Alberta, Manitoba, and into the Northern United States. For pictures and pricing, visit **www.warmanhomes.ca**. For more information about Warman Home Centre's farm buildings, visit **www.warmanhomecentre.com**.

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The Teaching Parlour — A Look at Milking Cows

Media Sponsor:
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Visitors to Ag in Motion™ this year will have a chance to experience dairy production without visiting a farm thanks to a portable milking parlour being displayed by ProFarm Livestock Solutions.

The parlour is designed to demonstrate how milk is produced across Canada and to give producers the chance to learn more about their milking systems and best practices. Erin Dancey, who does parlour evaluations for ProFarm hopes this will be an opportunity to help promote the dairy industry and provide a teaching ground for anyone who is interested in learning. Veterinarians, milking equipment dealers and nutritionists will also be able to see how the hands-on milking system in the parlour functions, as well as its troubleshooting techniques.

"We're excited to have ProFarm show the portable milking parlour on site as part of our programming focused on the dairy industry," says Tiffany Peters, Ag in Motion Livestock Co-ordinator. "It will be of benefit to dairy farmers but we know farmers from other sectors of the ag industry will be interested in seeing how their milk is produced."

Joining the ProFarm booth is Dr. Roger Thomson, the man behind the teaching parlour. He is a dairy veterinarian and founder of MQ-IQ, a milk quality consulting firm based in Minnesota. Dr. Thomson sits on various committees with the National Mastitis Council, and has practiced dairy veterinary medicine for more than 33 years and is an advocate for animal health and comfort as well as for milk as a high-quality protein source in the human diet.

ProFarm portable milking parlour demonstrations will be held at 11:00 a.m. in the Livestock Pavilion in BMO Livestock Central.

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Presented by Bayer

On July 16, 2019, join the 2nd annual Field of STARS event, presented by Bayer. A casual, country-themed event featuring industry networking, dinner, dancing, live and silent auctions and a special concert performance by Hunter Brothers, all in support of STARS.

STARS is a non-profit organization that provides specialized emergency medical care and transportation for critically ill and injured patients. Simply put, STARS fights for life.

The STARS funding model is unique, relying on the support of government to help keep them in flight. But to keep on the cutting edge of critical medical care, the organization looks to key fundraisers like Field of STARS and the support of the business community, individual donors and volunteers. Allies like you.

Attendees to this event will include farm leaders, agriculture executives, government officials, agriculture services, supply and manufacturing companies, agriculture media and STARS crew. This event is a rewarding way to engage with your clients, employees and their families. Show your community support and help STARS be there for the next patient. Help raise money for STARS and affiliate your brand with one of the most popular services in rural Western Canada.

By supporting this event, you will have the opportunity to showcase your product or service and your company to over 1,500 attendees who are part of the agriculture community. Get involved with the event by: purchasing a corporate ticket package (bulk tickets at a discounted rate); investing in a table sponsorship ($2,000/per table); purchasing an individual ticket ($200/per ticket), or by supporting the event as an event sponsor.

Hunters Brothers will perform a special concert at this year's Field of STARS.

Align your company and/or product with other established brands such as: Bayer, Nutrien, Morris, Farm Credit Canada, Viterra, Municipal Hail, WinField United, Aberhart Ag Solutions, Ag in Motion, Glacier FarmMedia, and many more.

To view the items that will be available for the live auction, please visit: www.fieldofstarsevent.ca. These items will be available for bidding live at the event or through the Ritchie Bros. Online Auction site.

Individual tickets can be purchased online at www.fieldofstarsevent.ca. For all other sponsorship opportunities, please contact Kim Kroll-Goodwin at 306-659-1505, or contact any of the 2019 Field of STARS Committee Members.

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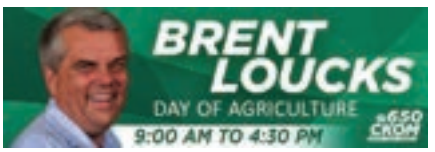

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Trade Show Continues to Grow

Bigger and better than ever is the best way to describe Ag in Motion™ 2019 — when the gates open July 16, more than 520 exhibitors will be on site with products, services and technology from every sector of the ag industry.

"This is a true hands-on show in a real world setting," says Dan Kuchma, Ag in Motion Sales and Demonstrations Manager. "It's not on concrete; it's on dirt, the place where farmers work, and the show is truly a one-stop-shop where producers can make important product comparisons and buying decisions."

To accommodate the growing list of exhibitors, the footprint of the site has been expanded to almost 100 acres with about 35 additional acres set aside for an exciting series of daily demonstrations that will showcase everything from cattle handling equipment to air seeders.

Return visitors to Ag in Motion will notice a new structure on the site, the Tool Centre Built by Warman Home Centre, says Kuchma. The 90-ft. by 60-ft. permanent building will feature products from a large number of suppliers offering tools, equipment and accessories necessary for farm operations available for purchase right on the spot.

Also this year, the Scotiabank Farm Pavilion has doubled in size, and is now able to accommodate booths for 95 exhibitors. In the pavilion, visitors will find a wide range of companies such as financial institutions, family-run businesses and government-related organizations, all displaying their products and services under one roof.

One of the largest new exhibitors in the corporate category for 2019 is New Holland. With over 20,000 square feet of space, the manufacturer will feature a wide range of agricultural equipment. Kuchma says New Holland will also be one of the participants in many of the live equipment demonstrations, and it has additional space set aside for its own demos.

"Now in its fifth year, Ag in Motion has become the preferred farm expo for unveiling what is new," says Kuchma. "Companies are using our show for national and even global launches of products, and even to introduce themselves for the first time to the western Canadian ag community. It all makes for a very exciting three days."

Plan your visit to Ag in Motion 2019 by visiting aginmotion.ca for general information, a list of exhibitors, site map and demonstration schedule.

Cool down with SGI Canada at Booth #627

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Farm Forum Event Offers Learning Opportunities

Having had a look at the latest developments in their industry during Ag in Motion™, producers can learn even more about growing their business at the Farm Forum Event Dec. 3-5 in Saskatoon, SK.

"Our programming for the Farm Forum Event builds on the experiences producers have here, offering them the chance to better understand the innovation and science behind what they've seen," says Show Director Rob O'Connor. "Our goal is to connect the research to practical on-farm operations and management."

Presented by Glacier FarmMedia, organizers of Ag in Motion and Canada's Outdoor Farm Show, the Farm Forum Event returns to Saskatoon this year with a wide range of learning opportunities for agriculture experts and progressive producers from across Western Canada, all under the banner Learn & Grow.

Speakers, topics, themes and panel discussions have been planned by a committee of journalists from leading news brands like The Western Producer, Grainews and Country Guide. These journalists are in touch with farmers every day, connecting with them on industry trends, new technology and all types of newsworthy issues in agriculture. They are uniquely positioned to bring relevant and timely speakers to the program.

FARM FORUM EVENT

PRESENTED BY GLACIER farmmedia

Highlights include several keynote speakers providing information and insights that will help producers think differently about their practices. Among them are Dr. Terry Griffin, a precision agriculture expert at Kansas State University, and motivational speaker Chris Koch from Nanton, AB. Messages will also come from nationally recognized agriculturalist Don Lobb, P.Ag. (Hon.), and Dr. David A. Lobb, a Professor in the Department of Soil Science at the University of Manitoba. President and CEO of The Canadian Agri-Food Policy Institute, Dr. Don Buckingham will also present a message at the three-day event.

Brent Butt, stand-up comedian and creator of the hugely popular Corner Gas franchise, will be the event's Wednesday evening banquet entertainment.

The Farm Forum Event will also feature Agronomy Day with information relevant to ag professionals about the latest research and innovation in their field, says O'Connor.

Breakout sessions over the course of the conference mean producers can dig deep into topics that affect their business — agronomy, markets, equipment, crop management, on-farm storage, soil health and fertility, equipment and more. "One of the advantages of smaller breakout sessions is that farmers can zero in on what affects their particular operation," O'Connor says. "To join like-minded peers in information sharing with experts makes these sessions a key part of our Learn & Grow approach."

Other Farm Forum Event highlights include Table Talks, lively discussions over breakfast with fellow producers, consultants and industry representatives on a topic of interest, and a trade show with displays by leading crop production, seed, equipment and ag business companies.

"We know producers want the very latest in science and innovation for their operations," says O'Connor, "and that has been our focus in planning this year's Farm Forum Event. We're looking forward to an exciting conference in Saskatoon."

For more information about the Farm Forum Event, visit farmforumevent.com

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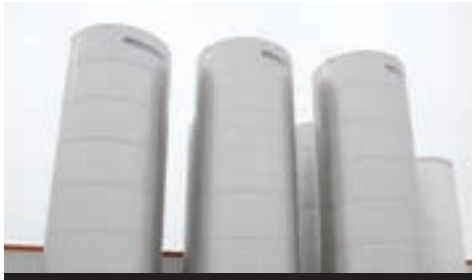

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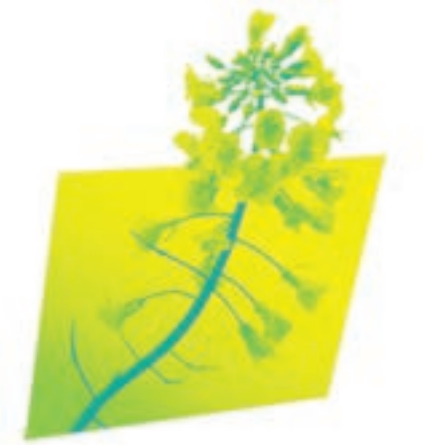
Cutting-Edge Canola Technology

Producers know the advantage that comes from assessing a crop that is standing in the field, so farmers attending Ag in Motion™ will want to visit the Cibus booth to see the demonstration plots of Falco canola.

Three Falco hybrids will be on view in the plots, says Michael Hutton, Manager of Field Agronomy with the Falco team. All are sulfonylurea(SU) herbicide tolerant and non-transgenic, meaning they were bred without using genetic material from a different species. The first available Falco hybrid, called 68K, will be shown side-by-side with the new 79K hybrid as well as an experimental, yet-to-be-named variety.

"Our goal is to continue to demonstrate what Falco has to offer to producers," says Hutton, including increased yield, early season vigor, consistent performance across environmental conditions and how SU tolerance serves as a weed-control alternative.



The Falco SU Canola™ hybrids were produced using traditional mutagenesis without introducing foreign genetic material. The result is SU canola that is fully approved for export and may also be sold as commodity grain. Additional gene editing technologies are part of Cibus' Rapid Trait Development System (RTDS™) which directs precise changes to influence a desired trait exactly as it would appear in nature. RTDS is being used to deliver new traits that are currently in the Cibus pipeline to canola farmers.

"Falco canola is truly unique and provides new solutions for growers," Hutton says.

Members of the Falco seed management team that is based in Winnipeg as well as representatives from the Cibus head office in San Diego, California will be on hand throughout Ag in Motion to explain the company's cutting-edge plant breeding technology and to share plans to continue to bring innovation to Western Canadian farmers.

See Falco canola in the field and learn more about Cibus at Booth #651.

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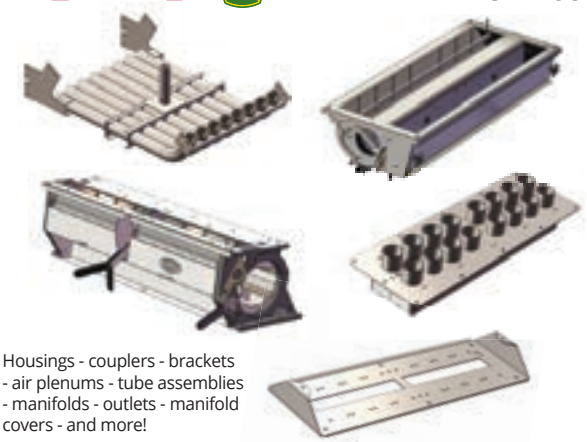

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The concept behind the METOS decision support solution system is to enable users to have long-term accessibility and storage of all the data that iMETOS devices measure in the field — i.e. weather station, soil probe, crop camera, insect trap and object trackers. The devices transmit data in near real-time, allowing the farmer to access critical data, as well as take advantage of various decision support solutions. With these solutions, any farm can turn into a digital or smart farm.

Main decision support solutions include:

- Weather monitoring with a site specific weather forecast for spray decisions.
- Crop Specific Disease risk models to enhance plant protection and increase the efficiency of crop health management and preserve yields.
- Soil probes for moisture, temperature and VIC monitoring help determine proper seeding time, collect data about water stress, enable water savings with smart irrigation management and target fertilizers to maximize yield.
- iSCOUT Insect traps help farmers track population dynamics of insects in their fields using AI to count and recognize pests automatically from anywhere in real time.
- Crop monitoring with an in-field camera solution supports plant growth analytics, such as plant status, growth stage, physiological and pathological changes, etc.
- Machinery, equipment and asset tracking enable real time work monitoring and better management of the fleet assets.

For Ag in Motion™, METOS has prepared a full digital farm showcase of their main products in the Field of Excellence. Farmers will be able to see the full iMETOS IMT Weather station, sensors for soil moisture, iMETOS iSCOUT for insect monitoring, iMETOS CropVIEW field camera and this year's innovation, LoRa WAN based weather station, iMETOS LoRain — measuring rain, temperature, relative humidity combined with site specific disease and weather forecasting.

METOS®

See the equipment in the Field of Excellence Booth - Booth #330

Seed and Crop Protection on Display

The best way for farmers to see the latest in seed and crop protection is first-hand

The 640-acre Ag in Motion™ property comes with over 300 acres of crop plots, 25 of which are within the trade show and demonstration area. Through a partnership, Ag in Motion was able to plant several small-scale crop plots with a SeedMaster plot drill. Over 30 companies have planted and maintained their crops this year, and they will all be available to see at the 2019 show. Canola, cereals, corn, soybeans and specialty crops like flax, oats and quinoa will be on display from the following companies:

- Agriculture and Agri-Food Canada (Booth #316)
- AgXplore Int. (Booth #314)
- Alliance Seed (Booth #348)
- Amity (Booth #635)
- Asle Technologies (Booth #650)
- ATP Nutrition Ltd. (Booth #109)
- BASF Canada (Booth #601)
- Bayer CropScience (Booth #302)
- Belchim Crop Protection Canada (Booth #117)
- BrettYoung Seeds (Booth #334)
- Canadian Foodgrains Bank (Booth #379)
- Canterra Seeds (Booth #123)
- Cargill (Booth #642)
- College of Agriculture and Bioresources (Booth #328)
- Corteva Agriscience, Agriculture Division of DowDuPont (Booth #111)
- FP Genetics Inc. (Booth #610)
- Gowan (Booth #354)
- IAP Group (Booth #350)
- NexusAg by Univar (Booth #605)
- Northstar Seed/Legend Seeds (Booth #S15)
- NuFarm (Booth #607)
- Nutrien Ag Solutions (Booth #152)
- Rack Petroleum (Booth #370)
- SaskCanola (Booth #646)
- Sask Pork (Booth #S13)
- SeCan (Booth #378)
- Stoller Enterprises (Booth #121)
- Taurus Agricultural Marketing (Booth #340)
- Thunder Seed Canada (Booth #648)
- Tru-Test/Nester/Union Forage (Booth #S10)
- UPL AgroSolutions Canada Inc. (Booth #645)
- Yara Belle Plaine (Booth #653)

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Thanks to Secan for Sponsoring Ag in Motion Street Signs and Porta-Potties

SeCan
Canada's Seed Partner

Visit SeCan at Booth #378 to see their crop plots, featuring wheat, durum, barley, soybeans, oats and flax!

4-H FUN ZONE YOUTH ACTIVITY AREA

CANADA
4-H Saskatchewan

4-H Saskatchewan is pleased to offer the 4-H FUN ZONE — an activity area for youth to enjoy! 4-H staff and volunteers will be providing educational programming, games, crafts and other fun activities.

Bring the family and stop in for an hour or for a few. Take a break while the kids play, learn and have fun. The 4-H Fun Zone will be open all show hours.

Features a private, curtained off family area for those needing space for nursing or changing children.

Drop off service available — your children can have fun and meet new friends while you browse the show. Please note that drop off service has restrictions and is limited to youth ages six or older.

Located beside the FCC Pavilion, Booth #OAG5

General Show Information

SHOW DATES AND HOURS:

Tuesday, July 16	8:30 a.m. – 4:30 p.m.
Wednesday, July 17	8:30 a.m. – 4:30 p.m.
Thursday, July 18	8:30 a.m. – 4:30 p.m.

RAIN OR SHINE!

If it rains, free rain ponchos will be available thanks to Economical Insurance, Official Rain Poncho Supplier

ADMISSION AT THE GATE:

$20 for adults
$10 for youth 13-17
FREE for kids 12 and under
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BUY ADMISSION PASSES ONLINE:

Purchase your tickets online today and receive a **free** Special Edition **5 Year Anniversary Ag in Motion hat.** Sponsored by SeedMaster and Dot. **BONUS:** wear your hat and get admission to the show for a second or third day! Buy online at **www.aginmotion.ca**

WIFI

Availabe in the Ag in Motion Lounge. Watch for Wifi signage in other locations around the show site. **Network name: AIM2019**

GETTING THERE:

- Along Hwy. 16 at Range Rd. 3083 near Langham, SK
- 35 km NW of Saskatoon, SK
- 90 km SE of North Battleford, SK
- 285 km NW of Regina, SK
- GPS: 52.3549, -107.0718

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GUIDEBOOK

Pick up your **Guidebook & Site Map** when you arrive at the Ag in Motion Welcome Centres, sponsored by

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MOBILE FIELD GUIDE APP

Download the FREE Mobile Guide to your phone at **guide.aginmotion.c**a to help find your way around the show. The Mobile Guide includes a complete listing and walking directions to exhibitors, demonstrations, people-mover locations, restrooms, ATMs, food vendors and more.

AGI Exhibit Features Live Working Site

AGI

AGI is once again proud to be a platinum level sponsor of the 5th annual Ag in Motion™. Working closely with the Ag in Motion team, the objective is to make this year's experience the best for everyone attending.

AGI is located in booth #677 on the northeast side of the show site. Visit their exhibit to learn more about the robust product lines from Batco, Westfield, STORM, Westeel, NECO and more. Experience the newest 2019 innovations and product lines developed to enhance any farming operation.

Built as a live working site, booth #677 has expanded to now offer even more storage and permanent handling features. AGI's booth will be used as year-round grain storage and handling to support the Field of Excellence, an applied research project that takes place on the 380 acres of cropland surrounding the Ag in Motion show site.

This site will complement the existing storage and handling products that have been supplied to Ag in Motion over the past five years.

BMO Livestock Central will feature live fencing demos daily that will feature the Wheatheart Renegade post pounder and its 660 lbs. of hammer pressure. Check your show guide for times and location.

Back for another year, AGI is proud to present a live concert for producers, featuring one of Canada's most iconic bands, Blue Rodeo. Tickets are limited and must be reserved in advance — stop by the AGI booth for more details. Once you have your ticket, be one of the first at TCU Place on July 17 and receive an exclusive gift from AGI.

The AGI team looks forward to seeing you at Ag in Motion.

Nemesis Tractor Launch

Versatile is using their appearance at Ag in Motion™ this year to introduce Canadian producers to the latest addition in their product line, the Nemesis tractor.

"The new tractor from Versatile has been designed and developed with a focus on optimal value, performance and operator comfort," says Adam Reid, Vice President of Sales and Marketing with Versatile. The Nemesis is powered by a reliable Cummins Stage V compliant QSB 6.7L engine which features a powershift transmission supplied by ZF. Three horsepower options are available providing farmers the choice of 175 hp, 195 hp and 210 hp.

Reid says the engineering team at Versatile has designed a tractor that satisfies the needs of farmers with a sleek new design, improved features and improved options. Notable features and options include exterior lighting options and an easy-to-understand advanced hydraulic system. The Nemesis is equipped with a large tractor cab which provides ideal visibility and reduced operator fatigue. The fully adjustable air suspension seat in the tractor cab also helps provide excellent operator comfort during those long days in the field.

"The optimal performance, enhanced operator comfort and upgraded design of the Versatile Nemesis satisfy the needs of today's producers while looking forward to future generations of farmers to come," says Reid.

Demonstrations of the Versatile Nemesis will take place throughout Ag in Motion at Booth #623.

See the Latest Technology in Livestock Equipment Demonstrated Live

Livestock producers will have hourly opportunities to see livestock equipment demonstrated live during Ag in Motion™. From feeding and handling to fencing, see a variety of options at work to support profitable animal performance.

LIVE DEMONSTRATIONS

DEMO	LOCATION	TIME (DAILY)
Fencing	BMO Livestock Central	10:00 a.m.
Cattle Handling Systems	Along Manitoba Drive	11:00 a.m. and 3:00 p.m.
TMR Mixing Systems	South of the Cattle Handling Area on the South Service Road	1:00 p.m.

TMR Mixers

A good quality total mixed ration (TMR) provides many benefits to livestock producers, but only if it is properly mixed. Proper mixing ensures all animals get the same balanced nutrition in every bite for optimal nutrition, production and, ultimately, profit.

Choosing the right TMR mixer for the feed type can make a significant difference in performance. Mixers are available with a variety of reel and auger types, and as trailer, truck or stationary models.

In BMO Livestock Central demonstrations, producers can see a side-by-side comparison of mixers from:

- Norheim Ranching
- KEENAN
- Saskview Farm Solutions Ltd.
- Highline Manufacturing
- NDEco.
- Adair Sales & Marketing Co. Inc.
- Penta Equipment

Each mixer will be loaded with ingredients like silage or hay. A set mixing time will be allowed, and then all rations will be laid down side-by-side for comparison. Mix time, operation and finished product will be considered.

Handling Systems

An effective, well-designed handling system makes moving livestock safer and faster, easing the burden on both farmers and their animals. The result? Fewer hands are needed to get the job done, reducing labour costs. And, happy animals move through easily, resulting in better performance.

In BMO Livestock Central, you will see different chute systems set up in side-by-side demonstrations with live cattle or sheep moving through. Company representatives will be on hand to provide an explanation of how each system improves animal handling.

Handling systems to be demonstrated include:

- Norheim Ranching with the Arrowquip 860 Series Chute
- Superior Handling with Stampede Steel
- Tuff Livestock Equipment with the PS1
- Advanced Agri-Direct with the Performer Hydraulic Cattle Handling System
- Morand Industries
- Hi-Hog Farm & Ranch Equipment Ltd. with the Parallel Axis Squeeze #1550
- Huber Ag Ritchie Combi Clamp

Fencing

Fencing involves a significant investment of time and money, and by taking advantage of technological advancements, farmers can save both.

In daily fencing demonstrations, farmers can compare different systems. The demonstrations will start with post driving, followed by fence wire installations showing how quick and easy fencing systems can be installed. Participating companies include FenceFast and AGI.

FenceFast will demonstrate the Stretch-N-Go Hog, a fork-mounted unit that is driven along a fence line dispensing up to four 100m wire mesh rolls or six-barb wire rolls at tension using a pair of rubber coated braked tension rollers.

A second person will follow with a STOCKade ST400i Cordless Fence Post stapler to secure the wire. For quick, consistent wire connecting, Gripple connectors and brace cable kits will be used.

AGI will demonstrate the Wheatheart Renegade Post Pounder, which makes post pounding easy with power and portability. The Renegade mast raises up to 11' 11" with 660 pounds of hammer pressure. The bolt-on hammerhead has several mounting positions to accommodate different post heights, and the greaseless poly slides are low maintenance.

Find it All in BMO Livestock Central

Visit BMO Livestock Central daily during Ag in Motion to see demonstrations of these advancements in cattle and sheep handling, TMR feed mixing and fencing installation technology. Put it all together to create a more efficient, productive livestock operation.

Media Sponsors: The Western Producer and Canadian Cattlemen

Mobile Field Guide for Your Phone

Download the FREE Mobile Guide to your phone at **guide.aginmotion.ca** to help find your way around the show. The Mobile Guide includes a complete listing and walking directions to exhibitors, demonstrations, people-mover locations, restrooms, ATMs, food vendors and more. Plus, receive real-time event updates so you don't miss any must-attend events and seminars.

New this year, watch for the opportunity to experience augmented reality on your mobile device. We'll add interesting facts and fun to the image your camera sees.

Look at the show maps and pocket guides, along with signs and instructions throughout Ag in Motion™ for an easy to use QR code that will take you directly to the Mobile Guide. Share **guide.aginmotion.ca** with your family, friends and neighbours so they can easily find their way around the show.

College students from Saskatchewan Polytechnic in Saskatoon, SK, along with Glacier FarmMedia, with support from Mitacs Canada and NSERC, created the custom Ag in Motion Mobile Guide as part of an applied research project. If you have feedback on how the Mobile Guide can be improved, please contact info@aginmotion.ca.

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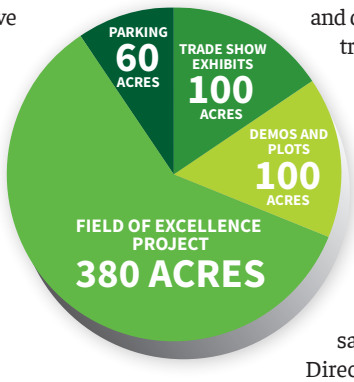
Find us at
BOOTH 651
to check out our newest canola varieties in the field.

Getting Around

Covering a grand total of 640 acres, Ag in Motion™ provides a feast for the senses AND an exercise in steps. Thankfully, there's help to get around to ensure you can see it all

Now celebrating its five year anniversary, Western Canada's only outdoor farm expo provides attendees with countless opportunities to see exhibits, workshops, field plots and demonstrations of equipment, crops, livestock, and more.



In total, 260 acres are dedicated to the show site, including trade show exhibits, demonstrations and parking. An additional 380 acres adjacent to the site are designated to the Field of Excellence project, a large-scale applied research farm showcasing research and technology in real farming conditions

Since Ag in Motion's inception, the number of exhibitors and attendees has more than doubled. In 2018, over 30,000 people visited and over 450 exhibitors set up demonstrations and displays. This year, the tradeshow has expanded again to accommodate more than 500 exhibitors.

"We're responding by increasing the number of people movers and golf cart shuttles on-site, so we are well-prepared to support guests who want help getting around," says Ag in Motion Show Director Rob O'Connor.

"The added ability to get around easily this year is thanks in large part to the contributions of three show sponsors: Farm Credit Canada, Meridian Manufacturing and Kubota Canada Ltd."

Meridian Manufacturing, known for high value products that move grain, sponsors eight Meridian People Movers that stop at various points throughout the show site and parking lots to pick up and drop off attendees.

Kubota Canada Ltd. has been the official UTV supplier for Ag in Motion since year one, and will again provide a sizable fleet of 25 functional UTVs to help staff and volunteers get around the site easily.

Farm Credit Canada (FCC) is advancing the business of agriculture at Ag in Motion by sponsoring a fleet of 10 golf carts to shuttle exhibitors and attendees around the site. Other golf cart shuttle sponsors include Saskatchewan Crop Insurance Corporation and Alliance Seed.

STAY COOL
Free water will be offered from many locations throughout the site, including the Water and Rest Stations, sponsored by TruFlex™ Canola with Roundup Ready® Technology. Plus, misting stations located around the show will help our guests stay cool.

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Anyone who uses a tractor on and off the road knows that a typical lug tractor tire does not last long or provide much driving comfort on the road. That is why the Nokian TRI 2 was designed specifically for tractors that drive on the road. From roadside mowing to construction, from road maintenance to snow removal, the application range for the TRI 2 is almost limitless. The Nokian TRI 2 also features low rolling resistance which reduces fuel consumption. With fuel prices as high as they are today, the Nokian TRI 2 can help reduce the fuel cost for your business or municipality.

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Get a Handle on Sheep Production

Workshops, demonstrations and exhibits will provide value for visiting sheep producers

From handling and grazing to pasture management, BMO Livestock Central offers live demonstrations, learning opportunities and exhibits on a variety of topics to support profitable sheep production.

Stock Dog Handling Demonstrations

One of the best tools to support a shepherd is a well-trained stock dog. A stock dog saves significant time and effort, making it a valuable addition to any sheep operation.

Learning to work with a stock dog takes some front-end effort, but experienced handlers say it is worth it. A four-legged handler often does the work of two people, quietly and efficiently moving sheep with minimal stress.

Jared Epp, who raises sheep and border collies near Hanley, SK, will offer stock dog handling demonstrations on Tuesday, July 16 and Wednesday, July 17 at 12:00 p.m.

In Epp's demos, he will discuss, interpret and show how well-bred stock dogs work, paying special attention to the importance of low-stress livestock handling. This technique involves keeping noise and aggression to a minimum, and encouraging quiet confidence in the dog's ability to work with the herd.

Media Sponsor:

THE WESTERN PRODUCER

Speaker Series Topics

The Livestock & Forage Speaker Series, presented in partnership with the Saskatchewan Ministry of Agriculture, running throughout the show, offers topics of interest to sheep producers each day.

Learn what is new with livestock and forage price insurance from the Saskatchewan Crop Insurance Corporation, join a panel discussion on surveillance systems and hear more about working with stock dogs.

On Tuesday, July 16, check out the Livestock & Forage Speaker Series to better understand how sheep and goats can help with pasture management.

On Thursday, July 18, speakers from the Saskatchewan Ministry of Agriculture will address problem weeds on pasture, grazing management in tough conditions and succession planning.

Handling

Huber Ag will be demonstrating the Ritchie Combi Clamp sheep handling system daily at 11:45 a.m. and 3:45 p.m., following the Cattle Handling Demonstration. Learn how this system creates low-stress handling for sheep.

Exhibits Open Throughout the Show

Throughout the show, visit BMO Livestock Central to find a variety of product and service exhibits to support profitable sheep production.

Don't Miss Speakers and Demos

DAILY

- Sheep Handling Demonstration at 11:45 a.m. and 3:45 p.m. in the Cattle Pen
- TMR Demonstration at 1:00 p.m. in BMO Livestock Central

TUESDAY, JULY 16 AND WEDNESDAY JULY 17 AT 12:00 P.M.

- Stock Dog Demonstrations

TUESDAY, JULY 16

- Livestock & Forage Speaker Series: How Can Sheep and Goats Help with Pasture Management?
- What's New With Livestock And Forage Price Insurance, Saskatchewan Crop Insurance Corporation

WEDNESDAY, JULY 17

- Surveillance Systems – How to Make them Work for You, Panel Discussion

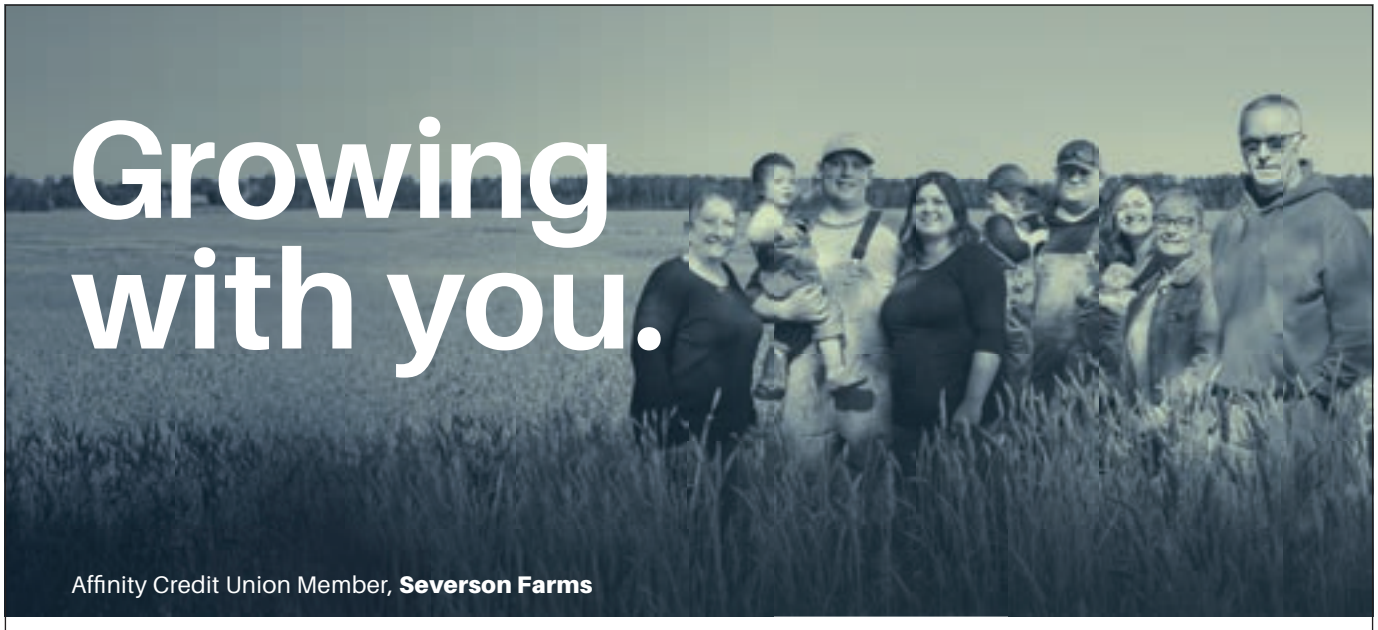
THURSDAY, JULY 18

- Problem Weeds on Pasture – What to Watch For and How to Manage Them, Range Management Extension Specialist/Livestock & Feed Extension Specialist, Saskatchewan Ministry of Agriculture
- Grazing Management in Tough Conditions, Range Management Extension Specialist, Saskatchewan Ministry of Agriculture
- Succession Planning for Livestock Producers

Concessions & Catering

LOCATION	FOOD VENDORS
Ag in Motion Lounge Sponsored by ADAMA AG VISOR PRO	Smoke's Poutinerie Name Your Nuts Codys Concessions
Economical Insurance Cookhouse economical INSURANCE	Joe Beeverz – Canadian Grill Poor Gary's Food Truck
SeedMaster and Dot Demo Bar, located at Manitoba Drive and 7th Street SEEDMASTER DOT	Boryski's Butcher Block
Farmer's Food Court, located on BC Drive	Boryski's Butcher Block Rebel Melt Red Neck Concession Schryers BBQ SoomSoom Truck and Catering Nom Nom Food Truck Margaret's Concession Simply Grounded Coffee Gallery Inc.

LOCATION	FOOD VENDORS
BC Drive and 6th Street	Red Neck Concession Campfire Grill Chick-a-Lick Food Truck Dapper Dane Gourmet Grilled Cheese Homestead Ice Cream
Alberta Drive and 5th Street	Saskatoon North Rotary Food Tent Boryski's Butcher Block
Alberta Drive and 2nd Street	Prairie Poppins
ScotiaBank Farm Pavilion	Big Squeeze Gravy Train
FCC Ag Pavilion	Mean Green Ice Cream Machine
BMO Livestock Central	The Watering Hole



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4-H is one of Canada's longest-running youth organizations dedicated to the growth and development of our members, leaders, volunteers and staff through our motto, "Learn To Do By Doing."

Youth, six to 21 years old, can become **4-H members.** You will make new friends and develop life skills through club involvement and a hands-on project on a topic of your choice.

Adults, who are willing to share their time and enthusiasm, can become **4-H leaders**! General leaders organize clubs and project leaders guide members through their projects. 4-H leaders must complete volunteer screening.

Connect with 4-H

We are at Ag in Motion! Come visit us at the 4-H Fun Zone to learn more about 4-H! We also have a variety of activities for youth to enjoy while their parents are shopping at the show. Parents can drop off their children for a couple hours in a safe location where they can play games, colour, do science experiments and more!

4-H Saskatchewan | @4HSask | @HaroldTheHare

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Bruce Burnett and Mike Jubinville, Glacier FarmMedia MarketsFarm commodity experts, provide up-to-the-minute market information and insights that will help western Canadian farmers make critical buying and selling decisions.

"Bruce and Mike bring close to 50 years of combined commodity marketing experience to our MarketsFarm online platform," said Martin Robert, Vice President of Premium Services and Digital Development, Glacier FarmMedia. "To make the best possible commodity marketing decisions, farmers need the best available information at the right time, which is exactly what Bruce and Mike provide to MarketsFarm subscribers."

Burnett has over 30 years of experience in agriculture and specializes in analyzing the impact of weather conditions on global agriculture markets, information he shares through MarketsFarm Essentials. Jubinville, formerly Pro Farmer, has spent more than 25 years focused on western Canadian markets, expertise he brings to MarketsFarm Pro.

Using e-newsletters, blog posts, podcasts, texts and personal emails to producers, Burnett and Jubinville deliver analysis and information about market trends and opportunities. They also answer specific questions from farmers in the MarketsFarm 'Ask the Experts' online forum.

"The markets can be complex but Bruce and Mike remove that barrier and present simple, concise information producers need to help them optimize their profitability," said Robert.

To learn more about MarketsFarm, visit Booth #49 in the Scotiabank Farm Pavilion or visit marketsfarm.com and try a FREE 15 day trial or take advantage of Ag in Motion Show Specials. Bruce and Mike will be on location to answer your commodity marketing questions!

TWO Commodity Marketing Experts + FREE Breakfast — July 17 and 18 in the Cargill Knowledge Tent, presented by RBC at 8:30 a.m.!

Join Bruce and Mike for breakfast to learn how weather and politics may effect your commodity buying and selling decisions this summer. Seating is limited!

Reserve your seat at 1-800-665-1362 or customerservice@farmmedia.com

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Explore Animal Genetics for Higher Performance

NEW Masterfeeds Beef Breeds Showcase demonstrates links between animal genetics and profitability

Masterfeeds an Alltech company

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THE WESTERN PRODUCER

Canadian Cattlemen

Beef farmers today select the breeds they will raise based on careful consideration of genetics. By incorporating particular genetic traits, producers can boost profitability and improve performance in future generations.

The new Masterfeeds Beef Breeds Showcase is open in BMO Livestock Central throughout Ag in Motion™. The showcase provides farmers with an opportunity to get up close and personal to check out Western Canada's leading beef breeds. "What better way to showcase genetics than to have live animals on display at the show?" says Ag in Motion Show Director Rob O'Connor.

By taking a closer look at their genetic options, farmers can decide where they might want to take their own herd into the future. "When selecting crop varieties, grain farmers often go check out field plots. Now we're offering livestock farmers the same opportunity to help them select genetics," O'Connor says.

Ag in Motion is particularly well attended by beef producers from Alberta and Saskatchewan, but visitors are expected from across Canada and around the world.

Live animals will be on display in the showcase area representing genetic options from each of the different breed associations, including:

- Saskatchewan Hereford Association
- Saskatchewan Charolais Association
- Leading Edge Speckle Park Breeders/ Green Hills Livestock
- Andrew Ranches – Limousin
- Saskatchewan Simmental Association

Unlike other showcase-style events, the animals will not be in competition to win banners or trophies; their sole purpose is to showcase their genetics. Breed association representatives will be on hand with information about genetics for the benefit of both purebred and commercial breeders.

"Putting the animals themselves on display in front of 30,000 farmers from Canada and around the world is a whole new way of marketing genetics," says O'Connor.

"We are proud to support the visibility of the Beef Breeds Showcase at Ag in Motion, says Kurtis Reid, Saskatchewan Beef Account Manager. "Masterfeeds strives to supply innovative options to all customers on farm."

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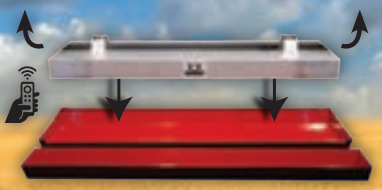

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Scotiabank

Scotiabank has been providing financial services to Canadian farms and agri-businesses for more than 185 years, and they have seen a lot of change along the way. From small family farms to large-scale producers and processors, Scotiabank has responded to customers' changing needs. But one thing remains constant — their commitment to serve those that feed our nation.

"When it comes to agriculture, we get it," says Courtney Thevenot, Director and Group Lead of Scotiabank Agricultural Banking. "Ag in Motion™ provides a unique opportunity to support the agriculture community that impacts the world around us, and allow us to say thank you to producers and business owners in the industry."

There are exciting things happening at the Scotiabank Farm Pavilion at Ag in Motion this year, including community engagement, a raffle draw for hockey tickets and signed jerseys. "Nothing compliments agriculture communities better than hockey," says Thevenot. "Scotiabank is also committed to helping young people reach their infinite potential both on and off the ice, and supports one million kids and counting through the commitment to community hockey across Canada. At Scotiabank, we believe that everyone needs a team. Whether at work, at school or on the ice, we know that being part of a team is a living example of how we're better together. Hockey matters to Scotiabank because it matters to Canadians. We are proud fans, coaches, and players."

Please join the team at the Scotiabank Farm Pavilion at Ag in Motion for some hockey fun, and don't forget to enter your name in the draw to win a pair of tickets to the Heritage Classic in Regina on Saturday, October 26, as well as signed Calgary Flames (Monahan) and Winnipeg Jets (Scheifele) jerseys.

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Working with Devan and his team at Sheppard Realty was fantastic. Devan was very professional and he displayed great knowledge of the Saskatchewan market. I am pleased I chose to work with Sheppard Realty. ~ *R.A.*

The service was extremely courteous and respectful. Harry and his team worked very hard for us and tapped into their vast resource of buyers to find a suitable buyer for us. There was never any hesitation on our part to pick up the phone to talk to Harry and his team of Justin and Devan Sheppard. We would highly recommend Sheppard Realty if you are thinking of selling your land. Their service is extremely professional and they helped us walk through the process of listing and closing the land sale. ~ *K Sander*

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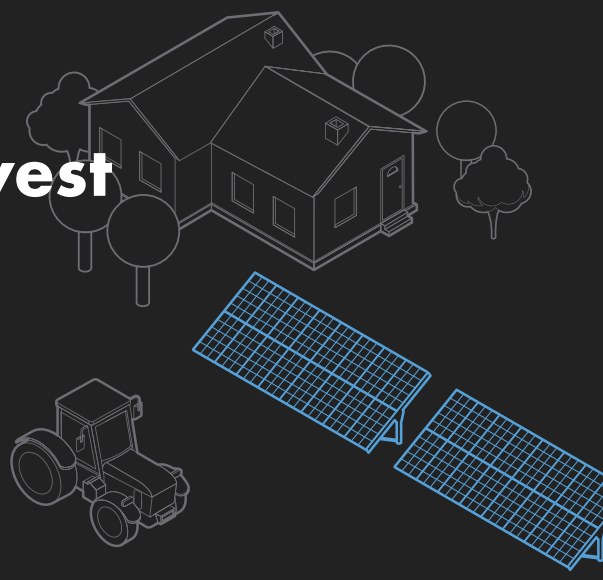

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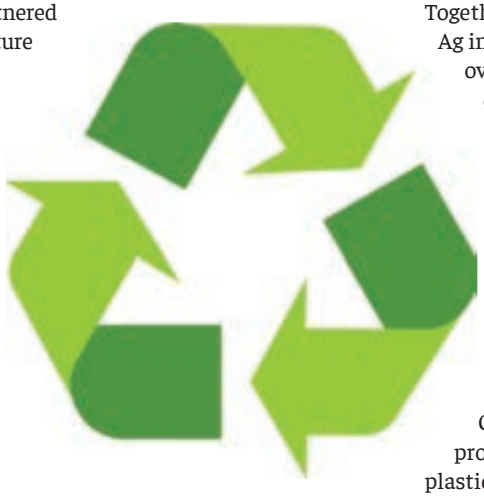
Planting the Seeds of a Reduced Waste Future

Ag in Motion™ and Cleanfarms have partnered to plant the seeds of a reduced waste future where the event strives to produce the least amount of waste possible. Following global practices to reduce overall waste generation, this initiative will be achieved through enhanced recycling and composting, with the help of Ag in Motion attendees.

This year, Cleanfarms is helping ensure recyclable beverage bottles and cans are collected for recycling. But it starts with visitors putting recyclables where they belong — in recycling bins, not garbage bins.

And, for the first time, visitors are asked to take leftover food to the Rotary tent where volunteers will be standing by to sort the food waste for large-scale composting.



Together, these combined programs will help Ag in Motion and Cleanfarms contribute to overall goals of a cleaner, more sustainable environment.

Cleanfarms is well known throughout the Canadian agricultural community as the non-profit stewardship organization that collects and recycles empty agricultural pesticide and fertilizer containers. It also operates programs in various provinces that collect large seed, pesticide and fertilizer containers and bags, as well as plastic grain bags and silage wrap for recycling or safe disposal.

Cleanfarms is funded by the Canadian crop protection, fertilizer, seed and agricultural plastics industries.

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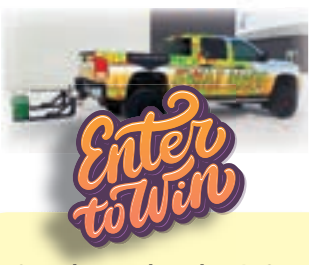

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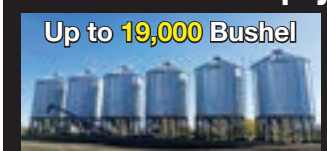

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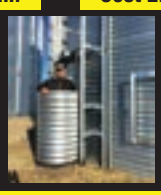

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Farmers Can Secure Assets with BeeSecure

BeeSecure is an award-winning product developed by Rivercity Innovations Ltd. in conjunction with law enforcement and the Saskatchewan Government Ministry of Corrections and Policing that is designed to alert farmers if their assets are stolen and help get them back quickly.

BeeSecure uses tracking via GPS. These trackers work everywhere there is cellular coverage, can be placed in many different assets and are weatherproof (tested to -40 C). The trackers also show speed, direction, altitude and temperature. When an asset has been stolen, farmers can use the BeeSecure app, where law enforcement will be notified and safely recover it.

BeeSecure also uses the LoRa communications technology. LoRa (Long Range) is a patented digital wireless data communication technology that was designed for inexpensive long-range connectivity for devices in rural, remote, and offshore industries. While relatively new to Canada, it is being used in many parts of the world for agriculture, mining, energy, logistics and supply chain management.

At Ag in Motion™, LoRa weather stations will be demonstrated in the Field of Excellence, and LoRa will be used to monitor UTVs, tractors and golf carts as they travel throughout the site. There will be a LoRa gateway installed at the site, offering data collection from many devices.

"Having LoRa on-site to track our equipment and golf carts adds to the security of the show," says Ag in Motion Show Director, Rob O'Connor. "There's value in knowing where our vehicles are, plus we will use the data to make future logistics plans."

Farmers will be able to visit the BeeSecure booth and see on a screen where Ag in Motion equipment is travelling around the show site.

Check out the BeeSecure app and make sure to visit BeeSecure in the Scotiabank Farm Pavilion during the show to see the types of devices running on the Ag in Motion LoRa network.

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Cultivating Connections

Farm Credit Canada

The Cultivating Connections Brunch, sponsored by Farm Credit Canada, at Ag in Motion™ is a networking event for young farmers and ag professionals, helping them form connections in the industry with mentors and ag leaders.

"We wanted to create an opportunity for youth to connect with leaders in the agriculture industry and give our next generation the chance to participate in targeted networking and learn from experienced professionals," says Cultivating Connections Brunch Committee Chair, Danielle Wildfong. No experience in the ag industry? No problem, says Wildfong: "Any young professional can attend to learn more about the incredible opportunities to grow within the ag industry."

"Building strong relationships is more important than ever to be successful. The volume of information makes it impossible for any one person to know everything — with a strong network you can get the advice you need from someone you trust," says Darren Howden, Senior Vice-President, Operations, FCC.

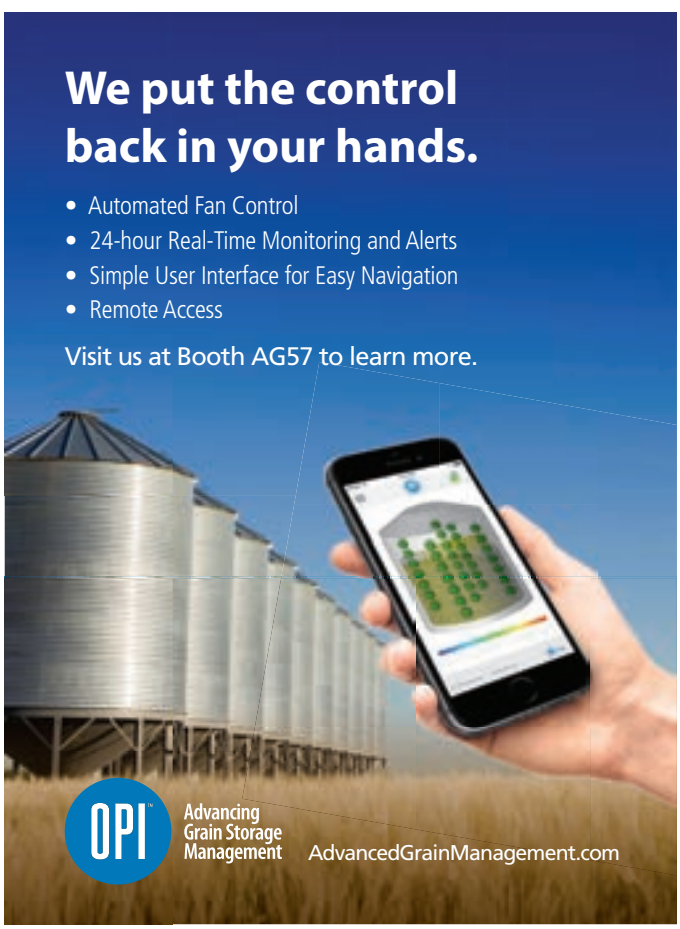
The brunch will include a pancake breakfast, and there will be speakers as well as a series of table talks. Table talks are informative and intimate group discussions about a particular topic.

And there will be no shortage of topics, with something different for everyone. "The themes we will cover at each table are extensive, with representation from entrepreneurial ventures to farm management to large organizations," says Wildfong.

The brunch is not just an opportunity for the young attendees.

"Mentorship is a two-way street," explains Wildfong. "Experienced professionals can learn a tremendous amount from our youth as well. Alongside learning and networking, participating at events like the Cultivating Connections Brunch gives employers an edge in their talent acquisition initiatives. We're giving organizations access to meet talented and driven young professionals."

The Cultivating Connections Brunch is sponsored by Farm Credit Canada. It takes place from 9:00 a.m. to 11:00 a.m. on Thursday, July 18 at the Special Events Tent at Ag in Motion. Spaces are limited — Please visit aginmotion.ca to RSVP.



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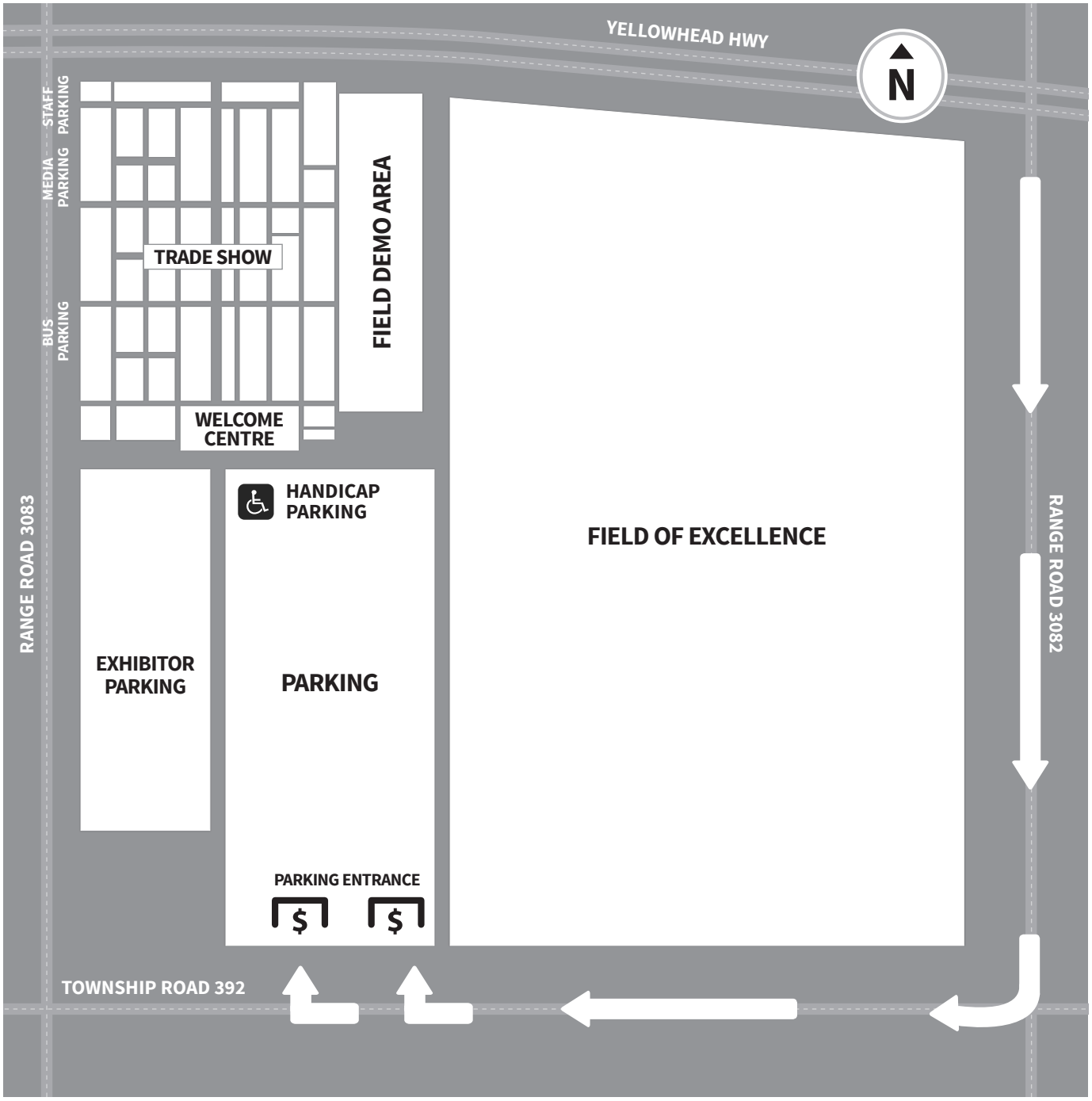

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- To access parking and entrances take **Range Road 3082** and follow the directional signage to the entrances. At the gate you will have the opportunity to purchase a ticket or surrender your previously purchased ticket
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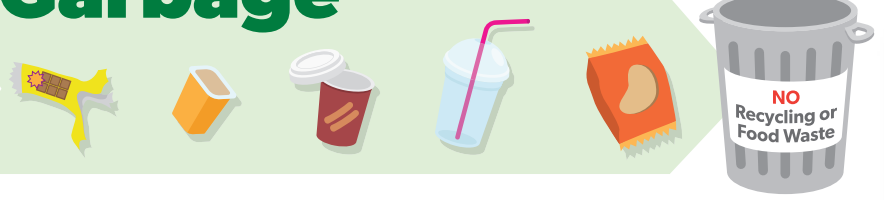

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