



NORTHLANDS

**Public Service Announcement
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Northlands Farm & Ranch Show The Business of Beef

EDMONTON, AB – This year's Northlands Farm & Ranch Show, April 8-10, has an exciting line-up of familiar favourites and new programming, exhibits and displays.

Taking place in the recently completed Edmonton EXPO Centre, this year's Farm & Ranch Show will almost take over the entire building. The EXPO Centre, which officially opened in December 2009, is 522,000 sq feet of contiguous space - making it the largest tradeshow venue in Western Canada.

While the building may be new, this year's Farm & Ranch Show has some familiar favourites such as the Envirotech Showcase, Women in Agriculture and Alberta Grows as well as new features such as expanded equine programming, a Seeding Technology Clinic and Farm/Ranch Management workshops.

A highlight of this year's show is the 'Business of beef' seminars and presentations. One session that is guaranteed to be a crowd pleaser is the *Ranching for Profit Workshop* presented by Dave Pratt. In this workshop, you will learn how to work on your business, not in your business. This session will challenge attendees to consider different ways of approaching beef production. The profitability of the business side of the operation will be covered as well highlighting the environment and the social components. In a nutshell, how to have healthy land, cattle and families all while making a profit.

Also for the beef producer is the Speckle Park Breed Showcase. A relatively new breed in Canada, learn about the development of this breed, its attributes, market opportunities and success stories.

Twice daily there will be live cattle handling demonstrations featuring all of the major livestock handling equipment manufacturers. This is a great opportunity for producers to comparison shop in an active setting.

And don't miss Steve Kenyon's presentation on *Year Round Grazing Systems* or *Risk Management for Farmers* with Jonathan Small.

Admission to the Farm & Ranch Show is just \$5 and children under 12 are free. You can download coupons for the show – either a \$2 off admission coupon or the Farm & Ranch Show Value Pack at farmandranchshow.com. The value pack includes the cost of parking and two admissions for just \$16 - a six dollar savings. Or you can pick up your coupons at participating AMA, UFA and Federated Co-op locations. Redeem the value pack coupon at Northlands parking gates (coupon is good for one vehicle only).

After a day at the Farm & Ranch Show be sure to catch Canada's up-and-coming rodeo stars at the Canadian National College Finals Rodeo (CNCFR). Advance CNCFR tickets are \$10.50 and \$12.50 plus service charges and includes Farm & Ranch Show admission. Ticket prices at the door will be \$16.50 for both the Lower and Upper Bowl. After the show and before the rodeo,

Canadian country music stars, *Hey Romeo* will also be performing twice daily in the Edmonton EXPO Centre Gallery.

The Northlands Farm & Ranch Show runs from 10am – 6pm daily, April 8-10.

For more information about the 2010 Northlands Farm & Ranch Show, visit farmandranchshow.com or call 1-877.471.7472.

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