

# ANNOUNCING THE AGRI-FOOD INNOVATION EXPO

*A new ag expo that explores innovation and economic growth opportunities in the agri-food sector.*

**RED DEER, ALTA., MARCH 29, 2023** – Today Westerner Park and Lethbridge & District Exhibition jointly announce the launch of a new event for the agri-food sector: Agri-Food Innovation Expo. This event will be held from June 6 – 8, 2023 at Westerner Park in Red Deer, Alberta.

Both Westerner Park and Lethbridge & District Exhibition have experience in building and managing shows and projects that attract economic opportunities while providing a platform for the industry to gather, learn, and grow. Recognizing a gap in the current trade show offerings within the agriculture industry across the prairies, these two organizations have joined forces to create an event specific to the agri-food sector.

“We believe there is a missed opportunity to generate revenue, increase employment and investment opportunities, and support sustainable growth within the province of Alberta and beyond,” says Dave Fiddler, show manager of Agri-Food Innovation Expo. “Our vision is to see the Agri-Food Innovation Expo provide a place for agri-food innovators to gather together, share ideas, and learn how to build or expand their businesses within this rapidly growing industry.”

Agri-Food Innovation Expo will bring in world-class speakers and mentors for three days:

**Day One: The Butcher, the Baker, the Beer and Cheese Maker!** An evening of culinary mastery, featuring appetizing creations from Alberta’s finest chefs and a charismatic address from the event’s keynote speaker.

**Day Two: What’s in your toolbox?** A full day of learning that will equip agri-food businesses with the tools they need to start, grow, or expand their business.

**Day Three: Level Up!** A continuation of day two, plus a half-day dedicated to one-on-one sessions to give entrepreneurs the opportunity to present their ideas to world-class experts and gain valuable feedback about how to advance their business.

As one of the event’s keynote speakers, founder and CEO of AGvisorPRO, Rob Saik, PAg, CAC said, “The agriculture industry is facing an increasing amount of pressure to produce more food to meet the needs of our growing population in a responsible and sustainable way. I believe that the Agri-Food Innovation Expo is going to play a critical role in meeting these demands by exploring the future of food production technology and by opening up a dialogue to bridge the gap between the farm and the consumer.”

Westerner Park and Lethbridge & District Exhibition have planned to alternate hosting the event and have tentatively planned for Agri-Food Innovation Expo to take place from June 4 – 6, 2024 in Lethbridge, Alberta.

To learn more, visit [agrifoodexpo.ca](http://agrifoodexpo.ca) as more information will be added in the days and weeks to come.

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*Agri-Food Innovation Expo is a western Canadian event that takes place at Westerner Park in Red Deer, Alberta from June 6 – 8, 2023. This unique event is hosted in partnership with Westerner Park and Lethbridge & District Exhibition and provides the agri-food industry with an opportunity to gather to celebrate food production, share information, learn, and grow. The expo will cover topics like consumer trends, marketing, supply chain challenges and opportunities, food safety and sustainability, innovative food technology and production systems, as well as business solutions such as financing and attracting investment. Find out more at [agrifoodexpo.ca](http://agrifoodexpo.ca).*

**To schedule an interview with Dave Fiddler, please contact:**

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