

SAASE Introduces Digital Platform Enhancement Program

The SAASE Board of Directors updated and made some changes to the Venture Project Program in 2024. The Digital Platform Enhancement Program was added. The idea was to help fund improvements to Agricultural Societies social media platform marketing. Digital Platform Enhancements are defined as supports needed to redevelop/enhance or build a website for your Agricultural Society, develop a social media strategy using the various platforms to promote your Agricultural Society and events, developing an app for a particular event or program, as well as assisting in the training of someone to manage the website and social media.

The SAASE Board of Directors directed 25% of the Venture Project funding to the Digital Enhancement Program. The deadline for the applications is the same as the Venture Project - 1 deadline - March 31st. There were 6 different Digital Enhancement Projects approved in 2024 - below is a sample of what was done in Swift Current with their program.

Website Development

- Revamp website
- New management system, design and image compression system.
- Copy content over.

Social Media Ads / Strategy

- Professional to setup and create of content to share online (SK, AB and the USA (Montana)

Video & Photos Production

- Professional to record and capture videos from Frontier Days & Doc's Town

Our objective was to boost sales, build awareness and drive conversions through targeted ad Strategies to be completed by a professional marketing company. We know where we need increased targeting and where we need to improve the time frame for promotion and perhaps adding other platforms to reach and engage various demographics. We were to be able to capture photography and videography to use now and in the future. This will give us the opportunity to expand our business development and promotional materials. We were also able to develop a new management system for our website to keep it current and efficient, training to operate the new system.

Partners for the project included:

Route 413 Media Marketing, City of Swift Current, Local businesses, Golden West Broadcasting, to help promote our organization, events and Doc's Town Heritage Village

As a non-profit organization with a limited marketing budget, the Digital Platform Enhancement Funding is very beneficial to help support our initiative. It has enabled our organization to showcase our attractions and culture to a broader audience and attract tourists to our community.



Regina Exhibition Pile O'Bones Rodeo 2024

The Pile O'Bones Rodeo held Aug 1 & 2, 2024 was a major success. Over 68 contestants competed in 9 different events over the two day rodeo. The prize purse was over \$100,000 in 2024 making the event one that contestants continue to circle on their circuit calendar. Jordan Hansen won his second POB Rodeo bull riding title in a row at the August event, making him the most successful contestant to attend POB in its history.



We saw 7,148 guests in attendance over two nights, and increase of 14.5% over previous year. We brought back the community rodeo activation, handing out over 5,000 free tickets to rural communities, local events and activations. We look forward to a bigger and better rodeo in 2025



Battleford's Stock Dog Competition Trials

The local Battleford's Dog Club was able to partner with the Battlefords Agricultural Society on the Stock Dog Competition Trials. The event took place on August 14 and 15 and was included during the Battlefords Exhibition - Territorial Days. Because it was held during the Fair, there were a number of spectators throughout the competition and demonstrations. It was a big hit as all those watching gained a better understanding for what stock dogs do, as well as overall enjoying the competition. The handlers that were there to participate were from all over Saskatchewan and Alberta and they were all excited to come to North Battleford.

The Battlefords Agricultural Society is working to revive all aspects of agriculture and this was a great opportunity to showcase a new agricultural event at the fair this year. In addition to the great event, the show added additional participants and spectators to the fair. By bringing in competitors from across Saskatchewan and Alberta for 3 days there was additional economic activity for local retailers and hotels.

A big thanks to SAASE and Tourism Saskatchewan for helping out with the Venture Project funding. Also a big thanks to the local sponsors and community that supported the event. It was a great success as we were able to showcase the stock dogs at this year's Territorial Days.



Biggar Rec Valley Hosts Junior Rodeo



Biggar Rec Valley hosted a junior rodeo the June 15th weekend. The rodeo attracted youth competitors and the parents and relatives from Biggar and surrounding communities. In addition to providing the youth from the area a great event - the junior rodeo celebrates and encourages western culture, as well as community spirit. There was rain on the weekend, but the event was great in spite of the rain.

The weekend started with a few clouds and mostly sunny weather. The kids were excited to compete throughout the weekend in barrel racing, breakaway roping, team roping, bikes vs barrels, mutton bustin and junior steer riding. The kids korner was a fun place to visit for kids of all ages. Facepainting, games, bouncy castle and much more was amongst the fun!

As the weekend went along it started to rain so by Sunday the kids were competing in the mud but showed real grit to continue on. Biggar received 3 inches of rain Saturday night and Sunday so conditions were not perfect but the kids didn't care. Lots of smiles and laughs playing in the mud loving what they do.

Moose Jaw Exhibition Yee Ha Youth Equestrian Event

In an industry that is forever evolving it is extremely important that we keep programs alive for the youth and up-and-comers. The horse industry is booming, despite covid and our struggling economy. This equates to having access to really great horses and events coming at a cost that is more focused on the elite and those that can afford it. For our equine industry to survive it is so important that we aren't just focusing on where the money is, but instead in the grassroots where there is talent and good work ethic. Our future lies in our youth. We need good trainers, ferriers, vets, cowboys and cowgirls to keep the legacy of the great horseman and women alive. This is why the Youth Equine Enthusiasts Horsin Around was held. "The Youth Equestrian Event Horsing Around (YEE HA), was an equestrian event created to focus on youth 18 and under, was held July 11-14, 2024 after a 10 year absence. The event was well attended. Participants had 2 days of clinics, followed by 2 days of shows.

The Moose Jaw Exhibition Company is pleased to host this event with the help of SAASE. Plans are already under-way to host this event in 2025."



Vanscoy Stock Dog Workshop



The Vanscoy Ag Society hosted a stock dog workshop with the objective being to give participants hands on training on how to train their dogs and gain knowledge and experience in herding. The goal was to have the participants leave the workshop equipped with newly gained knowledge, skills and enthusiasm to continue training their workdogs independently on the farm. With farming practices varying from farm to farm it was felt that it was important to educate on different farming practices. The public viewing of the event also allows for connections to rural roots, as well as a learning opportunity to see how stock dogs work and the benefits for farms and farmers.

The clinic went well! Everyone who came out left with more knowledge and experience. There were a large group of puppies that were just getting started and watching the instinct from the working breeds is quite unreal but each pup is different, even sisters from the same litter. This was a great event for Vanscoy, not only did it bring people from outside our area but locals as well wondering if their dog could work for them.



Kelvington Hosts the Canadian Professional Chuckwagon Association

The Kelvington Agricultural Society took on the monumental task of hosting a CPCA event in conjunction with their 101st fair in August. The event was a huge undertaking and required support from numerous volunteers, communities across Saskatchewan, corporate partners, as well as the town of Kelvington. The Kelvington Ag Society did an amazing job, as the weekend was an enormous success. Below is the writeup from Crystal Jaworski from the Kelvington Ag. Society.

It started for the committee with a week of setting up and getting ready, On Thursday August 1 in the afternoon I was in one of the big buildings and I saw the CPCA wagons pulling into the Fairgrounds. In only hours they had a city built around the out-field of our track. It was amazing how the set up so fast and how they knew how to squeeze and utilize the space that was given.

On Friday we had an amazing turn out to watch the CPCA wagons, with between 500 and 800 people attending. The stands were full and the new beer garden that we set up near the track was full. The Exhibit Hall and Gymkhana was





down for participants but we were expecting that. The Light Horse Show was just as full as other years. The ball tournaments were down with participants, but there were lots of competitions going on that weekend. Needless to say, the CPCA was our biggest attraction at the Kelvington Fair. They brought in hundreds of spectators and participants from all over, I would say about 2000 to 2500 people over the 3 days.

The CPCA Wagons were amazing. They put on an amazing performance. The CPCA participants were seen on our grounds, in our town and they were very pleased with our grounds and our old time country Fair! This was a great event for the Kelvington Ag. Society, Town of Kelvington as well as the spectators and participants. The races and the weekend went so well that the Kelvington Agricultural Society was named "Show Committee of the Year". A big thanks to all our volunteers and sponsors who supported the races.



Weyburn Quad Pull

The Weyburn Fair hosted quad pulls for the second year in a row and there was standing-room only in the grandstands for the day's events. The quad pullers put on an exciting, thrilling show for all ages. There were two categories based on engine size. For the 500-799cc quads, Aeron Reinson won first and Tyler Metheral took second. In the 800-1000cc category, Wade Haberstock won first, and Mac Metheral came second. The fans are already looking forward to this event for next year!



Saskatchewan Beef Expo 2024

The 10th Annual Saskatchewan Beef Expo took place at the Prairieland Ag Center from April 2-4, 2024. This milestone event continues to uphold Prairieland's commitment to supporting the growth and development of youth in agriculture. The Saskatchewan Beef Expo offers a unique opportunity for young cattle producers to enhance their knowledge and skills in various aspects of the industry.

SASKATCHEWAN
**BEEF
EXPO**

For our 10th annual event, we brought back the feature clinician that started it all back in 2014, Kirk Stierwalt, a long-time cattle operator and clinician from Leedey, Oklahoma. Stierwalt kicked off the event with a series of demonstrations, providing over 80 participants with the tools to get their cattle ready for a show; going over everything from basics to clipping and grooming.



On day two, something new, the participants had the opportunity to take part in a hands-on clinic and receive some one-on-one feedback from Stierwalt himself. Following the clinic, the livestock show exhibitors took to the show ring with their yearlings for the first time this year in the Showmanship Show.



Day Three closed out the event with the Heifer and Steer Shows, where over 95 yearling heifers and steers were showcased by their exhibitors. The event concluded with the awarding of the Grand Champion Steer, Lil Wayne exhibited by Waylon Blacklock, and the Grand Champion Heifer, HMS Hi-Cliffe Luv Potion ET 25L exhibited by Faith Collins. New this year, we were thrilled to provide both Grand Champions with a \$250 scholarship courtesy of Traveland RV.

Prairieland is proud to host this family-friendly event, shaping the future of the cattle industry and fostering a passion for agriculture among the next generation.

Lloydminster Everything Equine



Everything Equine - produced by the Lloydminster Exhibition has finished up it's third year. The Venture Project report has been submitted by the Lloydminster Exhibition below.

Lloydminster Agricultural Exhibition Association (LAEA) director Dallas Eaket started talking to area equine enthusiasts regarding a spring equine event. This group soon became a committee and the "Everything Equine on the Border" turned into an April equine showcase. The Midwest area where Lloydminster is located has seen a rise in participation in the equine industry over the last few years. There is not another equine event that showcases horses and riders within 300 kms of Lloydminster that also incorporates an industry trade show. We have heard from equine organizations in the Midwest that they drive 3+ hours to attend seminars/clinics. They had indicated that there is a need for more events and activities that involve English and Western disciplines. Through our committee's conversations a 3-day program was developed that will support and enhance the Midwest equine industry and its continued development. The event was held April 12-14, 2024.

The event filled a void, bringing prominent equine clinicians, trainers, and participants together in one place to showcase both English and Western disciplines. Being an extreme event, Everything Equine satisfied our enthusiasts. It proved to be a large draw for the area riders, families, and industry leaders alike.

We had a very successful third year and our dedicated committee showcased 3 extraordinary clinicians. Geoff Hoar, Jill Barron, and Connie Dorsch provided training in working cow-horse, working equitation and jumping. We were also able to offer a Trainer's Challenge featuring Wylene Wilson, Rod Olsen and Braden Bernier who took young colts from halter-broke to riding in just three short days. This was well received and attended by the public and was extremely successful thus we will be implement-

ing this again. Speaker's Corner provided an opportunity for various regional veterinarians and other talents to offer insight on nutrition, reproduction, general health and problems for horses and owners. This included a history on draft horses, a guide to foaling as well as a mini donkey demonstration.

The Fashion Show highlighted five area boutiques and stores. Committee members, the trainers from the Trainer's Challenge and families acting as models was well received. We intend to continue this element of the Everything Equine as it saw many purchases of showcased outfits, providing the boutiques with great exposure. We had our tradeshow during the event with outstanding vendors from across the Western provinces. Guests were able to find both gifts and information in one location. We had over 1200 guests pass through the gates. Several of which stayed to enjoy the Saturday evening Social with special guest, Wylene Wilson. Another element added this year was the Breed Alley, showcasing 12 different breeds of horses, a brief history and description of each breed for the public to learn. The breeds were then paraded around the arena to continue to spread the knowledge of each breed. The committee has discussed some additions in 2024 such as, expanding the entertainment to include a barrel racing jackpot, another inspirational speaker banquet and many more performances.

We plan on continuing with the fashion show and the tradeshow aspects as these were well received by the guests. Having the vendors allows a networking of people to share items and ideas to assist in spreading the knowledge of the equine world. We would also like to incorporate even more youth driven clinics to spread the knowledge amongst generations of the people who attend year to year.

We experienced so many benefits from the Everything Equine event. We put a special focus on mental health. There has been an increase in mental health issues, and we strive to be the forefront of information to bring this awareness to the agricultural community. On the tradeshow side of the event, the vendors were able to make business connections while having an increase in sales and awareness of their merchandise. Also, having Clinicians like Braden Bernier who were able to work young colts from halter-broke to riding in just three days was extremely well received and successful.

We partnered with three amazing clinicians this year. Geoff Hoar who showcased working cow-horse. Jill Barron with working equitation and Connie Dorsch who showcased many different jumping techniques. Possible changes that could benefit the event is even more vendors for the tradeshow aspect of Everything Equine. Earlier advertising and marketing would be a great way to boost attendance even more. Another suggestion from a committee member was to host an 'Evening Extravaganza' type show. Something like a half hour showcase in the big arena showcasing quick spurts of different equine sports. This could include different sports rolling through the arena, with a great announcer we could showcase 2 quick barrel runs, poles, cow-horse run, dressage pattern, 5 bar jump off etc. This would be an interesting evening addition.



Carnduff Fall Fling

A committee of volunteers led by the Town of Carnduff office along with the Carnduff Agricultural Society initiated a collaboration to organize and launch an annual community wide celebration day. The timing of the event was determined through a community wide vote in an effort to find a date where most people would be available to attend. The outcome of the vote was to hold the “Carnduff Fall Fling” annually on the second Saturday in September. The vision is to host a wide range of events to attract all residents of the town of Carnduff and local Rural Municipalities.

A variety of events were held throughout the day. In particular, the Farmers’ Market, Petting Zoo, and vegetable contest which are three events that aligned well with the vision of SAASE to educate urban community members in agricultural products, services and practices. The Carnduff Agricultural Society also coordinated a Pet Parade and Yard Decorating Contest to help build community spirit. The Pet Parade was geared towards kids 18 years and under with a costume and best tricks classes.

The day’s events were spread out across the Carnduff Agricultural Grounds, the town Park and Carnduff Main Street providing an opportunity to raise awareness of the many facilities our community and, more specifically, the Agricultural Society have to offer.

The organizing committee had high hopes of invigorating community spirit and holding a space to build new and renew relationships. A follow up survey confirmed the day was considered to be a great success and a date for 2025 has already been scheduled. Many community members and individual organizations collaborated together to create a diversity of events which attracted people of all ages to come out and enjoy the day.



Creelman Celebrates 120 Years



In 2024, the Creelman Agricultural Society celebrated its 120th anniversary. The Agricultural Society has a long-standing tradition of putting on community events based around farm and community-based activities including the Creelman Fair. The fair is known as the Biggest, Little Fair in Saskatchewan and draws participants from across the province. Many activities take place including horse and cattle shows, small animal exhibits, a pig scramble, a midway, trade show and other events. For the anniversary, it was decided that some additional promotional events including live music, dancing, a supper meal, and additional prize monies for fair entries would be appropriate in celebration of this amazing milestone.

For a small community to take on such a big project, additional funding was needed and a big thank you goes out to SAASE and Tourism Saskatchewan for its support of the following additions to celebrate the 120th anniversary:

1. Additional support for fair entries including the horse, cattle, dog, and small animal shows as well as the home-craft and school entries. The additional advertising brought in at least 40 new entries for this year.
2. Promotional items distributed to fair participants including pencils, hacky sacks, buttons, and bags. These were provided for free and were a fun addition as well as good advertising for future fairs.
3. Larger event tent for the beer gardens and live music performance. This allowed for shade and additional seating for the event.
4. Funds were used to update and beautify the Creelman Agricultural Society float and create an anniversary

theme to put in the Creelman Fair parade.

5. Supper was provided by a local caterer putting money back into the community as well as providing an affordable meal for participants at the fair.

6. A stage and dance floor as well as sound equipment were rented which made it possible to have local performers entertaining most of the day and into the night.

Without the support, it would not have been possible to put on such a fantastic celebration of local community with a low cost that all families can afford. Thank you so much! As a community we are grateful to know that our efforts do not go unnoticed and that together, we can continue to support our small communities.



Kerrobert Expands 4 H Show



4 H and Saskatchewan's Agricultural Societies have had close ties and been partners for over 100 years. The partnership helps develop our youth through shows, sales and Achievement Days, as well as helps develop our judges for the future through the regional and provincial judging competitions. 4 H youth are the grassroots of Saskatchewan communities and agriculture. The support that our SAASE's Agricultural Societies give to 4 H is critical to Saskatchewan agriculture and our communities. Kerrobert has an amazing 4 H Show and sale and were looking to expand the show to two days in 2024.

In 2024 there were 56 4 - H Members from 8 clubs participating for our 78th Annual 4-H Show & Sale. The Clubs Participating were: Kerrobert Multiple, Major Multiple, Ridpath Club, United Club, Unity Club, Handel Multiple, Crystal Springs Club, and Bea Bank Club. 45 Steers entered in the Steer Sale with an Average of \$4.56/lb and 81 head of cattle in the Ag Building for the Show. The additional day and activities were a great success and the Kerrobert Ag. Society is looking forward to adding more to the show and sale going forward.



Our 13 Ag Society Members (from Left to Right) Josh Kruesel, Colin Toner, Neil Charteris, Michelle Henderson, Garry Ley, Janice Morland , Bryce Morland, Alex Meier, Kody Meier, Shawna Purvis, Jeff Krupka, Bob Prieston (missing President Rod Meyer).

Swift Current Ag & Ex - Connecting Community Through Culture



The Cultural Crossroads event took place on June 27th at Frontier Days. At the event we had 5 performances from the following dance groups: Bhangra Crew Regina, Philippine's Ati - Atihan Dance, Swift Current Highland Dancers, Ivan Flett Memorial Dancers, and Hoop Dancer Terrance Littlent. Performances started at 7:00 pm and went until 10:30 pm. Each performer introduced the history of their dance and the traditions behind them. There were even opportunities for audience members to try some of the dances. We also had 4 vendors/displays at this event: the Southwest Newcomer Welcome Centre, Lii Bufloo Métis Local #35, a henna artist, a jewelry maker, and Saffron House Indian Cuisine.

The weather was not in our favour on the 27th with windy and rainy conditions. To find shelter from the adverse weather, we moved the Cultural Crossroads concert under the Grasslands Social Tent. This ended up being an even better venue for the event because it was a more intimate space that participants could fill out with smaller numbers. Because of the wind and rain, Frontier Days had lower attendance in the evening than in past years. As a result, the Cultural Crossroads evening event did not have as many attendants as initially estimated. Another challenge that we faced was finding performers to fill our time slots. Luckily, we were able to commission a couple of local groups to fill those positions at the last minute. In the future, we would consider having fewer performances and shortening the event since many people did not stay for the whole concert. Another goal was realized by bringing in professional indigenous performers. Both the Ivan Flett Memorial Dancers and Terrence Litttent were big names for us to bring

to Swift Current.

It is also important to note the successes of this event. One of our key goals, which was realized, was to bring a larger-scale multicultural event to Frontier Days. The Cultural Crossroads theme was spread over the 4 days of Frontier Days. One highlight was the Frontier Days Parade with the theme “Ignite the Spirit of Culture” featuring many colourful floats showcasing & celebrating the cultural diversity of the Southwest and our communities to thousands of spectators. We were thrilled to have the Nekaneet First Nation participate for the first time in the parade. They also showcased the First Nation culture on the Frontier Days Cultural Stage.

The Frontier Days Cultural stage also showcased Filipino, Indian, Bollywood, and Highland dancers and Ukrainian singing.

As with any initiative, the first attempt is an opportunity to learn. In the end, we were able to accomplish our goals and we are optimistic that this will springboard into future larger-scale cultural events.

Overall, the feedback from the performance was positive, and we look forward to hosting events like this in the future. We are also very thankful to all of our partners and sponsors for this event: the Swift Current Ag & Ex, Lii Bufloo Métis Local #35, and the Southwest Newcomer Welcome Centre, with support from Heritage Canada, the SPRA Métis Recreation Development Fund, SaskCulture/Sask Lotteries Multicultural Initiatives Fund, and Innovation Federal Credit Union.

This was a valued event for the Ag & Ex meeting our objectives to establish, promote, and maintain its reputation as a great community partner, Connecting the Community through Culture. Thank you SAASE for approving this Venture Project, and thank you to our volunteers, Board of Directors, and staff for making it happen!



Ag Pavilion at the Energy City Ex



The Estevan Exhibition used the Venture Project Program to enhance their Energy City Ex. by adding an agricultural education area - the Ag Pavilion. In addition to the Mosaic Potash display, SAASE also brought the new AgExperience display. Below is the report submitted by the Energy City Ex committee organizing the area.

The Estevan Exhibition Association put on a new event in 2024, in conjunction with the Energy City Ex. We partnered with SAASE, Saskatchewan Cattleman's Association, Ag in the Classroom, and the Egg Producers of Saskatchewan to hold the first annual Ag Pavilion. The Ag Pavilion provided a fun, interactive educational experience for youth in our community. Over the 3 days we saw over 10 000 people come through the gate at the exhibition, with many of them stopping to see this new exhibit.

When visitors first came in the building they were greeted by the Ag in The Classroom booth. They had several displays set up, as well as representatives available to answer questions and provide a wide scope of information. The Saskatchewan Cattleman's Association set up their cow dome. This exhibit was very well received by the youth who participated in it. SAASE had a variety of stations set up, including displays about beef, dairy cattle, pork, and grains. They also had their Mosaic Potash Mine display. The Egg Producers of Saskatchewan had their mascot greeting guests, lots of giveaways, two large television screens with information, and three tables set up. They were a highlight of the event!

Moving outside we had a tent set up for livestock displays. These included rabbits, a steer named Moo, and a cow calf pair, Cookie and Daisy. Children and adults alike loved interacting with the animals, holding the rab-



bits, and petting the cattle. We had representatives at these displays offering information and displaying how to care for the animals.

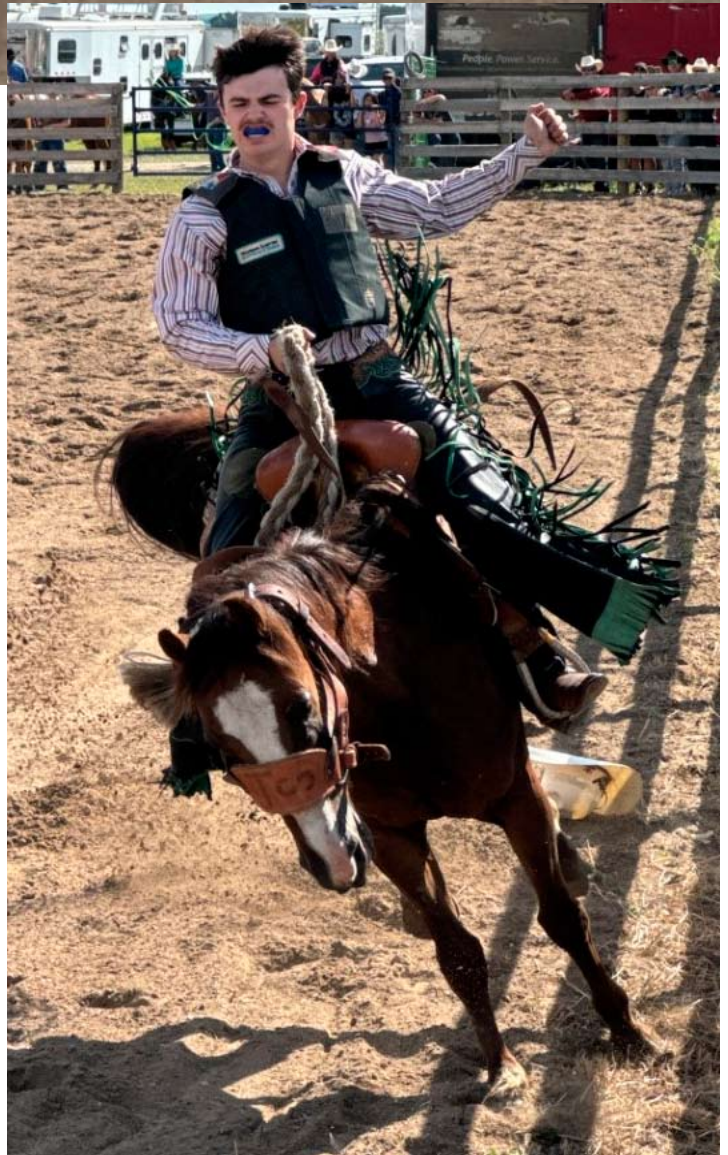
Overall, the Ag Pavilion was a huge success. It provided an insight into agriculture that many of the visitors have never seen before. Holding it in conjunction with the Energy City Ex ensured we had a lot of traffic come through the Ag Pavilion, with an audience comprised of people from all walks of life. We believe that we met our main objective, which was “to bridge the gap between rural and urban living”, and we look forward to expanding the event in 2025. We extend our sincere gratitude to SAASE for providing funding for this event.



Hanley Rodeo Another Huge Success



The Hanley rodeo was held on June 21st, 22nd and 23rd, 2024 at the Hanley sports Grounds located in Hanley Saskatchewan. Friday afternoon was kicked off by a team roping jackpot that was attended by approximately 120 shut up roping teams. That was followed up by an SBR barrel racing jackpot that was attended by approximately 120 barrel get off the table racers. We had a great turnout for Friday evening in the beer Gardens. Saturday the rodeo kicked off bright and early and the day ran without a hitch. There was a Kidsville complete with bouncy castle, ice cream, cotton candy, facepainting, and balloons. There were food trucks on site for the weekend with a huge variety of fantastic eats. There was a trade show set up with over 20 vendors in attendance selling various products and items from their booths. There was a tattoo artist on site as well for those wanting a lasting memory of the weekend! Saturday night, the Hanley Ag Society hosted an on-site cabaret that was DJ'd by a company out of Saskatoon. Wild pony races, mutton, busting, trick riding, sheepdog herding demos and Bull Fighter Calcutta's were all part of the weekend. There were wagon rides supplied by Chad Holland family from Hanley with their heavy horse team that ran all weekend for kids and family alike. Sunday was beautiful weather to finish out the Rodeo weekend. The beer





gardens were busy all weekend and there was great attendance by both spectator and competitors. Entries for the 2024 Rodeo were 823 for the weekend. The Hanley Ag Society is looking forward to the 2025 rodeo coming up. There was also a Ranch rodeo held August long weekend at the Hanley Rodeo Grounds. There were 6-8 teams entered in this first time event. Chad Holland's team from Hanley was the winner of the weekend. There will be a second annual Ranch rodeo coming up this year. Hanley Ag Society has many plans in place for adding new and upcoming events and activities for their yearly calendar for 2025

