

SAASE Introduces Digital Platform Enhancement Program

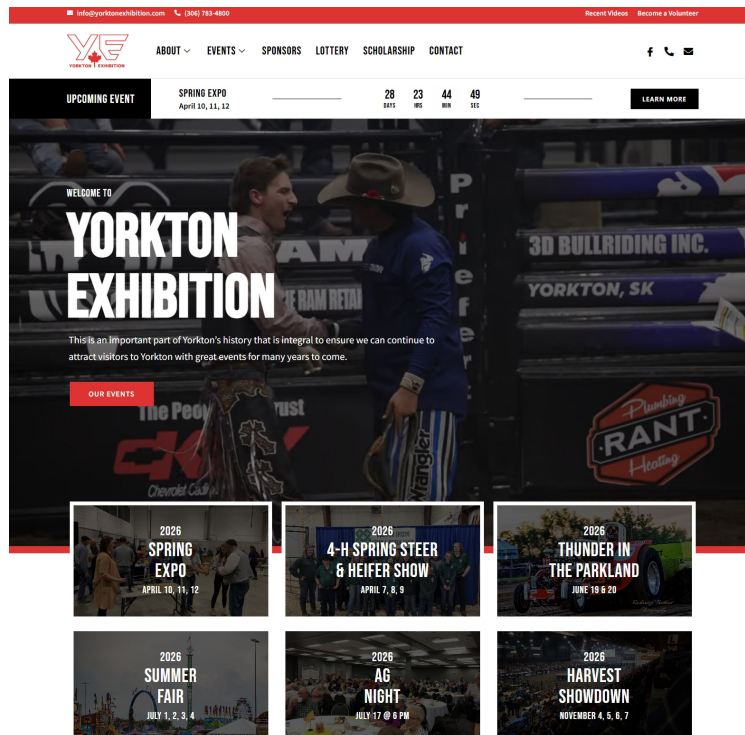
The SAASE Board of Directors updated and made some changes to the Venture Project Program in 2024. The Digital Platform Enhancement Program was added. The idea was to help fund improvements to Agricultural Societies social media platform marketing. Digital Platform Enhancements are defined as supports 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 4 different Digital Enhancement Projects approved in 2025, they were Yorkton Exhibition, Swift Current Ag & Ex., Estevan Exhibition, and Maryfield Ag Society. Here is a report from Cheyenne Quam from the Yorkton Exhibition:

Yorkton Exhibition Association has done a lot of work in Year 2 of the Digital Enhancement Program to grow our online presence to better share our history in the Yorkton region as well as to better improve information sharing of our scholarship, upcoming events, lottery and upcoming events. The 2025 year has been a very successful year for attendance both from participants at our events and attendees from the general public.

Partners for this project in year 2 were Two To Launch Media, Harvard Media, Yorkton This Week, GX94, CruzFM, The Rock and Bell Media. In addition to that, our sponsors heavily involved in Digital Campaigns include the Yorkton Tribal Council, Grain Millers, Solonenko Farms, Legacy CO-OP, Painted Hand Casino and SIGA, an many others.

For our website In 2024 our most page views were during our Summer Fair in July – on one day we had 3,906 total page views. In 2025 during our Summer Fair our peak in page views on our website was 4,258. We also know that people who visit our site are staying on longer. In 2024 during the four days of our Summer Fair the number of visitors to our website that lasted 10 seconds or longer or had 2 or more screen views was 2,639. In 2025 that number rose to 4,089.



Moose Jaw Exhibition Celebrates International Day of the Owl

The Saskatchewan Burrowing Owl Interpretive Centre (SBOIC) was created to help promote the conservation of the endangered Burrowing Owl and their prairie habitat through education, stewardship and eco-tourism. The Centre opened its gates to the public for the first time in the spring of 1997.

We wish to thank SAASE and Tourism Sask for the support from the Venture Project program for our Owl Week Event. We could not have hosted this event without your generous support. A brief outline of the week is as follows:

On Monday Aug. the 4th, we kicked off the International Day Of The Owl with a variety of events including a magician/ balloon artist, children's crafts, door prizes and a contest to name a couple of our newly hatched owls. We treated the hundreds of people in attendance to Owl cupcakes, freezies and beverages.

Tues. Weds, Thurs, Fri we hosted numerous groups of Owl enthusiasts. We had Owl crafts and Owl games, we started a junior tour guide program, it was a very big hit, especially with the older folks in attendance. Treats and beverages were also given to those in attendance. Saturday we had special Owl themed cookies and treats. Face painting, crafts and guided tours were on our list as well! Again the parliament of Owls and the Moose Jaw Exhibition we would like to thank you for support!



Lloydminster Boundary Wars Demolition Derby

Lloydminster Agricultural Exhibition Association (LAEA) Board of Directors member, Travis Bottorff started talking to area demo derby enthusiasts and with community desire requesting the LAEA bring back a demolition derby that was once so popular at our Fair, the Boundary Auto Wars Demolition Derby committee was created. The Midwest area where Lloydminster is located has seen a rise in participation in the demolition derby world over the last few years. There is not another demo event that showcases that passion within 60 kms of Lloydminster that also incorporates such community support. We had drivers attend from as far as Onoway, AB. They had indicated that there is a need for more events and activities that bring all sorts of entertainment. Through our committee's conversations a 1-day event was developed that will hopefully grow in popularity. The event was held on August 2, 2025.

The event filled a void, bringing a highly demanded event back to Lloydminster. This allowed us to bring car enthusiasts and participants together in one place to showcase their skills and love of competition. Being an extreme event, Boundary Auto Wars Demolition Derby satisfied our enthusiasts. It proved to be a large draw for the area drivers, families, and industry leaders alike.

We had a very successful first year and our dedicated committee offered 4 vehicle classes: Full-Size car, Truck, Mini and Youth. Committee members Rob Arnold, Josh Arnold, Brandon Wareham and Alec Luciw brought knowledge to the event from an insider's perspective as they are drivers that participate in multiple demolition derbies. This allowed us to bring the best qualities of multiple events to make ours better than ever on its premier year. This event was well received and attended by the public which will allow us to grow this into a spectacular yearly event.

Besides offering the Boundary Auto Wars Demolition Derby, we had a Heavy Truck Show located in the front parking lot to draw the public in for a "Chrome meets Carnage" all around showing. The Heavy Truck show was led by Board of Directors member, Jami-Mae Martens. From move-in to the night time light show, the public was intrigued right from the start. This portion of the event has potential to grow beyond our original hopes, supported by both the public and the Drivers who took time away from work to show their passions and love for their large trucks.



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Vanscoy Hosts a Crafty Day

A Crafty Day - wrap up report

On Feb. 2nd, the Vanscoy & District Agricultural Society hosted a crafty day at the Delisle Town Hall. Our host was from the Edmonton area and she cuts and packages wooden craft kits. She brought all of the pre ordered kits and paints the day of our event and everything was ready to go! Our craft for the afternoon was a laser cut wooden craft, most were hanging signs and some standing decor. Everyone was able to pre select online what they wanted to paint and assemble. It was wonderful to see all the different options that were chosen.

There were approximately 35 individuals come from around our district (and a few from afar!) to our crafty day. It included adults and children and lasted about 3.5 hours. We had light snacks and refreshments for everyone to enjoy.

Our community really enjoys these types of events and has already asked us if we will host more in the future. It was a fun day had by all and helped break up the winter! Thank you to SAASE for their support through a Venture Project to offset the cost.





Vanscoy & District Agricultural Society

Promoting Agriculture & Rural Life
through Education, Entertainment
and Community Development



www.vanscoyag.com or on facebook

Kelvington Hosts the Canadian Professional Chuckwagon Association

The Kelvington Agricultural Society hosted their second CPCA at their 102nd 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 write up from Crystal Jaworski from the Kelvington Ag. Society.

The Canadian Professional Chuckwagon Association returned to Kelvington, Saskatchewan for an exciting weekend of chuckwagon racing from August 1 to August 3, 2025. The races brought together top drivers, outriders, and teams from across Western Canada, giving fans three evenings of fast-paced action and western tradition. Spectators filled the grounds to watch the powerful horse teams thunder around the track, cheering for their favorite drivers and enjoying the lively atmosphere that the CPCA tour brings to communities each summer. The Kelvington stop was one of several races on the 2025 CPCA schedule and highlighted the strong community support and enthusiasm for chuckwagon racing in the area.

Kelvington Agricultural Society paid \$66,780.00 to bring the Canadian Professional Chuckwagon Association (CPCA) races to Kelvington, Saskatchewan for the 2025 fair. The Kelvington Agricultural Society would like to extend our sincere thanks to SAASE for selecting us to participate in the Venture One Project. We are truly grateful for this opportunity and the confidence you have shown in our organization. The support and guidance provided through this initiative will help strengthen our efforts to serve our community, enhance our facilities, and continue promoting agriculture and local events in the Kelvington area.

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Prince Albert Exhibition's Heavy Horses a Big Success

Heavy Horse Show Report

The Heavy Horse Show occurred during the first 3 days of the 2025 PAEX Summer Fair August 6, 7 & 8.

Roy McDougall Executive Board member & Ken Isbister Volunteer, Coordinated the event.

20 Heavy Horses Percheron arrived on-site to compete in the Halter Class; Chore Class; Cart Class & Wagon Class. Winners for halter class: mare and colt went to Dean Bernier

Winners for chore: Darren Seaman

Winner for cart: Kevin Seaman

Winner for Wagon: Darren Seamon

Winner for halter class: Kevin Seamon

The teams were a spectacular image of pure country and a real joy to watch. The show handlers demonstrate their skill with the horses and this event was a real crowd pleaser.

Attached are some highlighted pictures and poster.



Weyburn Quad Pull



The 116th Annual Weyburn Fair hosted “Quad Pulls” for the third year in a row and as we have seen in the past, the people came out and filled our grandstands. The quad pullers put on an exciting, entertaining show for all ages. There were two categories based on engine size. For the 500-799cc quads, 1st place was sponsored by Fisk Repair & Rental and was won by Ryan Bender. 2nd place, sponsored by Kings Mechanical was won by Aeron Reinson. In the 800-1000cc category, 1st place was sponsored by Great Plains Ford with Wade Haberstock winning. 2nd place, sponsored by Kings Mechanical, was won by Mack Metheral. We are extremely thankful to the Bender family of Melville for the use of their sleds and their support during the pulls. Their assistance helped make this project possible and supported our mission of educating and entertaining our youth and community.

With offering some enticing payouts, it encouraged quad and ATV owners to participate and helped us fill our stands with spectators all while offering an affordable, entertaining event for our community. The addition of the quad pulls to our other grandstand events proved successful once again. We were very pleased with how things ran this year and quad pulls have turned into an annual event that our attendees have begun to look forward to year after year.



Prairieland's Saskmilk Ag-Venture Pavilion



The Prairieland Agriculture team was proud to bring agriculture back to the EX with the launch of the first-ever Saskmilk Ag-Venture Pavilion at the 2025 Saskatoon EX. This new feature put agriculture education at the forefront, with live animals and hands-on learning experiences to the fair. Housed in a 40x40 tent, the Pavilion showcased a variety of engaging activities and partner exhibits that connected visitors to the world of farming.

At the Ag-Venture Pavilion, visitors were treated to exciting stock dog demonstrations led by Jared Epp, a sheep producer and skilled trainer from near Dundurn, Saskatchewan. Since 2004, Jared has partnered with the Meewasin Valley Authority, using his flock for natural weed control in Saskatoon's public spaces. He also trains border collies for herding and hosts clinics across the region. During the demonstrations, Jared showcased the impressive teamwork and communication between handler and dog as they guided and managed a



Saskmilk
AG-VENTURE
PAVILION



flock of sheep, giving audiences a fascinating look at the important role stock dogs play in agriculture.

One of the highlights of the SaskMilkAg-Venture Pavilion was Fair Game, a high-energy trivia show that put agricultural knowledge to the test in a fun and competitive way. Players joined in live from their phones, racing against the clock with just 10 seconds to answer each question. The game featured ag-themed trivia, real-time scoring, and plenty of laughs along the way. Top players advanced to the exciting Barn Burner round, where prizes were up for grabs. Whether guests were trivia experts or just playing for fun, Fair Game was an engaging way to learn about agriculture while enjoying the thrill of friendly competition. At the SaskMilk Ag-Venture Pavilion, visitors had the chance to experience the world of 4-H Saskatchewan through an interactive booth filled with fun, hands-on activities. Guests could dive into crafts, games, and STEM-focused displays that showcased the 4-H motto, "Learn to do by Doing." Along the way, families discovered how 4-H empowers youth to build skills, confidence, and leadership in agriculture and beyond. The booth gave fairgoers of all ages a chance to get involved, ask questions, and see firsthand how 4-H continues to inspire the next generation.

At the SaskMilk Ag-Venture Pavilion, visitors were introduced to Gert, the Interactive Milking Cow, a hands-on exhibit that quickly became a highlight for guests of all ages. This engaging display gave fairgoers the chance to learn how cows are milked by exploring both traditional practices and the modern technology used on today's dairy farms. SaskMilk experts were also on hand to answer questions and share the story of milk's journey from the farm to the fridge, as well as how it is transformed into the dairy products people love, including cheese, yogurt, and ice cream.



Creelman Celebrates 120 Years



In 2024 the Creelman Agricultural Society celebrated their 120th anniversary, with the help from the SAASE Venture Fund, we were able to enhance the fair with extra tents, tables, chairs, exhibits, a catered supper, an upgraded float, memorabilia, and the highlight of the event, a Main Stage that allowed local music artists display their talents throughout the day and into the evening. The day was a huge success, with positive reviews and an increased amount of people staying into the evening to visit, enjoy the music and build community.

On July 19, 2025, we executed Year 2 of our Project and the event did not disappoint! The day kicked off as always with the pancake breakfast followed by our parade that brought flocks of people who packed the streets to take it all in. The fair was then well underway with food booths, a trade show, bench show, horse and cattle shows, softball, beach volleyball, kids' midway, and more.

We learned from our first year of the project that a larger tent at the beer gardens was greatly appreciated for shade and the extra tables and seating were very welcome and encouraged more gathering, so this was continued and once again contributed to the comfort of fairgoers and helped to give a space for the entertainment!

After more than century of having the horse show ring in the same location, a decision was made to push the ring further away from the centre of the fairgrounds, enhancing safety of the public and riders/horses. The extra space created by doing this allowed us to also put up a larger shade tent centrally in the fairgrounds, creating an enhanced space for eating, visiting and watching nearby events. We placed two other tents in the children's midway area to create shade, comfort and safety for participants, a great take-away from Year 1 of our project. With the tents, fair-goers were able to stay longer- as being mid-July the day was a hot one!

We continued to advertise through radio, social media and newspaper about our event and feel this does help to support the attendance of our event which was up by over 4%. The portapotties are deemed a necessity and the number that are being rented currently are felt to match the needs of the fair and we could not do without.

The funding from SAASE/Tourism SK allowed us to start this new project which we hope will encourage new faces and demographics to attend and support local musicians from across the province. Music is important to our community but in our area, live music is limited. Providing a space for music supports community building and togetherness. Reports are that the music is a very welcome addition to the fair, the dance floor was flooded with dancers! We did encounter an evening downpour, and so the music and equipment were moved under the large beer gardens tent, creating a more intimate environment and the rain did not slow us down! We were once again thankful we had the large tent that allowed us to accommodate for Saskatchewan weather.

The Creelman Fair along with the enhancements around the grounds and the addition of entertainment is no doubt a success to all those who attended. We are still receiving praise and gratitude for the changes that hold onto the traditions of those before us, but also cater to the younger generations. The hope is to generate more interest in attending the fair through the entertainment, and garner interest in agriculture and rural living once they are here. The entertainment into the evening is also a thank-you to our many hardworking volunteers who dedicate so much of themselves to ensure this historic event takes place, making it a great family event.

We were able to keep the entry fee, food and beverages at the same price this year. The beer gardens did see a slight decline in profit over last year but still up from the years prior. We did not secure a specific Main Stage sponsor this year, but other sponsorship drives ensured that costs of the project were covered. Going forward into Year 3, we will look again to secure a Main Stage sponsor and look to run a 50/50 or other fundraiser at this fair to further determine if this project can continue on or we need to reevaluate the scope of the project. The upgrades to the power are also on hold as we discover how the project will do long term, with the extra generators on hand, we had more than enough capability.

We are ever grateful to have SAASE and Tourism SK to support us as we delve into this new adventure. We recognize the importance of having these events to create a place for community to learn , laugh and bond, and hope to continue this amazing even for many years to come!



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 - Debuts Cowboys and Chrome



The Swift Current Ag & Ex, with the support of SAASE's Venture Project Program produced a brand new event - Cowboys and Chrome. Below is the report submitted by the Swift Current Ag & Ex.

Cowboys & Chrome Debuts with Resounding Success

The Swift Current Ag & Ex's newest event, Cowboys & Chrome, made its debut on August 23, 2025, and exceeded expectations in every way. Drawing an estimated 1300 attendees, the one-day festival combined the roar of stock car racing, the grit of bull riding, the shine of classic cars, the flavours of food trucks and the energy of live music into a community celebration unlike any other.

Community reception was overwhelmingly positive. From the start, excitement spread quickly, and attendance numbers reflected that enthusiasm. Sponsorship support went above and beyond what organizers had anticipated, with



local businesses and partners stepping forward in a big way to ensure the event's success. Not only was Cowboys & Chrome well received—it was also well attended, marking a strong start for what promises to become a staple in the region's event calendar. The event also proved to be a successful fundraising initiative, providing vital support for the Ag & Ex's ongoing programs and future projects. For a first-year event, the financial results were particularly encouraging, setting the stage for sustainable growth in years to come.

Beyond the numbers, Cowboys & Chrome filled a gap in the community's late-summer lineup, offering families, motorsport fans, rodeo enthusiasts, and car lovers a chance to come together in celebration of local culture and heritage. Volunteers, vendors, and performers alike contributed to the vibrant atmosphere, creating a day that felt both fresh and rooted in tradition. Looking ahead, we are already making plans to build on this inaugural success. With the strong foundation laid this year, the Swift Current Ag & Ex is confident Cowboys & Chrome will continue to grow, attracting even larger crowds and deeper community involvement in the future.

The Swift Current Ag & Ex would like to sincerely thank SAASE for their support through the Venture Project program. This funding played an important role in bringing Cowboys & Chrome to life, helping launch a new tradition that will benefit the community for years to come.



Estevan Exhibition Energy City Ex

The Estevan Exhibition completed a full overhaul of the Estevan Exhibition Association website, everything was updated except the web address. The project was done on an accelerated timeline so the site would be live and functional for the Energy City Ex, our major annual fundraiser and community event. While the website continues to be an ongoing project, it is already proving to be a valuable tool for sharing timely and accurate information with our community.

The Energy City Ex was once again well supported by the community, bringing people together to enjoy the fair atmosphere, events, and activities. One thing that stood out this year was how many people relied on the website for schedules, event details, and general information. We had assumed most people were using social media for this, but we were pleasantly surprised by the number of visitors who regularly use the website as their primary source of information.

Beyond sharing event information, we have also begun accepting rental requests and inquiries directly through the website for riding arenas, the Hall, and camping reservations. Being able to manage inquiries this way has helped streamline requests, improve organization, and create a more efficient process for both our team and the public.

The updated website has also played an important educational role in the community. It has helped inform the public that the Exhibition Association land is not owned by the City, shared the history of the Association, and clearly outlined what facilities and spaces are available to be used and enjoyed by the community.

A key success of the updated website was that it helped answer many common questions in advance, making information easier to access and reducing confusion leading up to and during the event. The main challenge moving forward is keeping content updated frequently and accurately. One of our goals for the coming year is to become more efficient with updates, especially the calendar, so information can be posted as plans develop rather than only on a monthly basis.

Overall, the updated website has had a positive impact by improving communication, supporting a successful Energy City Ex, and strengthening our connection with the community.



A collage of promotional images for the 2025 Energy City Ex. The central part features a black background with the text '2025 ENERGY CITY EX' in large, bold, white and yellow letters. Above the text is the 'ENERGY CITY EX' logo. Below the text is the website 'WWW.ESTEVANEX.COM' in a white banner. To the left of the banner is the 'GENCO ASPHALT INC.' logo, and to the right is the 'STEAM EST INDUSTRIES' logo. The bottom section features a QR code with the text 'SCAN ME For Advance Tickets & Everything You Need To Know'. The collage is surrounded by smaller images: a musician in a green suit on a stage, a rainbow over a fairground, a rider on a brown horse, and a young girl holding a cow.