



FOR IMMEDIATE RELEASE
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\$1.1 Billion Economic Juggernaut Poised To Kick Off Saskatoon's New Year at Prairieland

New economic data highlights the critical mid-winter financial lifeline the consistently sold-out trade show provides to Saskatoon hotels and restaurants

SASKATOON, SK — **Prairieland's Western Canadian Crop Production Show generated over \$1.1 billion** in commercial activity this past January, solidifying its place as a cornerstone of prairie agriculture.

Produced by Prairieland **every January since 1983**, the consistently sold-out event is strictly curated for crop and pulse producers, serving as Saskatoon's first major event of every new year.

An independent survey administered by the Edwards School of Business during the January 2026 show measured the buying power of **16,114 attendees**, confirming the event's massive commercial footprint:

- **\$182.4 Million** transacted in direct on-site purchases.
- **\$895.8 Million** committed in planned capital expenditures for the upcoming growing season.
- **\$30.2 Million** in total grain volume executed directly on the show floor (\$3.8M immediate; \$26.4M in forward contracts).
- **45.5% of buyers** surveyed intend to spend between **\$50,000 and \$1,000,000+** on inputs, technology, and equipment.

"When you walk the floor, you can feel the energy, but seeing the commercial activity cross the billion-dollar mark truly puts the sheer scale of this event into perspective," said Gavin Conacher, Director of Business Development and Government Relations at Prairieland.

"We've curated this show for over four decades to ensure our producers get straight down to business. Knowing that the very first event on Saskatoon's annual calendar sets the financial pace for Western Canadian agriculture—while packing our local hotels and restaurants in the dead of winter—makes us incredibly proud."

SASKATOON PRAIRIELAND PARK CORPORATION

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The report also revealed that the event is a vital lifeline for Saskatoon's winter economy, driving **over \$3.5 million** into the city in a single week:

- **\$1.29 Million** spent in local dining and food services.
- **\$1.29 Million** in regional transportation and fuel.
- **\$918,000+** in hotel accommodations, filling 22% of Saskatoon's total hotel inventory on peak days.
- **63.7% of visitors** cited the show as their sole or primary reason for visiting the city.

The Western Canadian Crop Production Show will return to PrairieLand from **January 12-14, 2027. Tickets are now on sale.**

A copy of the 2026 Economic Impact Report is attached to this email and available to view or download at: www.CropProductionShow.com

About Crop Production Show

Since 1983, the Western Canadian Crop Production Show has been the definitive winter summit exclusively for grain and pulse producers.

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About PrairieLand

Deeply rooted in Saskatchewan's history since 1886, PrairieLand is a champion of agricultural advancement, youth development, and community engagement. As Saskatoon's premier event space, the organization provides a vital platform for industry innovation, livestock exhibitions, and agricultural education. Dedicated to bridging the gap between urban and rural communities, PrairieLand continues to invest in the future of the province's foundational industries. Discover more at www.prairielandpark.com.