

Western Canadian Crop Production Show

ECONOMIC IMPACT REPORT

Independent survey by the Edwards School of Business (N=352)

January 2026



16,114

Industry Attendees

Connecting operators, decision-makers, and managers from across the prairies.



\$1.11 Billion

Total Commercial Footprint

Solidifying its position as one of the largest agricultural trade shows in Western Canada by economic impact.



99.5%

Visitor Value Rating

An essential, proven-ROI destination with a 100% grain and pulse focus

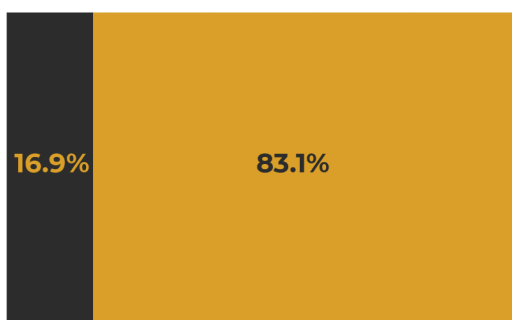
Commercial Activity & Purchasing Power

\$182.4 Million

Direct On-Site Purchases

\$895.8 Million

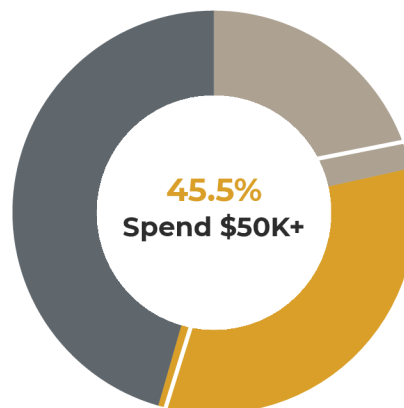
Indirect Planned Purchases



Purchasing Demographics

45.5% of active purchasers are allocating between \$50K and \$1M+ for the season

- Under \$5K: 21.5%
- \$5K-\$50K: 32.9%
- Over \$50K: 45.5%



The Grain Trading Floor

The Western Canadian Crop Production Show operates as a live commodity marketplace, not just a static display. By connecting growers directly with buyers on the show floor, the event actively drove \$30.2M in total grain volume—facilitating \$3.8M in real-time deals executed on-site and securing another \$26.4M in forward contracts for the season.

AUDIENCE QUALITY & REGIONAL INFLUENCE

Purchase Influence & Intent

- **89%** of attendees state the show directly influences their purchasing decisions.
- **63.7%** state the Western Canadian Crop Production Show is their primary reason for traveling to Saskatoon mid-winter.

Geographic Reach

Saskatoon Area (<50km)

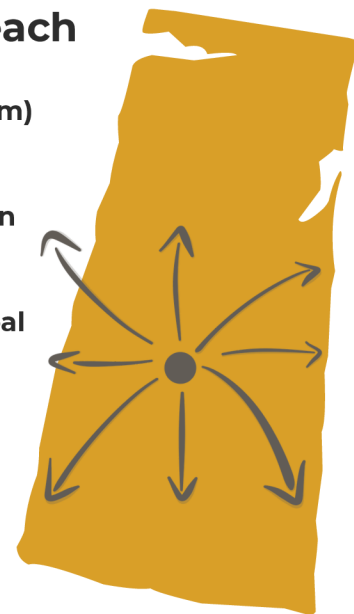
30%

Broader Saskatchewan

61%

Out of Province / Global

9%



January Decision Window

The show's success is largely driven by its strategic timing, aligning with December 31 fiscal year-ends just as producers are finalizing their seeding intentions and purchasing inputs.

Host City Economic Injection

The show drives over \$3.5 Million into the local Saskatoon economy in a single week.



\$1.29M

Dining & Meals
(At \$80/person/day)



\$1.29M

Transportation & Fuel
(Regional & local travel)



\$918,000+

Hotel Accommodations
(Mid-winter city inventory)



Methodology: Survey administered January 2026. \$N = 352\$ completed visitor surveys, statistically representing 16,114 gate attendees.

WESTERN CANADIAN
CROP
PRODUCTION SHOW