



AGRICULTURAL WINTER FAIR

For Immediate Release

Cattle Take Centre Stage at the 94th Royal Agricultural Winter Fair

The Royal Announces Plans for a New Ring of Excellence for Beef and Dairy Shows

Toronto, Ontario, April 22, 2016: November is still a long way off, but plans are already well underway to make the 94th Royal one of the best ever for exhibitors and visitors.

The big news for 2016 is a major investment in the Ring of Excellence, The Royal's main livestock show ring. Over the past few years, due to the strong and vibrant beef and dairy markets in Canada, the number of exhibitors and quality of their stock has stretched The Royal's capacity to accommodate all those who want to compete.

As part of a comprehensive plan to improve exhibitor, buyer and visitor experience, the Ring of Excellence will undergo a significant upgrade. The Ring will become the centrepiece of the main show floor increasing in size by 25% including premium show suites, full hospitality capabilities and more general seating. The new ring will also include state-of-the-art digital capabilities that will enable livestreaming, which will deliver Royal livestock shows to a global audience.

Along with a new world-class show ring, The Royal Agricultural Winter Fair has modified its livestock show schedule for the 2016 Fair. "Our goal has always been to create a best-in-class experience for exhibitors and the public," says Peter Hohenadel, Director of Agriculture and Food at The Royal. "We believe our new ring and schedule moves us closer to that goal."

Over the last several months, with the dedicated and collaborative work of advisory committees, stakeholders, staff and Board members The Royal is pleased to announce it will open with the National Junior Beef Heifer Show on Friday, November 4th followed by the Queen's Guineas and six beef breed shows, including the National Angus and National Charolais shows. Dairy show days start on Tuesday, November 8th with the TD Canadian 4-H Dairy Classic and run to Saturday, November 12th with the National dairy breed shows and Sale of Stars. The National Holstein Show will remain in the Ricoh Coliseum on Friday, November 11th. The Fancy Bird and Rabbit and Cavy shows will close out the Fair on Sunday, November 13th. The revised schedule will provide more space for exhibitors and a better environment for the public to view the animals in the rings. The finer points of the schedule including move-in and move-out,

stalling and other considerations will be finalized over the next month and details shared on The Royal website and through direct communication with exhibitors.

“Change is always challenging with so many logistical considerations and traditions at stake,” adds Hohenadel. “Through our new Ring and schedule and with the cooperation of our many stakeholders, The Royal is committed to providing an even better experience for exhibitors and visitors in 2016.”

Funding support for The Royal has been provided by the City of Toronto and Government of Ontario.

About The Royal:

The Royal Agricultural Winter Fair is the world’s largest combined indoor agricultural and equestrian show. This year, The 94th Royal Agricultural Winter Fair runs November, 4-13, 2016 at Exhibition Place, Toronto. For more information, please visit www.royalfair.org.

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