

Ontario Protects the Future of Canada's Outdoor Farm Show

Proposed land sale to ensure long-term investments into agriculture sector

NEWS

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WOODSTOCK - Ontario and Glacier FarmMedia are working together towards ensuring the long-term success and viability of Canada's Outdoor Farm Show (COFS). The proposed sale of part of the Woodstock Research Station will secure a permanent home for this annual agriculture event and will help support future investments and economic activities.

"Through the proposed sale of the Woodstock Research Station, COFS will continue to provide farmers with the vital opportunity to learn about the latest and greatest farming practices and technology," said Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs. "Today's announcement is good news for Ontario's agriculture sector which will have expanded access to that research and is good news for our community and local economy which will benefit from year-round activities on this site."

Currently, Glacier FarmMedia leases part of the Woodstock Research Station property for the purpose of operating Canada's Outdoor Farm Show (COFS) each year — Canada's most important farm show providing farmers with the best opportunity to experience new technology, the latest equipment and most current information to strengthen Ontario's agriculture sector.

Glacier FarmMedia has exciting development plans for the proposed land acquisition, including launching Discovery Farm Woodstock, which will be home to Canada's Outdoor Farm Show. Discovery Farm Woodstock will showcase farmer-led and industry-partnered research, with a goal of transferring in-field knowledge to help farmers succeed. Plans include:

- Creating a sustainability and soil health centre that will bring industry, government, research and farmer organizations together in a classroom and a demonstration framework to boost sustainability and soil health information.
- Building urban and rural connection through a student demo farm with strategic partners, including Grain Farmers of Ontario
- Growing Canada's Outdoor Farm Show, enhancing partnerships and developing a world class site for the transfer of agricultural information.

"We are very pleased to be working with the Ontario government to secure this site as a permanent home for Canada's Outdoor Farm Show and to establish the Glacier FarmMedia Discovery Farm Woodstock, an innovative agricultural event and demonstration site," said Bob Willcox, President of Glacier FarmMedia. "Strategic industry and research partnerships on a range of projects will allow us to share knowledge about, and real-world solutions for, the most pressing challenges facing Ontario farmers today. Together we are enhancing the province's agriculture sector."

Research, innovation and technology transfer are key to the growth of the agri-food sector, support rural economic development and help strengthen Ontario's competitive edge.

Quick Facts

- [Canada's Outdoor Farm Show](#) (COFS Property Limited Partnership) is a subsidiary of Glacier FarmMedia.
- Canada's Outdoor Farm Show is an annual event celebrating over 25 years of unique programming that advances agriculture in Ontario.
- Currently, Glacier FarmMedia leases Section 1 of the Woodstock Research Station property from the Agricultural Research Institute of Ontario (ARIO) for the purpose of operating Canada's Outdoor Farm Show.
- Finalization of the sale is contingent on fulfillment of the duty to consult and all legal requirements.
- For 2020, COFS is offering a unique, digital experience. Visit www.outdoorfarmshow.com to learn more.

Media Contacts
Avi Yufest, Minister's Office,
Avi.Yufest@ontario.ca

Christa Roettele, Communications Branch,
Christa.Roettele@Ontario.ca
519-826-3145

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