

## **Ontario Goat and Royal Agricultural Winter Fair announce partnership**

*2011 International Goat Symposium to coincide with world's largest combined indoor agricultural show*

ANCASTER, Friday April 8, 2011: Ontario Goat (OG) made the exciting announcement today, as part of their Annual General Meeting, that the 2011 International Goat Symposium will be held in conjunction with this year's 89<sup>th</sup> annual Royal Agricultural Winter Fair (RAWF).

As part of the strategic objectives of both Ontario Goat and the symposium, it is the long term goal to develop the International Goat Symposium into a world class goat event and a desired destination for anyone involved in the goat sector- provincially, nationally or internationally.

"We want to establish Ontario as global leaders in the goat industry" explained Tobin Schlegel, Ontario Goat President. "Driving not only the growth of the domestic market but also expanding our opportunities for exports sales of genetics is a top priority" he added.

Schlegel added that the higher profile for the goat sector will also lead to increased consumer awareness for goats and goat products. Schlegel suggested that there are endless opportunities for growing not only market share but volume.

Bringing international visitors to Ontario is one key to accomplishing this goal. "The partnership with the RAWF has a specific goal of driving business that will make both of our events more successful in the long run" explained Jennifer Haley, OG Executive Director.

"We are thrilled to be partners with Ontario Goat in this important event," said Bob M. Jadavji, Chief Executive Officer for the Royal Agricultural Winter Fair. "We look forward to the growth of this industry and the development of international business relations for our exhibitors."

The 2011 International Goat Symposium will feature a number of events including the popular farm tours, producer education seminars, industry tradeshow, veterinarian seminars, a new breeder/exhibitor seminar series, and more.

Details of the actual events and specific locations are now being finalized. Haley points out that not all symposium events will be held in downtown Toronto in order to make all events accessible to the sector.

The International Goat Symposium will run November 1<sup>st</sup> through to the 5<sup>th</sup>, culminating with events planned for the Royal Dairy Goat Show and the Royal Boer Goat Show. The 2011 Royal Agricultural Winter Fair, held at Exhibition Place, runs from November 4<sup>th</sup> to the 13<sup>th</sup>.

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For more information please contact:

Jennifer Haley, Executive Director, Ontario Goat, 519-824-2942

Caitlin O'Neill, Agriculture Events Coordinator, RAWF, 416-263-3440