



## Fact Sheet

### THE ROYAL AGRICULTURE SHOW

Truly, the Olympics of Canada's agricultural industry. The Royal Agriculture Show provides farmers of all ages the chance to compare, compete, trade with peers, as well as showcase their products to prospective buyers from around the world.

**Canada's next top cattle.** The Royal boasts 10 days of local and national livestock shows -and the competition is serious. Learn about the genetic characteristics that make an animal a champion.

Over 4,000 international visitors attend The Royal Agriculture Show from around the world.

Bringing home the bacon? Don't forget the milk. Approximately 90 per cent of international visitors will be coming to see the dairy cows – so they can take home the best genetics that Canada has to offer.

**Animals galore.** Ever wonder if beef and milk come from the same cow? Or why cows have more than one stomach? Or what the difference is between a sheep, a lamb and a ram? The Agriculture Show has all the answers – and more information on animals than you can imagine.

At The Royal you'll be able to get close enough to touch hundreds of cows, horses, sheep, goats, pigs, chickens, rabbits, cavies, and more, and have the chance to speak with the farmers who raised them. Have fun and learn something new about your favourite farm animal. By the end, you may even have a new favourite animal. There is simply so much to touch and see – and smell at The Royal Agricultural Show.

**DID YOU KNOW:** One of the main reasons people come to an auction at The Royal Agriculture Show is not actually to buy an animal itself, but rather to purchase its genetics to introduce a desired trait into their herd.

**The ultimate apple.** Making a comeback to The Royal in 2008 – after a 44-year hiatus – is The Royal Apple Competition presented by the Ontario Apple Growers. Heritage, commercial and new apple varieties will be judged and on display for all to see.

(more)

**I can't believe it is butter!** Watch as professional sculptors and art students shape blocks of butter into works of art in Hall A of the Direct Energy Centre.

**Vegetables making GIANT impressions.** Check out the giant vegetable competition to see veggies that would never make it to the grocery store including giant pumpkins weighing up to 800 pounds!

**This spuds for you.** 2008 is the International Year of the Potato, and with over 4,300 potato varieties there is a lot to learn about this tasty vegetable.

**DID YOU KNOW?** Did you know that the food value of a potato is comparable to an apple? Did you know that the potato is a staple in our diet that contributes \$6.4 billion to Canada's economy and creates 33,000 rural jobs in this country?

**Cheers! Red wine, white wine – and blue ribbon.** The Royal Agricultural Winter Fair, along with the Friends of the Greenbelt Foundation, is excited to present the first Royal Wine Competition in partnership with Brock University's Cool Climate Oenology and Viticulture Institute. The wine competition will be small, concise and well executed in its inaugural year. Brock University's CCOVI team will organize the presentation of the wines for judging to ensure a technically proficient event. Wine educator Linda Bramble will lead a consumer panel, while a second panel composed of licensee-employed sommeliers and beverage purchasers will be guided by Professor Gary Pickering of Brock University. The awards will be handed out the day after competition, Monday, November 10<sup>th</sup>, 2008 at a ceremony to take place at the Direct Energy Centre in Heritage Court at The Royal's Wine Tasting Centre.

**Cheese please.** Join us to nibble on some cheese while enjoying your favourite wine at The Royal's Cheese Competition. Judges will select the finest dairy, goat and sheep cheeses. The winning cheeses will be paired up with the winning wines from The Royal's Wine Competition.

## YOUTH

Over 1,200 youth come to The Royal as 4-H and rural youth competitors. The TD Canada Trust Agricultural Services Youth Leadership Congress competitions are designed to challenge youth in competition, provide them with the opportunity to socialize with other youth from across the country and foster development as the future leaders in agriculture.

For more information on The Royal Agricultural Winter Fair visit [www.royalfair.org](http://www.royalfair.org)

Materials and images can be downloaded from the website and reproduced for media use

**Media Contacts:**

**Tiffany Fisher/Priya Sen**

Whetstone Communications Inc.

Tel: (416) 595-9776

Email: [tiffany@whetstonepr.com](mailto:tiffany@whetstonepr.com)/[priya@whetstonepr.com](mailto:priya@whetstonepr.com)