



## 2017 Farmfair International Inbound Buyer Program

### General Information

Located in Edmonton, Alberta, Northlands is one of Canada's oldest and most established agriculture societies and produces many events including Canada's premier agriculture showcase: Farmfair International. From genetics and livestock to the latest in equipment, this show is a one-stop marketplace for producers and the industry.

The Inbound Buyer Program provides qualified international livestock buyers an opportunity to attend key Farmfair International (FFI) events and network with Alberta agriculture producers, exporters and industry leaders.

Qualified buyers taking part in the program are reimbursed for 50% of their economy airfare and hotel expense when participating in the FFI Inbound Buyer Program in the FFI timeframe.

Program participants are provided with a customized itinerary for their stay, including FFI show events, the International Reception, livestock specific events, and Extension Programming such as farm and industry tours. Arrangements can be made for activities beyond FFI but must be requested at time of application for approval. The main program will run November 7-12, 2017.

In addition, all Inbound Buyer Program participants and pre-registered International Guests at FFI will receive various benefits including: complimentary show admission, International AgBusiness Center membership, reduced hotel rates at FFI Host Hotels, select farm and industry tours, special events and more!

### Application Criteria

- One person from each ranch/farm/operation will be eligible for funding.
- First time participant in the program.
- Include information in the application such as general contact information, species/breed, number of head and genetics interest (e.g. sourcing Angus embryos), as well as why you would like to participate in the program.
- Selected buyers are required to provide receipts and report by November 24, 2017. Additional details will be provided upon acceptance.

**How to Apply:** Online registration is available at [www.farmfairinternational.com](http://www.farmfairinternational.com)

**Deadline:** September 1, 2017. Selected participants will be notified by mid-September 2017.

### Questions? Please contact:

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[farmfairinternational.com](http://farmfairinternational.com)