

# The Calgary Stampede and the Agriculture Industry

*~ A history of partnership ~*

*~ A future of commitment ~*

Over the course of the past century, the Calgary Exhibition & Stampede has been a bridge between agriculture and the people of Calgary, the province, and indeed, the world.

In 1912, when Guy Weadick and the Big Four (Maclean, Cross, Burns, and Lane) developed the Calgary Stampede, it was with the objective of celebrating the western way of life, its values, and integrity.

Ever since, the Stampede has helped heighten the importance of agriculture and create awareness of its contributions to our everyday lives, the economy, and to society at large.

Today, the Stampede delivers value to the community and the agricultural industry year round. We are committed to providing programming that fulfils our vision:

To invest in Agriculture Programming and initiatives that will generate value and inspire people to think, promote and sell agriculture.

As we enter an era of growth and expansion, the Stampede is becoming even more of a resource for the agricultural industry and a greater supporter of the rural way of life through the following activities:

- ❖ Supporting agriculture and promoting its contribution to our culture and economy.
- ❖ Promoting Western heritage and values.
- ❖ Facilitating forums to raise awareness of important agricultural issues.
- ❖ Preserving and enhancing the agricultural and historical legacy of Alberta.
- ❖ Conducting educational programs and providing facilities to connect consumers with producers and processors.
- ❖ Connecting youth to agriculture through such programs as Stampede School and Aggie Days
- ❖ Providing opportunities to showcase technologies and science that affect the agriculture industry.

“Excellence for Agriculture”