

WESTERN FAIR
district
be entertained

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WESTERN FAIR ASSOCIATION

Deemed to be an Agricultural Society in the Act

1918

2018

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Western Fair Association

- Not for Profit organization without share capital
- Founded in 1867
- Incorporated in 1887
- Member driven organization
- Over 55 full-time and 180 part-time staff
- Approx. 300 fair positions annually
- KPMG study - \$196.1M in economic impact
- Located on 75 acres

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Objectives of an Agricultural Society

To encourage an awareness of agriculture and to promote improvements in the quality of life of persons living in an agricultural community by:

- Researching the needs of the agricultural community and developing programs to meet those needs
- Holding agricultural exhibitions featuring competitions for which prizes may be awarded
- Promoting the conservation of natural resources
- Encouraging the beautifications of the agricultural community
- Supporting and providing facilities to encourage activities intended to enrich rural life
- Conducting or promoting horse races when authorized to do so by a by-law of the society

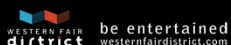
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Western Fair Association Objects

Approved by OMAFRA – Jan. 2013

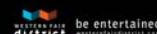
14 Objects including:

- Conduct an Annual Fair
- Operate a Farmer's Market
- Conduct and promote Horse Racing
- Undertake such commercial activities advisable to advance the Association's non-profit purposes



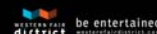
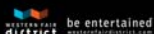
Agriculture Purpose Statement

WFA strives to be a leader of Canadian Agriculture Societies, supporting the Agriculture Community with programming and facilities that help meet the business needs of this sector while at the same time providing innovative educational experiences for consumers.



Delivering on the mandate and purpose

AGRICULTURE IN THE DISTRICT



The Raceway

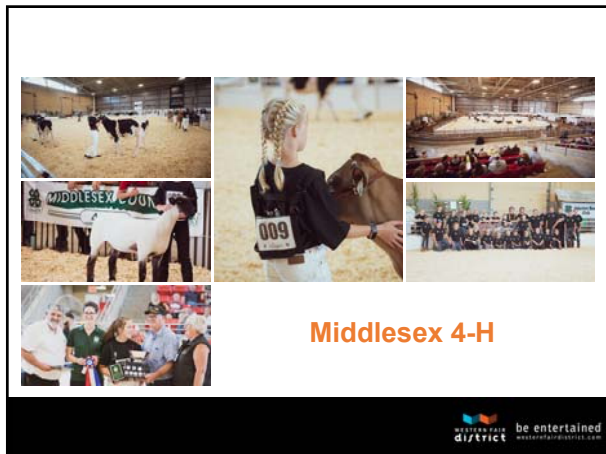
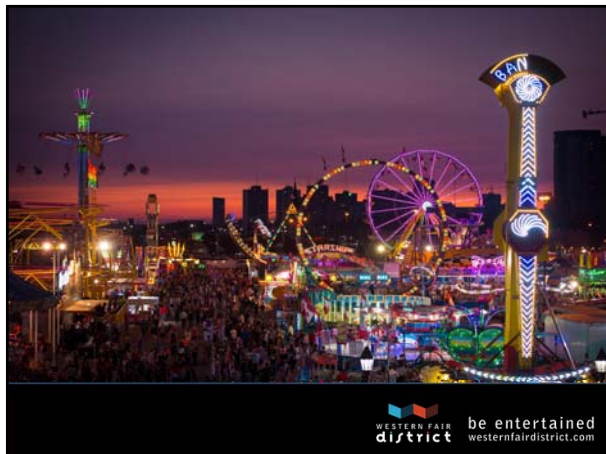
- 2nd highest wagering harness racing track in Canada
- Record Handle 31Dec2019 - \$795K
- 125 race dates annually with over 1,000 races
- 50,000+ visitors annually
- \$47.1M Total GDP Impact

- 1,448 FTE total labour impact:
 - Trainers and training Courses
 - Blacksmiths
 - Farms
 - Drivers
 - Grooms



Urban Farming







**Growing Chefs:
School Food Education Project**

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GROWING CHEFS!
CHEFS FOR CHILDREN'S URBAN AGRICULTURE

**AGRICULTURAL SHOWS &
EVENTS**

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CASE IH AGRICULTURE

LONDON FARM SHOW
Presented by Farm Credit Canada

Largest indoor Farm Show in Ontario
80-year history
Community collaboration with BMO Centre

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The image shows an indoor exhibition hall with various booths and people. A large red maple leaf graphic is overlaid on the left side with the text "THE NATIONAL POULTRY SHOW".

Largest B2B Poultry Industry event in Canada

Co-Produced with Poultry Industry Council

5-Year agreement

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The image shows a horse in a paddock with people around it. A Canadian flag is visible in the background. The text "LONDON Selected Yearling Sale" is overlaid at the top.

Largest standardbred horse sale in Canada

Managed by largest breeder in Canada – Seelster Farms (Lucan)

\$270,000 Marlboro Seeltser – highest priced SB yearling in Canadian history

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The image shows a large indoor arena filled with people and horses, likely a horse show or rodeo event.

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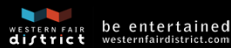
A Review of WFA's Ag Strategy

UPDATING THE CORE MANDATE

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Review of WFA's Ag Strategy

- Establish **modernized** approach to core mandate as an Ag society
- Stay **relevant** and **meaningful** to local community and Ag industry
- Enhance **sustainability** of the organization by generating **new revenue**, optimizing existing **footprint** and build upon the **brand**



Ag-Food/Ag-Tech Industry

World population – to 9B by 2050 from 7B

RBC study: Canada facing skills and labour crisis with 123,000 worker shortfall by 2030

Canada could gain \$11B in GDP by 2030 by closing labour gap and accelerate investment in technology

RBC: Farmer 4.0 Innovative... Highly Skilled... Data Driven... Diverse

Strengths Upon Which to Build

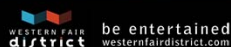
125+ years of experience, knowledge, reputation

Financial resources

Physical location, access to infrastructure, production, demonstration, retail

Urban Agriculture zoning

Geographical location – SWO

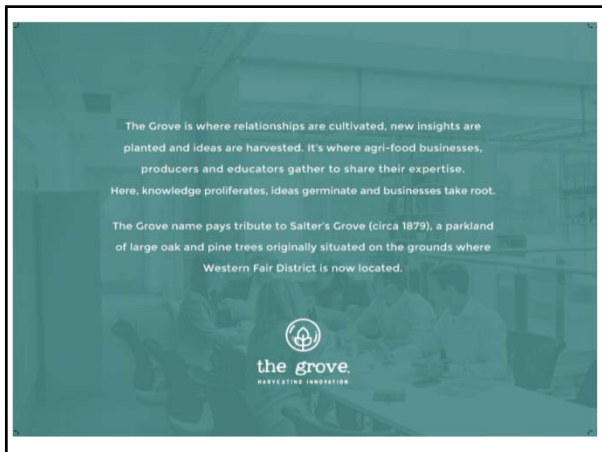
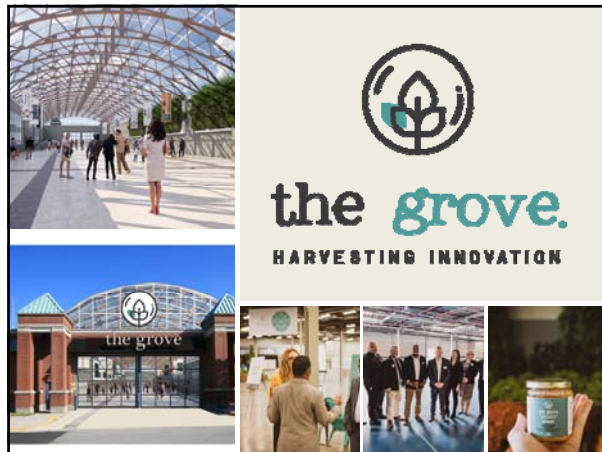


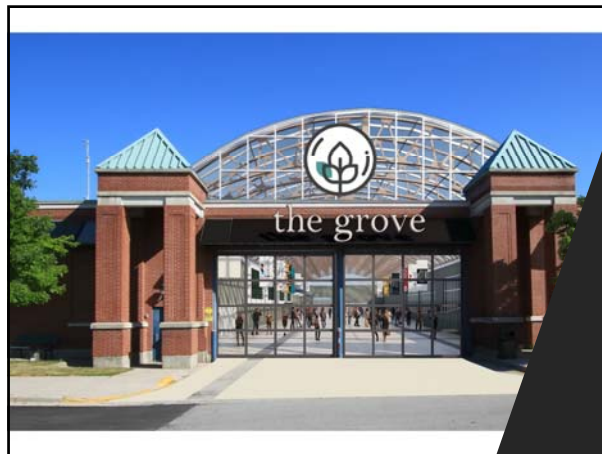
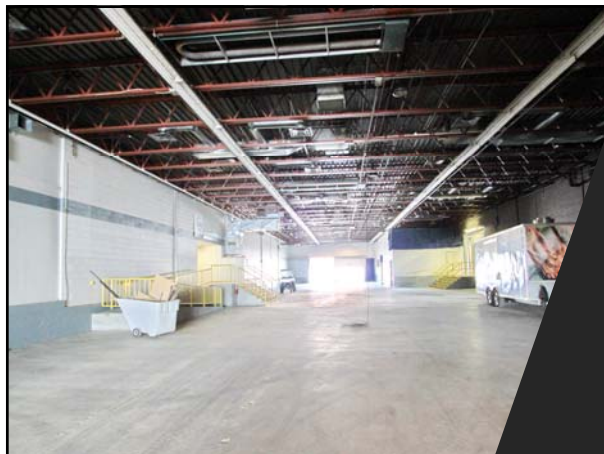
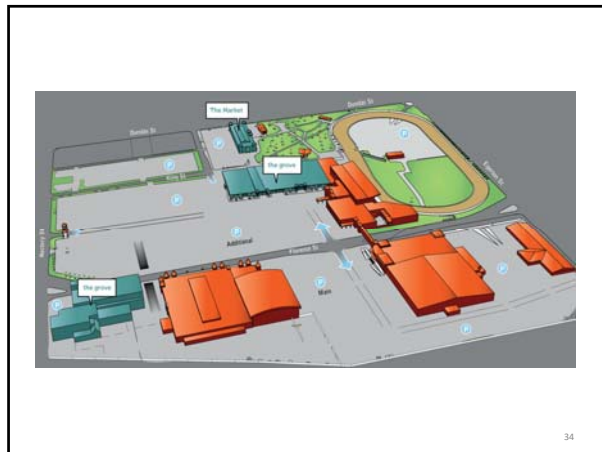
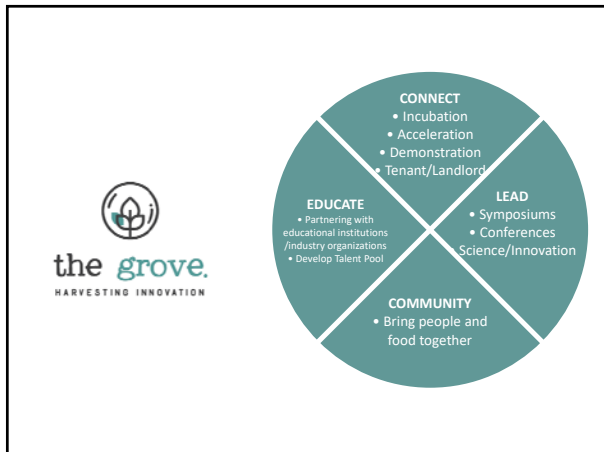
Aligning with London's Urban Agriculture Strategy

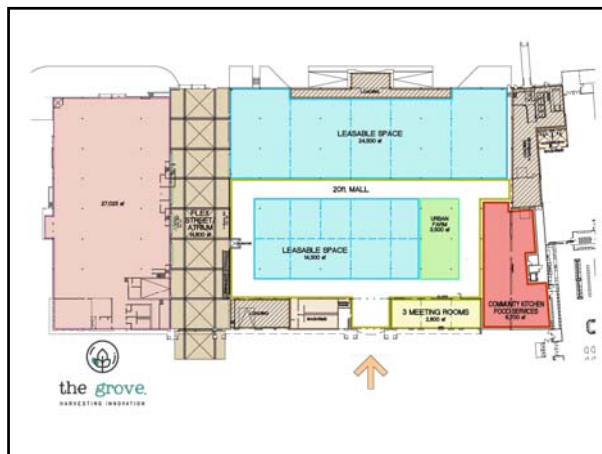


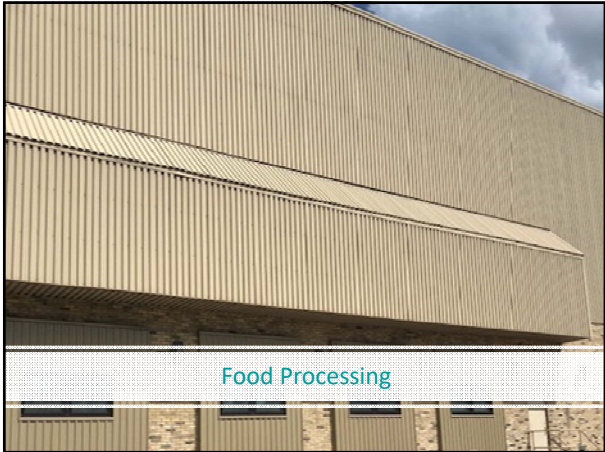
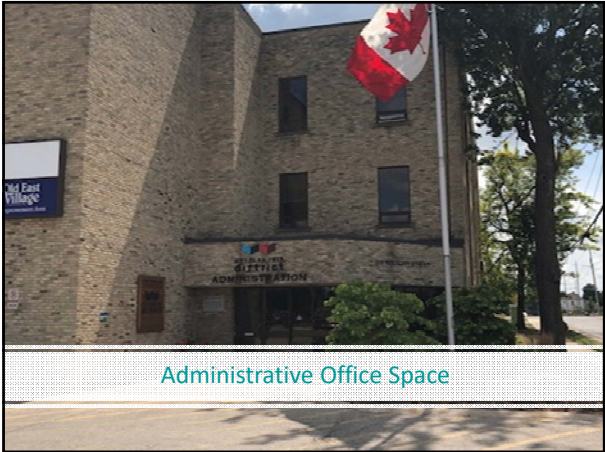
URBAN AGRICULTURE – RF14 Zoning

“URBAN AGRICULTURE” means the use of lands, buildings or structures for the purposes of **growing, sharing, and distributing food** or beverage and may include the **processing of food** or beverage by the use of hand tools or small-scale, light mechanical equipment. It can involve a range of different activities operating either together or individually, including the **cultivation of plants**, together with accessory uses including **retail sales**, composting plants grown onsite, outdoor storage, and **buildings and structures ancillary to the operation of the site** and for the **extension of the growing season**, but does not include the growing, processing, distribution or retail sales of cannabis.







The logo for 'the grove.' features a stylized green leaf inside a circle, with the text 'the grove.' below it and 'HARVESTING INNOVATION' in smaller letters underneath.

Aligns with **core mandate**

We want to take a **leadership role**

Internal desire to **diversify revenue streams**

There is a **market need**

