



## COFS VP Leads Farm Shows Across North America

Yet another Canadian has taken the lead in agriculture on the international stage. Doug Wagner, Vice President of Canada's Outdoor Farm Show (COFS) has been named the President of the Farm Show Council - formally the North American Farm Show Council.

The Farm Show Council (FSC), established in 1972 and headquartered in Ohio, consists of 25 member farm shows from across North America and New Zealand. As the new president, Wagner leads the Board for two years (2011 and 2012), traveling across North America and Europe for meetings with other show organizers.

"The Farm Show Council provides an excellent forum to discuss trends that are unique to farm shows," says Wagner. "The Council offers us the opportunity to visit many different member shows and learn first-hand about what is involved in operating a successful farm show." Wagner is the third Canadian to lead FSC in its nearly 40 year history and has been associated with the Council since 1984 when he was involved with the International Plowing Match (IPM).

Canada's Outdoor Farm Show has been a member of the FSC since 1997 and is one of four Canadian member shows. Western Canada Farm Progress Show in Regina, the Ottawa Valley Farm Show and the International Plowing Match are all current Canadian members of FSC. Farm shows wishing to become FSC members must be evaluated to ensure that they meet a set of quality standards pertaining to event management and dedication to agricultural principles. The FSC prides itself on the calibre of events produced by its members and peer-evaluates each member every five years to ensure that show management continues to meet Council standards. COFS has been evaluated twice since its membership, most recently in 2010 by Robert Oberheim who manages Penn State's Ag Progress Days.

Among his responsibilities as FSC president, Wagner and Canada's Outdoor Farm Show will host a meeting of the 25 Council members in Southwestern Ontario in 2013, showcasing Canadian agriculture. Wagner will also continue to develop the Council's working relationship with EURASCO (the European Federation of Agricultural Exhibition and Show Managers) by facilitating a better understanding of global agricultural issues. In fact, this summer, Wagner will head to Libramont, Belgium to talk with European agri-business leaders, attend the EURASCO annual general meeting, and meet with representatives from EURASCO's 31 member shows.

"Agriculture is becoming more of a global phenomenon as pressure mounts to feed the world's growing population," says Wagner. "It is only by sharing information on new technologies and innovations can farm shows world-wide better showcase to their local farming audiences what the future holds with respect to sustainability, quality production and competitiveness. FSC sets standards to make sure that this information is then presented by its member farm shows in a professional and interesting format for farmers and agri-business."