

## Compact Ag Construction Expo Features 'Try It' Demos



"Build it and they will come" was a *Field of Dream's* catch phrase a few years ago that probably holds true today for farmers who are doing more on-farm construction each year. As a result, Canada's Outdoor Farm Show has expanded the Compact Ag Construction Expo introduced last year to include more exhibits and more demos.

As part of Canada's Outdoor Farm Show (COFS) held September 15, 16 & 17, 2009 in Woodstock, Ontario, the Compact Ag Construction Expo features smaller construction equipment like skid-steers and telehandlers in a set-up where Show attendees can 'try before they buy'. A major reason for last year's success was that the Expo gave participants a chance to get in the equipment and try it out for themselves. Many were young farmers who never had the experience of working a small excavator or articulated vehicle under the supervision of a company sales rep. This Expo is a unique opportunity for pre-qualified individuals to get behind the controls, move the machinery around and develop a feel for whether or not it might work in their particular farm operation.

"Statistics are telling us that more farmers are purchasing or leasing equipment to do their farm construction jobs," said Paul Roper, Exhibitor Sales Co-ordinator for COFS. "Compact construction equipment can have multiple purposes on a farm beyond traditional uses. As an outdoor show, we can facilitate exhibitors demonstrating their equipment and let attendee try the equipment for themselves."

The Compact Ag Construction Expo not only gives producers an excellent opportunity to try first-hand the featured equipment, but it also gives local municipalities – especially smaller rural municipalities – a chance to test out different pieces of equipment before they make a purchasing recommendation.

Since demonstrations are the norm for Canada's Outdoor Farm Show, attendees can observe concrete pouring demonstrations in front of the Cover-All Dairy Innovation Centre. The Ready Mixed Concrete Association of Ontario will be putting on a demo each day to highlight the advantages of using concrete and new technologies that make the product better. Demonstrations will run each day at 11:00 AM. Three concrete pads will be poured, levelled and finished over the duration of the Show.

"Attendees can dig and push and scrape and help pour at the Compact Ag Construction Expo," adds Roper, "and determine for themselves if the equipment or the product is best for them. Being empowered to make informed decisions is what it's all about!"

Canada's Outdoor Farm Show will be held September 15, 16 & 17, 2009 at Canada's Outdoor Park, Woodstock, ON. For more information, visit [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com)

