

Alberta Agricultural Societies



*Encouraging improvement
in agriculture and
enhancing quality of life....*





By The Numbers

- 293 AGRICULTURAL SOCIETIES IN ALBERTA
2 MAJORS, 7 REGIONALS, 284 PRIMARY
- 65,000+ VOLUNTEERS CONTRIBUTING OVER
640,000 HOURS ANNUALLY IN PRIMARY AG
SOCIETIES (OVER 3500 AT A BOARD LEVEL)
- OVER 700 FACILITIES OWNED AND/OR OPER-
ATED BY AG SOCIETIES IN ALBERTA
- OVER \$1.47 BILLION REPLACEMENT VALUE
FOR FACILITIES OWNED AND/OR OPERATED
BY AG SOCIETIES NOT INC. THE LAND VALUE
*(this does not include replacement values for
Edmonton Northlands or Calgary Stampede).*
- OVER 20 AGRICULTURAL SOCIETIES INCORPO-
RATED OVER A CENTURY AGO & STILL IN
OPERATION

EDMONTON NORTHLANDS IS THE
OLDEST AGRICULTURAL SOCIETY IN
ALBERTA AND WAS FORMED IN 1879—
BEFORE ALBERTA BECAME A PROVINCE



Focused on Community...

Agricultural Societies are volunteer driven, not-for-profit organizations whose mandate and diversity make them invaluable in the communities that they serve.

MANDATE OF ALBERTA AGRICULTURAL SOCIETIES

(as per the Bill 14 Agricultural Societies Amendment Act, 2015)

“The object of a society is to encourage improvement in agriculture and enhanced quality of life for persons living in the community by developing educational programs, events, services and facilities based on the needs of the community”

Education...

Many of the Ag Society programs and facilities are utilized by schools to augment the education system which has become a cost effective and integrated part of curriculum and student development.

Agricultural Awareness

- Local and International Marketing
- Production, Genetics, Technology
- Ag Education—where your food comes from

Safety Training

- Farm Safety
- ATV, Firearms Training, etc.
- First Aid

Leadership Development

- Scholarship Investment
- Mentorship
- Skills Development & Training

Services and Programs...

Agricultural Societies often provide the space needed for community services and other groups to operate in, in addition to creating their own programs and services for the community.

- Day Cares
- Summer Programs
- Seniors Events
- Libraries
- Museums
- Fitness Centers
- Community Enhancement/Beautification

Communities in Bloom

Playgrounds

Skateboard Parks

“Agricultural Societies provide a very important pivot point for not just economic development in rural areas but also social and community development...Some communities are rapidly losing their population, but at the same time it’s very important that they don’t lose those social and community structures that can help to gain back and create a nucleus for growth in the future for communities around the province...”

*Mr. David Eggen
MLA for Edmonton-Calder*

Primary Agricultural Societies reported attendance of more than 1.6 million at events stage by them in 2006, with an additional 2.1 million attending events staged at Ag Society facilities but hosted by other organizations



Facilities...

Active living creates a healthier Society. The facilities owned and operated by Agricultural Societies allow access for Albertan’s to pursue their passions in sport and recreation increasing physical and mental health.

Enables other community groups to operate

- Minor Sports (Hockey, Figure Skating, Ball, Soccer, etc.)
- 4-H
- Family Community Support Services
- Recreation enthusiasts (Adult recreation, Gymkhana's, Equine events)

Emergency Response

- Ag Society facilities act as emergency relief centers & staging areas for emergency services—The Southern Alberta Floods, and Slave Lake Fires are examples, however many municipalities have the Ag Society facilities listed in their local Emergency Response Plan

Hub of the Community

- Agricultural Society facilities are often the social gathering place in the community for sports, community events, weddings, etc.

Support Small Business

- Sponsor and Host over 50% of the Approved Farmers Markets in Alberta
- Support and Promote local food producers
- Creates small business and entrepreneurial opportunities

Events...

Agricultural Societies provide affordable, accessible family entertainment, education, and economic development through their communities

Economic Drivers

- Tourism
- Business connectors & promoters (tradeshows, local spending, etc)

Social Drivers

- Social gathering place
- Public infrastructure
- Community pride & Community support
- History, Heritage, Arts & Culture

Employment & Mentorship

- Skills development and training
- Youth employment & work experience



Vision...

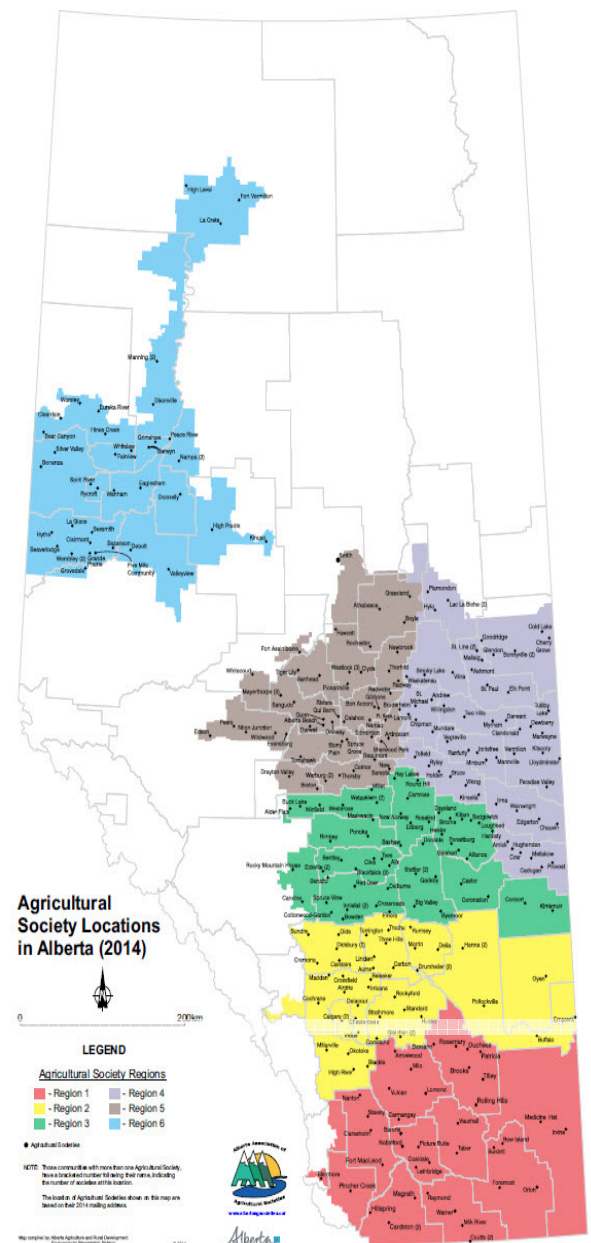
AAAS inspires vibrancy in Alberta Communities

Mission...

Through education, facilitation and collaboration
AAAS empowers people to be leaders in high
quality communities

Defining Values...

- Excellence in direction and execution
- Success through collaboration
- Motivation through education and engagement
- Advocacy through example
- Dedicated to strengthen Agricultural Societies and their communities



Alberta Association of Agricultural Societies

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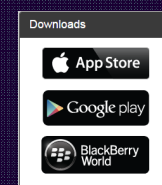


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