



NORTHLANDS

## NEWS RELEASE

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# CELEBRITY CHEF HEADLINES NORTHLANDS FARM & RANCH SHOW

*Corbin Tomaszeski returns home to demonstrate made in Alberta recipes*

**EDMONTON, AB** – Food TV Network Chef and former Edmontonian, Corbin Tomaszeski is just one of the exciting speakers at this year's Northlands Farm & Ranch Show, running from March 25-28<sup>th</sup> in the AgriCom. Other highlights include a live green space, cutting edge environmental practices, celebrity chefs using Alberta grown products, dynamic speakers, the Canadian National College Finals Rodeo, and the Northlands Performance Horse Sale.

Chef Tomaszeski will be on hand to demonstrate his renowned culinary creations on the Alberta Grows Stage twice daily at 11:30 AM and 1:30 PM, from March 26-28. Alberta Grows is a hands-on program, designed to encourage consumers to use Alberta grown products, and to provide suggestions for healthy and tasty 'homegrown' dishes. The program identifies where products come from and the benefits of choosing home grown.

Another new element is the EnviroTech Showcase which will encompass the technological and environmental components of the agriculture industry, and will feature alternative energy sources, as well as environmentally sound practices for production.

Garth Turner, a best-selling author, financial commentator, and former Member of Parliament, will speak on *Environmental Challenges in the 21<sup>st</sup> Century*. Turner's presentation will highlight positive roles in renewable resources. Other topics include wind energy, agro-forestry, aqua culture, farmscaping, carbon credits, renewable energy, water issues, bio char applications, ranching in the 21<sup>st</sup> century and environmental challenges.

The Women In Agriculture program also joins the show this year. The role of women on the farm has changed dramatically over the last decade, and these sessions on the ATB stage will provide numerous ideas for stress and time management, marketing programs to assist in farm management and organization, as well as provide a forum to hear from other incredible women in agriculture. Guest Lecturers include Shirley McLellan speaking on her experiences in the industry, and Prairie Garden's Tam Andersen speaking about Agri-tourism. Other topics include succession planning for rural families, marketing for profit, getting involved in your rural community, and much more.

In Hall 'D', Canada's best college cowboys and cowgirls will buck, rope and ride as they compete to win the Canadian National College Finals Rodeo! Rodeo action commences at 6:00 PM from Thursday to Saturday. Tickets are available at Tickemaster and include a complimentary admission to the Farm & Ranch Show.

For 43 years, the Farm and Ranch Show has been serving the western Canadian agricultural community. Paul Lucas, Northlands Director of Agriculture, notes, "With several new and exciting programming elements, the 2009 Northlands Farm & Ranch Show is a must-see for farmers, ranchers and food lovers, with over 400 exhibits from agricultural related companies across Canada."

Northlands Farm & Ranch Show runs on March 25-28, from 1:00 PM to 8:00 PM on Wednesday, and from 10:00 AM to 5:00 PM every other day. Admission is just \$5, and \$2 off coupons are available by registering for the VIP Club on the show's website. Parking for the show is \$12, and complimentary shuttles will deliver guests from the parking lot to the main entrance.

For more information about the 2009 Northlands Farm & Ranch Show, visit [www.farmandranchshow.com](http://www.farmandranchshow.com).

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*Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta's Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, Rexall Edmonton Indy, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit [northlands.com](http://northlands.com) to find out more.*

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