



hello.

2018
community report



NORTHLANDS
cultivating excitement. since 1879.

Northlands is a not-for-profit, agricultural society that is focused on creating memorable experiences that bring together amazing events, agricultural awareness and community enrichment.

celebrating 140 years in 2019.



see how we are continuing
to focus on what matters. ▶



Chances are you've experienced something spectacular that Northlands has produced—after all, we've been doing it since 1879. Over the past 140 years, things have changed many times but we have always been committed to what matters—agriculture, community and events. As a not-for-profit, we are focused on providing Albertans with memorable experiences that enrich the community and create memories that last a lifetime. It's our passion, which is why we've been doing it for so long and will continue to do so into the future.

hey neighbour.

We believe that our community is best when we come together. By investing in programs that support agriculture, arts & culture, education, children & youth, and by working with community leagues, business associations and other not-for-profits, we continue to help build our community and create memories that last a lifetime. We've held this belief since 1879 and it's never been stronger.

Helping

30⁺

external organizations
with over 3,270 hours

Plus, the Northlands
Urban Farm supports
various agencies including
Muttart, NAIT, YMCA
and Crystal Kids

Provide
scholarships to

11

Alberta
post-secondary
institutions

Scholarships for
Sheep producers
and Junior Futurity

Support

other festivals such
as Folkfest, Kaleido,
Ice on Whyte and
Byzantine Winter
Festival

Employees give
back through
Day of Sharing



Giving 3,270 hours to external organizations

30+ volunteer services award recipients
for 25+ years of service

lending a hand.

From ambassadors to assistants, drivers to data entry, youth tour guides to hosts, and everything in-between, our 1,300 volunteers—and growing—give over 16,000 hours back to the community. That's a lot. And it's not just for our events, they help make other community events amazing too. We truly appreciate everything our passionate, dedicated volunteers do for our events and our community. **We couldn't do it without them.**



1,300⁺ Volunteers

Ranging in age from 8–94 years

Volunteers come from Edmonton
and 57 other rural communities and towns

thrills.

It started in 1879 when 275 people gathered together to exhibit their best livestock, grain, vegetables and crafts. Now, K-Days has an attendance of over 816,000 and features music, games, food, rides, culture, agriculture, education and entertainment over 10 thrilling days.

A perfect opportunity for communities to come together and have fun.

800,000+ visitors attended
K-Days in 2018

Spanning over 120 hours of fun and excitement

└ 8,400+ volunteer hours

Monday Morning Magic provides children with disabilities the opportunity to enjoy K-Days

Showcased over 330 entries in the Makers Exhibition

Supporting community groups such as Kiwanis and Kids Sport

Proudly supporting Alberta Craft Beer & Spirits



925 head of cattle

180+ exhibitors

6,700+ Heritage Ranch Rodeo attendees

hello. hola. hallo.

For 45 years, Northlands has produced Farmfair International, one of Canada's top agricultural shows, where international buyers come to Edmonton to show and sell top quality livestock. Alberta's agriculture industry is showcased, our region gets international exposure and our guests are educated and entertained. Win. Win. Win.



40,000⁺

visitors

60+ International Buyers from 16 countries

A man wearing a straw hat, sunglasses, and a maroon t-shirt is gesturing with his hands while talking to a group of people. One person in the foreground is wearing a white hat with a red band. They are in a garden with green plants and yellow flowers. The background is slightly blurred, showing more greenery and a fence.

nurture.

As an agriculture society, we are dedicated to connecting urban and rural communities together. Programs like Amazing Agriculture, Explore Agriculture, and the Northlands Urban Farm provide a unique opportunity to see where your food comes from, learn about sustainability, production techniques, pollination and biodiversity. Our Northlands Agriculture Ambassadors and Northlands 4-H Club bring together youth to learn and develop a passion for agriculture and the world around them.

1,500

students to Amazing Agriculture

1,590

students to Explore Agriculture
at Farmfair International

Northlands Urban Farm:

3,000 visitors

7 hens

50,000 honeybees

Over 60 events hosted

1,000

hours of activity by
our Northlands 4-H Club

what's next.

Supporting other not-for-profits, bringing urban and rural communities together, creating volunteering opportunities, showcasing the importance of Alberta agriculture to the world and creating exciting events are always going to be important to us, but now we're looking beyond just a physical location. We're exploring new ways to help enhance existing events and to bring new events to our region so that we can continue to bring people together to learn, explore and create memories for years to come.

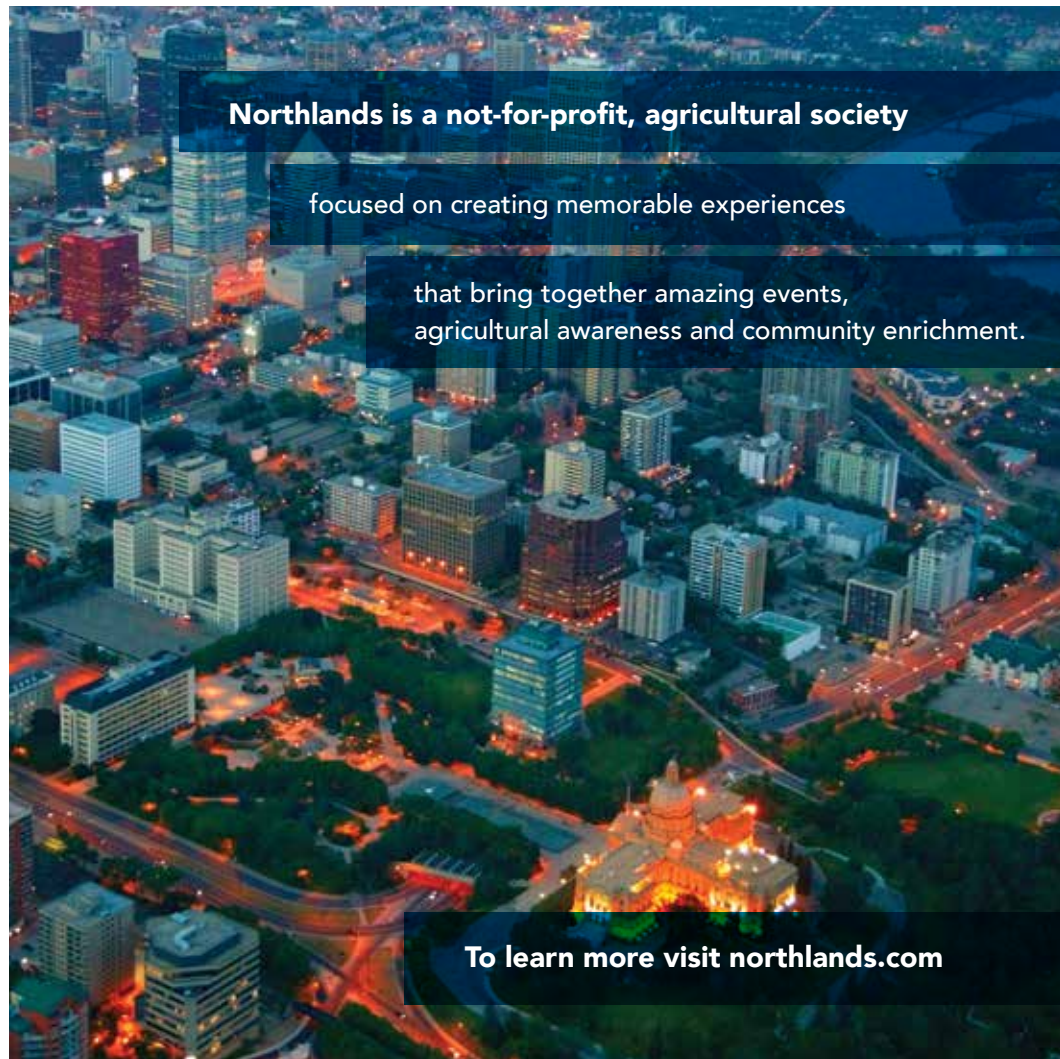


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To learn more visit northlands.com





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