

# EXPLORE EDMONTON

World Trade Centre  
5th Floor, 9990 Jasper Avenue  
Edmonton, Alberta, T5J 1P7

Phone: 780.424.9191  
Toll Free: 1.800.463.4667  
[www.exploreedmonton.com](http://www.exploreedmonton.com)

## **Explore Edmonton hires Director, Farmfair International ahead of return of the major agriculture event**

Edmonton – Explore Edmonton is proud to announce the hiring of Leah Jones as Director, Farmfair International.

Jones joins the team with more than 20 years of professional experience in the agriculture industry, first being involved with Northlands as the Director of Agriculture. Her most recent work in the industry was as the CEO of the 4-H Foundation of Alberta.

Jones will be integral in getting Farmfair International, an important livestock show, back after it was postponed due to the COVID-19 pandemic. This year's show is expected to have around \$3.8 million in direct economic impact for the city of Edmonton, but that is expected to grow to more than four times that amount once international buyers can return.

"It is a great honour to work for an organization that recognizes the importance of the agriculture industry in Alberta and that is committed to continuing the legacy of one of Canada's most recognized livestock shows, Farmfair International," said Jones. "The opportunities to attract agriculture business from around the globe to one of the nation's finest facilities are immense, and Farmfair International will lead the way to positioning Edmonton as an international agriculture destination."

"We are thrilled to have Leah join the Explore Edmonton team at a time when we need to focus our efforts on the restart of our economy" said Arlindo Gomes, Vice President, Business Development & Venue Management. "Leah's vast industry experience will help position Farmfair International as the premier Canadian livestock show and help attract international buyers into our city and support this important provincial industry."

Jones has started with the organization, along with Kathie Rotariu, who takes on the role of Livestock Show Office Coordinator. Tegan Thompson, who is no stranger to Farmfair International, will provide her event operations expertise on a service contract.

This team will be vital for a successful [Farmfair International which is set for November 10-13, 2021, at Edmonton EXPO Centre.](#)