



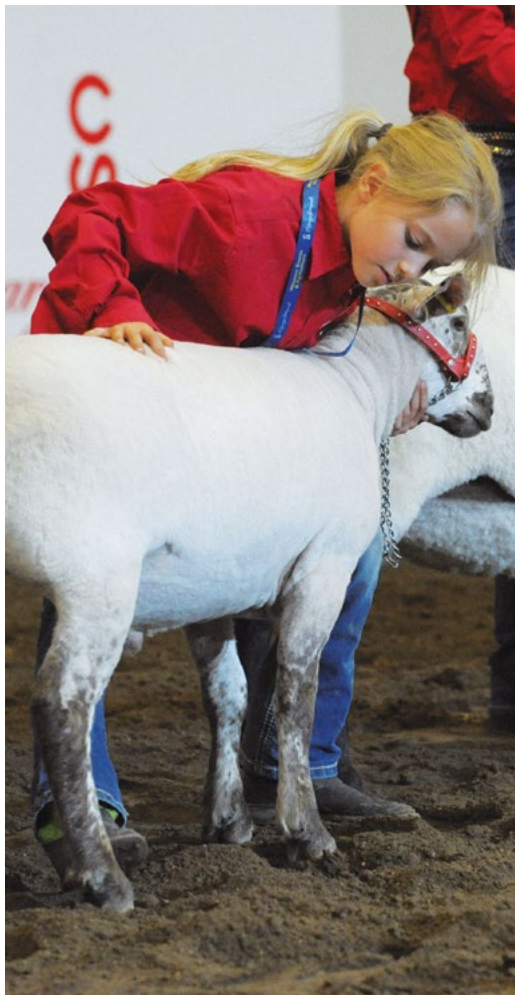
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**2026-2029  
AGRICULTURE  
STRATEGY**

# VISION

To position the Calgary Stampede as the world's premier gathering place for agriculture.



**2026-2029**

# **OBJECTIVES**

**FOCUS ON THE FUTURE  
OF AGRICULTURE**

**FOOD AS  
THE FACILITATOR**

**FOSTERING  
CONNECTION**

**AGRICULTURE**

# FOCUS ON THE FUTURE OF AGRICULTURE

## PRIORITIES

- Drive and enable educational, interactive, and innovative programs, competitions and events.
- Inspire youth, who are the next generation and future workforce, through experiential learning exposing them to career opportunities not previously seen and enabling them to envision how they can connect with agriculture.
- Foster and showcase innovation demonstrating agriculture and the Western Lifestyle in a modern Calgary.



# FOOD AS THE FACILITATOR

## PRIORITIES

- Use food as the common denominator to be the bridge between urban, rural and Indigenous communities.
- Utilize food security to create inclusion, sharing and connection.
- Elevate the role of agriculture in delivering food security through programming, infrastructure, events and dialogue.



# FOSTERING CONNECTION

## PRIORITIES

- Create a “world-class year-round gathering place” through focused and innovative infrastructure to educate, inspire, showcase and connect stakeholders of agriculture, agri-food, and Western events and lifestyles.
- Leverage the world-renowned Calgary Stampede brand to engage Canadian and global agricultural stakeholders – from urban consumer to rural producer – from agri-food processor/distributor to policymaker, and everyone in between – by providing a platform and place for conversation, connection and advocacy.



**FOR CALGARY.  
FOREVER.**

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*Calgary Stampede*