



## **A statement from CPX Management Team: Canadian Poultry XPO canceled due to COVID restrictions**

*July 21, 2021*

After substantial consideration and monitoring of current government restrictions - the inaugural Canadian Poultry XPO is cancelled for November 2021.

This final decision was ultimately made by government and health officials with significant parameters around largescale events/gatherings in the fall of 2021. Due to the uncertainty of the event industry in 2021, our foremost priority is for the health & safety of poultry farm families, the industry and team CPX.

We sincerely thank industry and producers for your patience in these times of uncertainty. There is immense strength in the poultry industry and the greater agricultural community.

Due to the current and growing cross-connection between both dairy and poultry industries here in Canada, we have redirected our focus from launching a standalone specialized poultry tradeshow to featuring a new themed hall – ‘Discover Poultry Production’ at the live Canadian Dairy XPO (CDX) 2022. This hall will feature key components that were planned for the Canadian Poultry XPO, such as a live robotic demonstration, poultry specific seminars and a hospitality area with youth fundraising while serving the poultry commodity.

We have conducted attendee surveys in previous years of CDX which show 31% of attending dairy producers are interested in learning more about poultry production and 18% of attendees reported already owning poultry quota; this represents a significant number of CDX total attendance, at 49%.

We feel this is a real opportunity for our exhibitors to meet the new entrants coming into the poultry sector, as well as keeping CDX vibrant with new annual programming.

As CDX utilizes all onsite buildings at the Stratford Rotary Complex each April, we have amalgamated two large equipment halls to accommodate the new ‘Discover Poultry Production’ Hall. The Canadian Dairy XPO welcomes 16,000 producers over two days. From stats we know there is a built-in demand for dairy farm diversification and dairy producers have a comfort level with supply managed commodities, such as dairy and poultry. This made the decision easy to offer what our customers are looking for in a one-stop tradeshow.

We hope you and your families are safe and healthy. Please stay strong and stay together - We very much look forward to seeing you April 6-7 2022 at the live CDX. We will be connecting direct with all exhibitors and sponsors with further information and opportunities around the ‘Discover Poultry Production’ Hall.

Sincerely,  
CPX/CDX Management