



**INSPIRING**  
*Vibrancy*  
**IN ALBERTA COMMUNITIES**



The Alberta Association of Agricultural Society (AAAS) is a not-for-profit, non-governmental, provincial association originally formed in 1905 and officially incorporated in 1947, that advocates and provides resources for the **292** Agricultural Societies in Alberta.

We are located in Edmonton in the Ministry of Agriculture building (J.G. O'Donoghue) thanks to our strong relationship with the Ministry and their support of the Provincial Association. AAAS is incorporated under the *Societies Act* (which is different legislation than the Agricultural Societies in AB are incorporated under). The Association is governed by a volunteer board made up of 10 Directors - 9 elected from 6 regions, and 1 elected service member director. The operations are managed by a Chief Executive Officer and management team.

## WHAT IS OUR PURPOSE ?

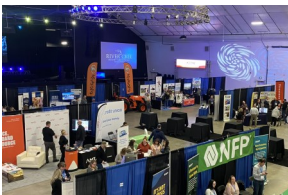
- Advocating for Agricultural Societies
- Partnering with Government
- Providing education for members, government, industry and the public
- Providing resources, services, programs and opportunities for our members
- Strengthening the role and presence of Agricultural Societies in Alberta

## ANNUAL EVENTS & PROGRAMS



### Annual Convention

AAAS hosts an Annual Convention every February. It offers an opportunity for Ag Societies across Alberta to gather, attend workshops and share ideas. The Convention also includes a 2 day tradeshow and nightly showcase entertainment for our Ag Societies to connect with service members and entertainers. Our Convention also holds an MLA & Minister forum, in which our members have a chance to speak with our Provincial leaders, ask questions and have their voices heard.



### Tradeshow

The AAAS tradeshow is an opportunity for companies to share their products & services with AG Societies across Alberta. Tradeshow booths also provide opportunities for networking with other businesses, industry professionals, and potential customers. You can engage with visitors to your booth, exchange business cards, and potentially establish new relationships that can lead to future collaborations or partnerships.



### Showcase

Showcasing your act at the AAAS Convention is an opportunity to help artists build a grassroots following by helping them get into towns and festivals within the local communities. Participation in the convention provides artists and/or entertainers exposure and booking opportunities to nearly 500 convention delegates representing more than 291 Agricultural Societies and the many events they hold throughout Alberta. Delegates attending the convention are board members, volunteers and community leaders who are key influencers and decision makers.



### Alberta Open Farm Days

Alberta Open Farms Days is an incubator for agri-tourism and rural sustainability. We bring Albertans together through educational and experiential agricultural-based initiatives to learn about where their food comes from. As well, some of Alberta's most talented chefs and rural communities will be hosting a memorable series of farm to table culinary events that will be held around the province using Alberta farm products.

# RESOURCES

## VISION

## MISSION

## VALUES

## GOALS

### *AAAS inspires Vibrancy in Alberta Communities*

Education, facilitation and collaboration create opportunities that empower Agricultural Societies, Inspiring Rural Alberta to reach its highest potential

Excellence in direction and execution. Success through collaboration. Motivation through education and engagement. Advocacy through example. Dedicated to strengthen Agricultural Societies and their communities

#### **RELEVANCE & GROWTH**

- Membership Value & Services
- Leadership Development & Training
- Programs and Events

#### **RURAL DEVELOPMENT**

- Stakeholders Relations & Advocacy
- AG Society Support Programs
- Infrastructure Renewal Strategy

#### **Certified Board Member Training**

The online governance training will provide foundational governance awareness applicable to all volunteer board members. Utilizing a “gaming style” approach the learner will gain valuable skills that will enhance their experience as a board member. Once the learner has completed all the educational modules, a certificate of completion will be issued, providing the board member with a tangible token of success.

#### **Grant Opportunities**

As part of our commitment to supporting your organization’s growth and success we have partnered with Alberta Counsel to assist your Agricultural Society in finding and securing valuable funding opportunities.

#### **Building Stronger Volunteers**

We’re dedicated to empowering our volunteers with the skills and knowledge they need to make a real difference. That’s why we offer a range of resources and online courses designed to enhance their abilities and experience. From specialized training modules on effective communication to in-depth guides on project management and community engagement, our platform equips volunteers with the tools to excel in their roles and create lasting impact. Whether they’re just starting out or looking to further develop their expertise, our resources ensure that every volunteer can contribute meaningfully to our mission.

#### **I’M OK—THE HIDDEN COSTS OF INJURIES**

An Interactive Mixed Reality Safety Show. WHAT IS THAT ? A mixed reality is a blend of physical and digital worlds. We strive to bring farm safety into the 21st century utilizing state-of-the-art LED projection and interactive gaming. An artfully designed 3D farm comes to life and takes the audience on a journey through the dangers farmers face every day. This program highlights the negative impact every day injuries have on farms, reinforces the positive impact safety training has, and concludes the whole experience with accredited safety resources and training program—Ultimately bridging the gap and creating a seamless transition from awareness to action.

#### **Health & Wellness Benefits Program**

We have partnered with NFP to provide Flexible coverage options with the ability to build your own plan that best suits the needs of your employees and board member. This is available to our Ag Society and Service Members.



# AG SOCIETIES AT A GLANCE

Ag Societies work to enhance quality of life by developing programs and services, and providing facilities that meet the needs of their communities. There are currently over 700 facilities in Alberta, some of which include ice arenas, riding arenas, community halls, curling rinks, barns, and campgrounds that are owned and/or operated by Ag Societies in Alberta.

In addition, Ag Societies fill other community needs such as providing education in Agriculture, organizing and hosting sports, cultural and recreational events, as well as offering safety courses and seniors activities.

In support of education and youth, Ag Societies offer scholarships and partner with other community groups (including 4-H ) in developing educational programs, and sending youth to leadership and educational camps.

**292** AGRICULTURAL SOCIETIES IN ALBERTA

1 MAJOR, 7 REGIONALS, 284 PRIMARY

**OVER 24** AGRICULTURAL SOCIETIES INCORPORATED OVER A CENTURY AGO & STILL IN OPERATION

CALGARY STAMPEDE , FORMED IN 1884 IS THE OLDEST AGRICULTURAL SOCIETY IN ALBERTA — STILL IN OPERATION

**700** FACILITIES OWNED AND/OR OPERATED BY AG SOCIETIES IN ALBERTA

**1.6 million**

REPORTED ATTENDANCE AT EVENTS STAGED BY PRIMARY AG SOCIETIES IN 2015

WITH AN *ADDITIONAL 3.2 MILLION* PEOPLE ATTENDING EVENTS STAGED AT AG SOCIETY FACILITIES BUT HOSTED BY OTHER ORGANIZATIONS

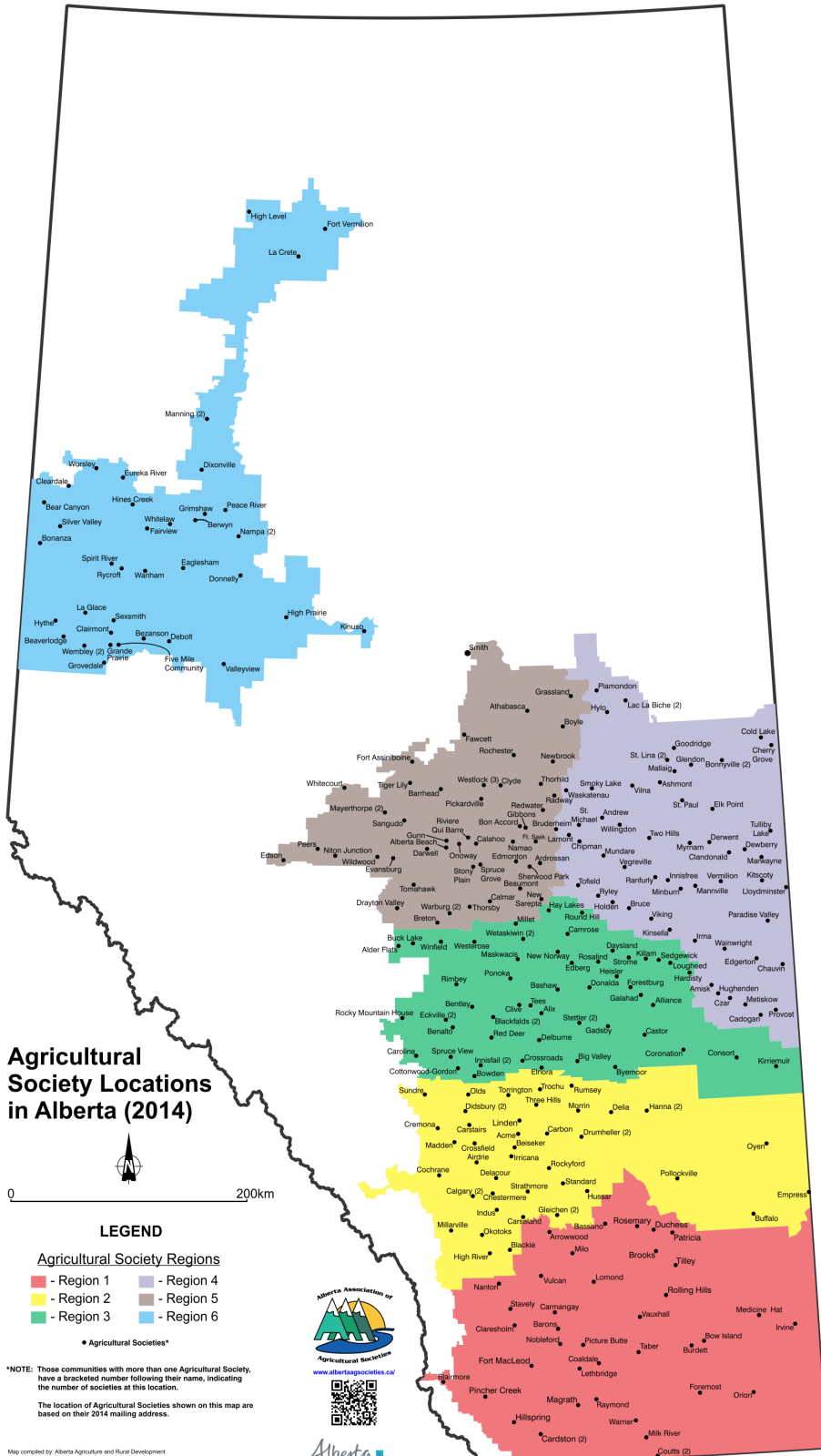
**52K** VOLUNTEERS (*3500+ AT A BOARD LEVEL*)

OVER **590,000** HOURS ANNUALLY Or **\$8.9 MILLION** IN VOLUNTEER LABOUR FROM PRIMARY AG SOCIETIES

**MORE THAN \$ 300K** IN STUDENT SCHOLARSHIPS AND BURSARIES DISTRIBUTED ANNUALLY BY THE PRIMARY AG SOCIETIES



# WHY SHOULD WE BE MEMBERS?



"The Alberta Association of Agricultural Societies (AAAS) and Ag Societies play a crucial role in creating vibrancy within the province of Alberta. With a strong focus on agriculture, rural communities, and the promotion of agricultural events, these organizations contribute significantly to the social, economic, and cultural fabric of Alberta. I truly believe that these organizations are instrumental in fostering community engagement and social cohesion. By connecting people, celebrating agricultural achievements, and nurturing the next generation, these organizations play a crucial role in ensuring a vibrant and sustainable future for Alberta. "

~ **Brett Warder**,  
**AAAS President**

The Alberta Association of Agricultural Societies has helped our Ag Society to manage through a period of aggressive growth, and go through transition we could NOT have handled without their coaching and mentorship. We are so thankful to have the whole AAAS crew on our side to succeed as an Ag Society!!"

~ **Jill Moore**  
**General Manager**  
**Rimby Agricultural Society**

"The Alberta Association of Agricultural Societies is the most important association in the Province of Alberta. Their member Ag Societies make a significant difference in the communities they serve and it's thousands of volunteers give of themselves to build thriving communities across the province. Their programs, events, facilities and community activities touch everyone across their communities. Through their efforts they build community cohesion, community connectedness and community pride"

~ **Ian Hill**,  
**Award Winning Innovator**

"AAAS and the Agricultural Societies is a win-win situation, both are continually striving to better serve and be relevant to their communities. AAAS offers wonderful resources to its members and meaningful programming to the community as well. The annual conference is a focal point for members to unite and celebrate their achievements. Ag Societies are part of the glue that creates essential experiences, connections and know best how to bring volunteers and rural communities together throughout the year"

~ **Max Fritz**,  
**Not-For-Profit Advisor**



**ALBERTA ASSOCIATION OF  
AGRICULTURAL SOCIETIES**

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