

---

# FARMJOURNAL FOUNDATION

---

*For more information contact:*

**Brian Hogue**

**Phone: 319.268.4352**

**Email: [bhogue@farmjournal.com](mailto:bhogue@farmjournal.com)**

## **For Immediate Release**

### **Next Stop: Taste of Chicago for Farmers Feeding the World Mobile Exhibit**

*Cedar Falls, IA* (June 21, 2011) – The Farm Journal Foundation initiative *Farmers Feeding the World* will bring modern agriculture to the Taste of Chicago festival with the help of its mobile exhibit and a very large piece of farm machinery.

This week, the *Farmers Feeding the World* mobile exhibit will make its third stop at the famous 10-day festival in Chicago, Ill., which hosts around 3 million people. The exhibit will not only feature interactive demonstrations, videos, storyboards and educational materials, but will also give visitors the chance to see an excellent example of modern farm machinery. A CASE IH STEIGER® 600 Series tractor will be on-site, an exciting addition to the exhibit's tour. The STEIGER 600 is the largest tractor CASE has in production, and it uses the latest technology, including Tier 4 technology.

“We are thrilled to have this gigantic machine on-site,” said Brian Hogue, Director of Project Development, Farm Journal Media. “Not only will it provide an excellent photo opportunity, but it will help attendees to understand the magnitude, size and horsepower of American agriculture.”

The large tractor won't be the only guest greeting visitors next week; local FFA students are gearing up to be involved too. These agriculture students will volunteer their time to educate consumers about modern agriculture production and the role that future farmers, like themselves, will play in ensuring food security for generations to come.

“Like modern machinery, these bright young people embody what it will take for agriculture to be sustainable in the future,” said Hogue. “Their deep roots, dirty boots and willingness to adopt new technology will allow them to help feed 9 billion people in 2050.”

Hogue said the exhibit focuses on the role agriculture plays in feeding the world and aims to have consumers better understand where their food comes from, how it is produced and how they can help to ensure that people in America and around the globe don't go to bed hungry.

“In order to feed 9 billion people in 2050, technology and production practices will have to continue to evolve, and modern agriculture will require the support of all Americans,” said Andy Weber, Chairman, Farm Journal Foundation. “The first step is understanding that farming and feeding people go hand in hand.”

*Farmers Feeding the World* will be at the Taste of Chicago festival from June 24 through July 3. To see pictures of the previous stops or to take a virtual tour of the exhibit, visit the [“Events”](#) page.

**About the Farm Journal Foundation**

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining U.S. agriculture's ability to serve the vital needs of a growing world population with education and assistance focused on the unique interests of people and organizations aligned with U.S. agriculture. The Foundation will house Farm Journal's myriad advocacy initiatives such as the Farmers Feeding the World campaign and elements of the Farm Journal Legacy Project.