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## **For Immediate Release**

### ***Google's Geospatial Technologist to Deliver Keynote At Farm Journal AgTech Expo***

*Lenexa, Kan.* (June 8, 2017)—A key leader of Google's data and location technologies—including Google Earth and Google Maps—will turn his attention to U.S. farmers at the Farm Journal AgTech Expo in December 2017, Farm Journal Media announced today. Ed Parsons, the Geospatial Technologist of Google, will give the opening keynote address at the Dec. 11-13 event in Indianapolis, providing a first-hand view of the future of satellite technology.

"It's an incredible time to be a farmer, and satellite technology is one of the reasons," said Parsons, who served as the first Chief Technology Officer for Britain's national mapping agency before joining Google in 2007. "I'm excited to speak at Farm Journal AgTech and share Google's vision for how imagery and data will do even more amazing things in the future. I call it the democratization of information," he said.

Parsons will headline two days of hands-on, interactive exploration aimed specifically at today's farmer, which includes 20 educational breakouts designed by farmers themselves. For example, farmers will be able to choose topics as fundamental as dividing their fields into effective management zones, leveraging the value of their on-farm data and estimating ROI before diving into precision technology. Those who are further along the learning curve may choose those topics or others such as troubleshooting data-compatibility issues, getting the most from multi-hybrid planting and ground-truthing complex yield maps. Also on the program is a fun and dynamic Expo, where attendees will learn first-hand from innovative companies about how their cutting-edge solutions could work on their own operations.

"Farmers will get their hands dirty digging into the technology from the ground up—not just in the breakouts, but in sponsors' learning sessions and in the stimulating environment of the Expo, where they will touch and feel today's solutions and get to know the companies leading the way," said Matt Morgan, Farm Journal Media Vice President, Digital and Retail.

In addition to the Expo, the AgTech multimedia platform of products includes a weekly eNewsletter; special AgTech coverage across Farm Journal Media television, radio, magazine and online channels; and a new, farmer-focused website showcasing the products and services hitting the market, [www.FarmJournalAgTech.com](http://www.FarmJournalAgTech.com).

"Farm Journal AgTech Expo will deliver unparalleled access for farmers learning about new technologies and for companies seeking to demonstrate the value of their solutions," Morgan said. "Both sides need more time and attention from the other, and that's what we're going to provide."

For information about sponsorships, please contact Matt Morgan at [mattmorgan@farmjournal.com](mailto:mattmorgan@farmjournal.com), or (913) 438-0654.

**About Farm Journal Media** ([www.farmjournalmedia.com](http://www.farmjournalmedia.com))

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livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.