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## **For Immediate Release**

### ***Farm Journal Media's AgTech Expo to Highlight Startup Innovations***

*Lenexa, Kan.* (Nov. 16, 2017)—The Farm Journal AgTech Expo in Indianapolis Dec. 11–13 will feature a “Startup Station” where top startup teams will make pitches and get feedback from farmers on the viability of their new offerings.

The Startup Station will be presented by AgLaunch, a leading agtech innovation platform.

“Think of this like ‘Shark Tank’ for farmers,” said Matt Morgan, Farm Journal Media Senior Vice President of Digital and Data. “Agtech is a rapidly developing industry, and every day startups bring further innovation and new solutions to farmers. We are excited to partner with AgLaunch to bring a spotlight to some of the most promising and interesting participants and graduates of their program.”

The Startup Station will be hosted on the interactive stage during the expo.

This addition to the Farm Journal AgTech Expo program is the result of a recent partnership with Farm Journal Media and AgLaunch to further agtech and its positive impact for farmers.

“The startup companies we assist are looking to solve today’s problems in agriculture,” said Pete Nelson, President and Executive Director of AgLaunch. “Our partnership with Farm Journal Media will give these companies more tools as they pursue their business and a bigger platform to share their innovations.”

With superior networking and education opportunities, Farm Journal AgTech Expo will also serve as an integral part of the AgLaunch programming for its startup companies.

Additionally, Farm Journal Media will be working with AgLaunch to provide multimedia coverage of its AgLaunch365 program participants with the goal of helping farmers get engaged with new innovations early to provide feedback and have a more active role in adoption.

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

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, 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.

## **About AgLaunch ([www.aglaunch.com](http://www.aglaunch.com))**

AgLaunch attracts, creates and grows agtech startups, facilitates the development of new agriculture and food value-chains, and builds collaborative farmer networks in the Mid-South, with a commitment to intentional inclusion. AgLaunch is a joint initiative of Memphis Bioworks Foundation ([www.memphisbioworks.org](http://www.memphisbioworks.org)) and the Tennessee Department of Agriculture ([www.tn.gov/agriculture](http://www.tn.gov/agriculture)). AgLaunch365 is a farm-centric innovation platform for agriculture designed to calibrate support with the specific needs of agtech startups and the agricultural industry. A key component of AgLaunch is its partnership with Innova ([www.innovamemphis.com](http://www.innovamemphis.com)), which manages a \$31 million early stage investment fund focused on agriculture through a USDA program with eight Farm Credit banks as investors. AgLaunch365 is made possible through partnerships with Start Co., Farm Journal Media, Archer Malmö and Baker Donelson.