



For more information, contact:

**Matt Morgan**  
Senior Vice President, Digital & Data  
Phone: (913) 438-0654  
Email: [mattmorgan@farmjournal.com](mailto:mattmorgan@farmjournal.com)

## **For Immediate Release**

### ***Inaugural Farm Journal AgTech Expo Equips Farmers to Survive and Thrive in 2018***

*Lenexa, Kan.* (Dec. 15, 2017)—The Farm Journal AgTech Expo was held in Indianapolis this week, the first event of its kind to meet farmers where they fall on the agtech adoption curve. The interactive expo included dynamic demo sessions from exhibitors, an AgLaunch Startup Station that gave attendees a glimpse at new technology before it hits the market and live “AgriTalk” radio broadcasts both days. Two virtual reality stations, an airplane simulator and a race car simulator all brought lively fun and entertainment to the expo.

Farm Journal AgTech Expo connected farmers to the companies that bring technology to market in a completely new way. The event featured more than 20 educational breakout sessions, all presented by independent leading experts from across the country, ranging from the implementation of new technology, to understanding the value of your data, to what the future of the farming industry looks like. The broad mix of sessions were tailored into different tracts for producers, ranging from those just getting started to advanced early adopters.

“The gap in the agtech industry and the on-farm operational level is vast,” said Matt Morgan, Senior Vice President, Digital and Data. “The Farm Journal AgTech Expo provided a forum for farmers and agtech to connect on a whole new level. We saw this first-hand and received the same feedback from exhibitors and attendees alike.”

Keynote speakers John Ellis, Technologist and Global Consultant, and Ed Parsons, Geospatial Technologist of Google, brought an entirely new perspective to technology and how it relates to farmers, or “technologists that produce a farming product,” as Ellis encouraged farmers to rename themselves. Parsons noted the rapid change that has come to geospatial technology and satellite crop monitoring and prompted attendees to look hard at the next big thing. Ken Ferrie, Farm Journal Field Agronomist, shared how to leverage the technology we currently have and what challenges might arise.

“We’ve only scratched the surface of how we can facilitate the coming together of these two groups,” said Ron Wall, Division President. “The creation of the AgTech platform fills a massive industry need and the success of this event only intensifies Farm Journal’s commitment to the delivery of pertinent agtech information.”

To view coverage of the event, visit [AgWeb.com](http://AgWeb.com) or [FarmJournalAgTech.com](http://FarmJournalAgTech.com). The Farm Journal AgTech Expo will return to Indianapolis in early December 2018. For information about the event, visit [FarmJournalAgTechExpo.com](http://FarmJournalAgTechExpo.com).

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

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