



For more information, contact:
Doug Catt
Vice President, Crop Division
Phone: (913) 948-4694
Email: dcatt@farmjournal.com

For Immediate Release

Farm Journal's AgTech Expo Attendance Doubles

Indianapolis (Dec. 13, 2018) — The Farm Journal AgTech Expo, held last week, more than doubled in attendance from its launch in 2017. More than 570 farmers, ag retailers, crop consultants, investors, technology experts and representatives from exhibiting technology companies attended the event. Filling a clear void in the market, the event offered unparalleled education and networking.

The Expo featured early-stage technology companies, several of which were cultivated through the AgLaunch and Purdue Foundry as well as more established companies. A special stage offered technology presentations from exhibitors, and several early-stage startups vied for the Innova \$100,000 Row Crop Challenge powered by AgLaunch. A judging panel of farmers and investors awarded the Challenge investment to Kopper Kutter for their Arrow corn head kits that solve harvesting issues for sorghum, sunflowers and other crops.

Keynote speaker Josh Henretig, Senior Director of AI for Earth at Microsoft, addressed the influence of artificial intelligence on the farm to monitor and manage land, water and climate impact. Henretig shared agriculture needs technology, but likewise, the industry needs agriculture to help demonstrate technology's impact in a complex, data-rich environment. Farm Journal Field Agronomist Ken Ferrie encouraged farmers to have a firm foundation with sound agronomy to fully realize the return on investment of technologies such as precision ag components, variable-rate fertilizer, multi-hybrid planting and seed selection. And as his final public speaking engagement before officially retiring from a 37-year career at Monsanto, now Bayer, Dr. Robb Fraley inspired farmers to see what's possible with the latest advances in breeding and gene editing.

Two dozen breakout sessions led by independent experts addressed everything from novice-level adoption to more advanced implementation. A series of breakouts on the influence of blockchain in agriculture was highly attended. Other breakouts tackled driverless and automated equipment and precision technologies for fertilizer and crop protection practices.

"Our goal was to meet farmers where they are on the technology adoption spectrum," said Doug Catt, Vice President, Crop Division. "The farmers and retailers in attendance at AgTech were hungry for information on the best practices for using technology. It was exciting to see them interact with each other and with the technology experts in attendance to seek ways to improve their operations. The ag technologies companies that partnered with us brought tremendous value to this premier Farm Journal event."

AgLaunch was a platinum sponsor. Gold sponsors were Winfield United and Purdue Foundry. Silver Sponsors included Climate Fieldview, United Soybean Board, Trimble, TopCon Agriculture and Precision Planting.

To view event coverage or plan to participate next year, visit FarmJournalAgTech.com or AgWeb.com.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.