



For more information, contact:

**Stephanie Gable**  
Director, Content Services  
Telephone: (913) 461-2290  
Email: [sgable@farmjournal.com](mailto:sgable@farmjournal.com)

## **For Immediate Release**

### ***Farm Journal Media Launches Farm Journal AgTech Expo***

Lenexa, Kan. (Nov. 18, 2016)—Farm Journal Media announced today Farm Journal AgTech Expo, which will provide a 360-degree, customizable learning experience for farmers and retailers. It will debut Dec. 12-13, 2017, at the JW Marriott in Indianapolis.

The market for agricultural technology products is robust and expected to grow to \$240 billion by 2050, generating \$800 billion in farm-level production value, according to a research report by Goldman Sachs\*. At the same time, in a recent Farm Journal AgTech survey of farmers, nearly half of respondents expressed concern that it is difficult to keep up with technology—and many indicated they don't know where to start.

"The prolific pipeline of products and the intense need for information makes this the right time for Farm Journal to step up and invest in AgTech, a unique platform focused on all practical aspects of technology, not just data," said Matt Morgan, Vice President, Digital and Retail. "The Expo will also provide unparalleled access to technology products and company experts for farmers and retailers—and all for an affordable entrance fee for attendees."

In addition to hearing from industry-leading presenters, Farm Journal AgTech Expo attendees will choose from a two-track schedule of learning sessions covering topics such as the latest techniques in precision ag, innovative software to help maximize farm management and accounting, using benchmarking data to compare prices and performance in the field and the latest in driverless and other automated equipment.

"The Farm Journal AgTech Expo will meet farmers where they are on the learning curve, whether a novice, an early adopter looking for the next big thing or somewhere in between," said Susan Luke, Editorial Director. "AgTech Expo attendees will be able to customize their schedule to include back-to-basics and advanced learning sessions in a mix that's right for them."

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.

\*Precision Farming: Cheating Malthus with Digital Agriculture, The Goldman Sachs Group, Inc., July 13, 2016

#### **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 139 years ago with the pre-eminent 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.