

PRESS RELEASE
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AgroExpo Prepares for Fifth Year as Michigan's Largest Farm Trade Show

ST JOHNS – On August 11 & 12, 2020, AgroExpo will celebrate its fifth year as Michigan's largest agricultural trade show.

In 2019, over 2700 attendees attended the fourth annual AgroExpo. The show, which is held at the North Central Research Station in St Johns, provided agricultural demonstrations, speakers, and exhibits for production farmers.

Each year features a demonstration of equipment. Last year, attendees saw demos of sprayers, remote soil testing operations, and drones. This year, exhibitors will demonstrate the technology available for cover crops.

"With 2019 being the worst weather year any of us can remember, farmers are focused on cover crops," said Burt Henry, AgroExpo Industry Relations and Promotions Manager. "We're looking forward to seeing and showing available options to the farming community. It might be something people have wanted to try, but haven't done yet, and it's interesting to see the results before you make your own investment."

The AgroExpo team is also lining up speakers to address issues important to production farmers. Listeners can also receive CCA and RUP credits. In addition, the show is on track to have over 130 exhibitors.

Last year was the inaugural addition of FFA student competitions, including the Michigan FFA Crop Management Challenge, which is a competition that is designed to help students develop sound agronomic, marketing, and environmental decisions in a demonstration plot.

In 2019, the students were judged on 35% yield of their corn plots, 35% economics, and 30% presentation/response to the questions. The winners were:

1st. Springport FFA

Students: Luke Betz, Cole Twiss, Ryan Henne, Eli Lighter

Coach: Megan Merrill

Field expert: DJ Hisler

2nd. Coleman FFA

Students: Jacob Rivard, Clayton Wishowski, Cole Johnston

Coach: Eric Fischer

Field experts: Phil Tuggle, Frank Zwemmer, Dave Wishowski, Kyle Elder

3rd. Ovid-Elsie FFA

Students: Joseph Duckert, Ben Maynard, Emma Fox, Tori Maynard, Caleb Love

Coach: Tracey Hoffman

Field experts: Burt Henry, Tim Duckert, Brian Martindale, Bob Ferrett

This year, the contest has expanded to include ten more soybean plots, in addition to the ten corn plots.

"This gives ten more FFA chapters the chance to expand their agronomy and marketing skills," Henry said. "It's a real world learning opportunity for students, as well as great exposure to the agricultural industry."

FFA students also will have the chance to compete at the FFA Tractor Operators Contest, where they demonstrate their equipment driving techniques through a series of obstacles.

The exhibitors are joined by organizations that provide educational opportunities for children attending the show. The booths have hands-on activities for kids that are both farm and entertainment-focused. Food trucks, test driving opportunities, and attendee networking also add to the experience. The AgroExpo grounds also display many varieties and mixes of cover crops in different growth stages for attendees to evaluate.

“We’ve learned a lot over the last four years of hosting the show,” said Dale Ruff, AgroExpo Event Coordinator. “We’re looking forward to taking all of that knowledge and applying it to the show this year. We’ve spent a lot of time planning, and we’re confident that it’s a show production farmers will really enjoy attending. We’re excited for it.”

The 2020 AgroExpo is scheduled for August 11 & 12.

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