

PRESS RELEASE

April 7, 2020

For Immediate Release

For more information, contact:

Carla Wardin

989 640 9284, carla.wardin@gmail.com

AgroExpo Develops Despite Challenges from COVID-19

ST JOHNS – The AgroExpo team is working through the current COVID-19 challenges to continue planning for the August 11 & 12, 2020 agricultural trade show.

Vendors, sponsors, and speakers continue to schedule and register for the Michigan's largest agricultural trade show.

"August is a long time away, thankfully," said Burt Henry, AgroExpo Industry Relations and Promotions Manager. "This year, we're looking forward to summer even more than any other year."

The show, which is specifically designed for production farmers, features demonstrations, speakers, exhibits, vendors, education credits, and networking opportunities. In 2019, over 2700 attendees attended the fourth AgroExpo at the North Central Research Station in St Johns.

Blake Vince and Jason Mauck are two speakers appearing at AgroExpo. Blake Vince is a Canadian farmer specializing in no-till, cover crops, and soil health. He is sponsored by The Nature Conservancy. Jason Mauck is CEO of Constant Canopy, which aims to use cash and cover crops in unison and developing cutting edge farming methods, and he is sponsored by Pioneer. Attendees can also receive CCA and RUP credits.

Farmers also specifically attend the show to visit various vendors. Currently, the show is on track to have over 130 vendors.

"We are so excited to have so many returning vendors, and so many new ones," Henry said. "We encourage anyone who is interested to contact us to talk about it, even if it's after the April 15 registration date. We want anyone who is interested to be able to participate."

New vendors this year include companies specifically focused on industrial hemp, including oil extracts, market opportunities, production practices, and equipment.

AgroExpo also features demonstrations of aerial seeding and interseeding, courtesy of AI's Ariel Spraying LLC. The technology surrounding cover crops will also be covered on the North Central Research Station plots.

In addition, the Michigan State University's new Institute of Agriculture Technology Mobile Food Processing Lab will be on display for tours. The mobile unit provides a variety of equipment that gives people hands-on experience with equipment used in the food processing industry.

AgroExpo will also host the Michigan FFA Crop Management Challenge. This year, the contest has expanded to include ten more soybean plots, in addition to ten corn plots. The challenge is a competition designed to help students develop sound agronomic, marketing, and environmental decisions by growing crops. Students also compete in the FFA Tractor Operators Contest, where they are evaluated on their driving ability.

"It's great having FFA students be a part of this," said Henry. "We're so glad to have this partnership, because not only is it great for the students and their organizations, but it's also interesting to the show attendees."

The show also offers educational opportunities for children, samples, food trucks, test drives, and many crops in different growth stages.

"Despite the challenges the country and our industry is facing now with COVID-19, we're all still working together to make this a great show," said Dale Ruff, AgroExpo Event Coordinator. "We're looking forward to learning together and being together again."

The 2020 AgroExpo is scheduled for August 11 & 12.

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