



# NEVER STOP IMPROVING



JAN 31.-FEB.2, 2017  
IOWA EVENTS CENTER  
DES MOINES, IA

## FARMERS NEVER STOP IMPROVING

Des Moines, Iowa – January 17, 2017: Farmers don't have to travel far to see the best and brightest in farm equipment, high tech electronics and precision ag technology when the Iowa Power Farming Show brings the biggest names and newest innovations to Des Moines each winter. With 1870 total booths, the Iowa Power Farming Show, presented by Farm Credit Services of America and AgDirect, is the third largest indoor farm show in the U.S., with displays covering 7 acres, 3 buildings and 6 floors.

"The Iowa Power Farming Show is about quality exhibitors from every category showcasing the best and latest products and services they have to offer," said Tom Junge, director of the Iowa Power Farming Show. "People coming to the show know they're going to see the future of farming and agriculture."

He explained that each year traditionally brings a new segment of exhibitors to the show. "Last year, several new exhibitors featured UAVs for do-it-yourself farmers. This year, it is agronomic services and data management," said Junge. "More companies are packaging aerial imaging, soil sampling and agronomic consulting into one package for farmers." As a result, an "Agronomic Services" category was added to the product directory in the show program and website to help farmers locate these companies.

Farmers who come to see their favorite brands won't be disappointed. The lineup of exhibitors once again features a veritable "Who's Who" in farm equipment. The list includes tractor manufacturers Case IH, Challenger, John Deere, Kubota, Mahindra, Massey Ferguson, McCormick, New Holland and Versatile. Farmers will also see lots of exciting new products, as featured in the "New Product" section of the show program.

Seminars begin at 10:45 a.m. each day in two seminar rooms so farmers will have additional educational opportunities. Four firms will discuss the transition of the family farm and the changing tax implications. The latest information on UAVs will also be presented.

Show hours are 9 a.m. to 4 p.m. Tuesday and Wednesday, and 9 a.m. to 3 p.m. on Thursday. Parking and shuttle are free at Iowa Cubs-Principal Park. Farmers may register online at [iowapowershow.com](http://iowapowershow.com) and save \$5 off the \$8 admission. When registering, farmers will also be participating in a brief survey about their planting intentions and preferred methods of communication.

The Iowa Power Farming Show runs from January 31-February 2 at the Iowa Events Center in Des Moines, Iowa. This year, the show is sponsored by: Diamond Sponsor – Farm Credit Services of America and AgDirect; Platinum Sponsor – Ag Leader Technology; Gold Sponsors – Machinery Pete, Mitas, Stine Seed Co. and Sukup Manufacturing; and Media Sponsors – Iowa Farmer Today and WHO radio.

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### FOR MORE INFORMATION:

Tom Junge, Show Director  
Iowa-Nebraska Equipment Dealers Association  
8330 NW 54th Ave. | Johnston, IA 50131  
P: 515.223.5119 | E: [tomj@ineda.com](mailto:tomj@ineda.com)

Cindy Feldman, Marketing Director  
Iowa-Nebraska Equipment Dealers Association  
8330 NW 54th Ave. | Johnston, IA 50131  
P: 515.223.5119 | E: [cindyf@ineda.com](mailto:cindyf@ineda.com)