

“NOW THAT’S A GREAT FARM SHOW!”



JANUARY 30-FEBRUARY 1, 2018
IOWA EVENTS CENTER | DES MOINES, IA

PRESS RELEASE:

[FOR IMMEDIATE RELEASE: January 19, 2018]

Des Moines, Iowa – AG TECH START-UPS COMPETE FOR \$20,000 PRIZE

The Iowa Power Farming Show, presented by Farm Credit Services of America and AgDirect, is hosting an “Ag Incubator” event LIVE at the show on Wednesday, January 31.

The Ag Innovation Pitch Competition will feature six ag tech start-ups pitching their latest ideas to help producers manage their operation more effectively. The competition, emceed by Mike Pearson (former host of *Market to Market*), will culminate with the winning company receiving a \$20,000 prize.

Show attendees can watch these ag tech start-ups compete at 3:00 pm in Hy-Vee Hall, just inside the east entrance doors:

AgHelp: Connects customers with prospective employees.

AgriSync: Mobile support platform that connects customers with agri-businesses.

Bushel: Connects producers with elevators/cooperatives with real-time information.

HeavyWorth: Allows customers to get market value for equipment inventory.

Smart Ag: Creates more unmanned farm machinery.

Tractor Zoom: Map-based application that identifies live auctions along with their inventory.

The Ag Innovation Pitch Competition is presented by Farm Credit Services in collaboration with Advantage Capital, Figured, Innova, Iowa AgriTech Accelerator, Koch Ag & Energy Solutions, Midwest Growth Partners and Open Prairie.

The Iowa Power Farming Show, the third largest indoor U.S. farm show, is held January 30-February 1 at the Iowa Events Center in Des Moines, Iowa. Spread across 7.7 acres, the show is loaded with big iron, precision ag, aerial imaging, livestock production, inputs, data management and more. Show hours are 9 am to 4 pm Tuesday and Wednesday, and 9 am to 3 pm Thursday. Parking and shuttle are FREE at Iowa Cubs-Principal Park. Farmers may register online at iowapowershow.com to save \$5 off the \$8 admission.

The Iowa Power Farming show is produced by the Iowa-Nebraska Equipment Dealers Association in conjunction with local Iowa and Nebraska farm equipment dealerships. The show is sponsored by: Diamond Sponsor – Farm Credit Services of America and AgDirect; Platinum Sponsor – AgLeader; Gold Sponsors – Mitas, Stine Seed Company and Sukup Manufacturing; Silver Sponsors – Machinery Pete and Stewart-Peterson; and Media Sponsors – Iowa Farmer Today and WHO Radio.

NOW THAT’S A GREAT FARM SHOW!

Contact

Cindy Feldman
Marketing Director, INEDA
515.508.1313
cindyf@ineda.com