

# IOWA POWER FARMING SHOW

**JANUARY 28-30, 2020**

IOWA EVENTS CENTER | DES MOINES, IA

## **PRESS RELEASE:**

[FOR RELEASE: January 13, 2020]

### **AG TECH START-UPS COMPETE FOR \$20,000 PRIZE**

Des Moines – The Iowa Power Farming Show, presented by Farm Credit Services of America and AgDirect, is hosting an Ag Tech Innovation Competition LIVE at the show on Wednesday, January 29.

The competition will feature five ag tech start-ups pitching their latest ideas to help farmers manage their operations more effectively. The competition, emceed by Chad Moyer (KTIC Radio Farm Director), will culminate with one company earning the \$5,000 People's Choice award and the winning company receiving a \$20,000 grand prize.

Show attendees can watch these ag tech start-ups compete at 2:00 pm inside the east entrance doors of Hy-Vee Hall:

Participating Start Up Contestants:

**AgButler** is a platform that provides on-demand jobs, giving farmers and ranchers access to a high-quality labor force while boosting rural economies.

**FeedX**, a one-stop shop to buy, sell and make feed decisions, builds tools for farmers and feed mills to make it easier for them to work together.

**Mercaris** provides market data, analytics and an online trading platform for the Identity-Preserved (IP) agricultural sector, mainly organic and non-GMO grains, oilseeds and dairy commodities.

**My Dairy Dashboard** connects data sources (e.g., dairy management, feed, milk processor and weather) in one place, making data easier for dairy producers and their advisors to view and analyze.

**Sentinel** changes the way the swine producers monitor performance and animal well-being using AI and computer-vision technology.

The Ag Tech Innovation Competition is presented by Farm Credit Services in collaboration with the Iowa-Nebraska Equipment Dealers Association, Ag Startup Engine, CoBANK, Farm Credit Leasing, Nationwide and NAU Country.

The third largest indoor U.S. farm show will be held January 28-30 at the Iowa Events Center in Des Moines, Iowa. 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](http://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 – Stine Seed; Gold Sponsors – Mitas and Sukup Manufacturing; Silver Sponsor – Total Farm Marketing by Stewart-Peterson; and Media Sponsors – Iowa Farmer Today and WHO Radio.*

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