

# IOWA POWER FARMING SHOW

**JANUARY 28-30, 2020**

IOWA EVENTS CENTER | DES MOINES, IA

## **PRESS RELEASE:**

[FOR RELEASE: January 22, 2020]

### **AWARD-WINNING agBOT ON DISPLAY AT 2020 IOWA POWER FARMING SHOW**

Des Moines, Iowa – The Iowa Power Farming Show, presented by Farm Credit Services of America and AgDirect, will be held January 28-30 in Des Moines, Iowa. Spread across nearly 8 acres, the third largest indoor U.S. farm show features the most diverse mix of ag-related products and services found in the Midwest.

Check out Purdue University's agBOT, an autonomous machine capable of identifying plants, destroying weeds and fertilizing crops, all while navigating the field. This 2019 first place agBOT Challenge winner has the potential to decrease the overall cost of farm operation, reduce negative environmental impacts and compensate for farm labor shortages.

Founded in 2015, the agBOT challenge was created to showcase how cutting-edge technologies can advance the agriculture industry and to highlight what is possible when high-speed internet reaches fields. Teams from around the world compete annually to develop new technologies, showcased over two days of competitions. Different challenges are set each year that engage teams to automate solutions in agriculture.

In 2019, teams were asked to create an automated weed identification and eradication system, a fertilizer application, and to develop autonomous soil diagnostics to collect and prepare soil samples for evaluation. "We are thrilled to be showcasing this year's award-winning agBOT," said Tom Junge, show director. "Team representatives will also be on hand to answer questions and demonstrate the agBOT on the Wells Fargo Arena floor all three days of the show."

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.

#### **Contact**

Cindy Feldman  
Marketing Director, INEDA  
515.508.1313  
[cindyf@ineda.com](mailto:cindyf@ineda.com)