



NEBRASKA AG EXPO
DECEMBER 7-9, 2021
LANCASTER EVENT CENTER | LINCOLN, NE

PRESS RELEASE:

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SUBJECT: Nebraska Ag Expo Back to Full Strength

Des Moines, IA — The Nebraska Ag Expo is gearing up for farmers and ranchers on December 7-9 at the Lancaster Event Center in Lincoln, Nebraska for the 15th annual “pure ag” show. Although the Expo was postponed and some exhibitors were not able to attend in 2020, the Nebraska Ag Expo was one of few ag shows held last winter due to the pandemic. Today, we are happy to announce that the December 2021 Nebraska Ag Expo is back to full strength.

“We felt it was important to conduct the Expo last winter to foster continuity with exhibitors and attendees of the event,” said Tom Junge, Expo Director. “The challenge this year was trying to accommodate the exhibitors that couldn’t attend, the new companies that attended the last event, and the new exhibitors that signed on this year.”

Over the past two years, the Expo has attracted nearly 170 new exhibitors. These new exhibitors are what makes the Nebraska Ag Expo the premier event in the Midwest. Exhibitors come from 27 states and 6 Canadian Provinces. For many, this is the only event they attend in in the Midwest. December’s Nebraska Ag Expo will have nearly 800 brands/companies exhibiting their products and services. Producers enjoy this event due the vast variety of ag-related products on display, from micronutrients to seed, planter attachments to combines to the latest high-tech systems.

New this year is the Ag Innovation Showcase sponsored by Farm Credit Services of America. Located in Pavilion 1, visit the Ag Innovation Showcase to see how five ag tech start-ups are addressing challenges that producers face today while shaping the future of agriculture. The five companies presenting at the Ag Innovation Showcase are Grain Weeveil, HerdDogg, Birds Eye, Tractor Zoom, and Shepherd.

Also new this year is the Career Exploration Event where middle and high school students will have the opportunity to tour the Nebraska Ag Expo, network with equipment dealer employees, participate in a short program featuring speakers on the following topics: career, scholarship, and educational opportunities in the equipment industry, career paths available within the equipment dealership, maximizing the value of a two-year degree, INEDA’s matching scholarship program, and an employee’s perspective on career compensation, benefits, and more.

The Nebraska Ag Expo is produced by the Iowa-Nebraska Equipment Dealers Association in conjunction with local Nebraska and Iowa farm equipment dealerships. The show is sponsored by: Diamond Sponsor – Farm Credit Services of America and AgDirect; Platinum Sponsors – Nebraska Farm Bureau and Bayer CropScience; Gold Sponsors – Stine Seed Company and Sukup Manufacturing; Silver Sponsor and Official Truck of the 2021 Nebraska Ag Expo – Midwest Ford Dealers; and Media Sponsors – Midwest Messenger and Rural Radio Network.

Show hours run 8:30am to 4:30pm Tuesday and Wednesday, and 8:30am to 3:00pm Thursday. Register online for FREE admission at NebraskaAgExpo.com. Regular admission is \$5 at the door. For additional show information, visit NebraskaAgExpo.com.