



NEBRASKA AG EXPO
DECEMBER 6-8, 2022
LANCASTER EVENT CENTER | LINCOLN, NE

PRESS RELEASE

[FOR RELEASE: November 1, 2022]

SUBJECT: Nebraska Ag Expo Debuts Its New Innovation Hub

Lincoln, NE — Innovation Hub is the newest initiative by the Nebraska Ag Expo to bring the most cutting-edge technology in agriculture to the heart of the Midwest. Tens of thousands of farmers and ranchers who visit the Nebraska Ag Expo each year now have a centralized location to discover the most innovative ag products on the market today. From autonomous equipment to robotics to regenerative ag, these companies are transforming agriculture as we knew it.

Innovation Hub will convert 21,000 square feet of Pavilion 3 of the Lancaster Event Center in Lincoln into a modern agricultural wonderland, highlighting the area with bright carpet, white drapery, expanded lighting, and video wall.

These new ideas and innovative products are either being incubated by entrepreneurs, newly released by start-ups, or recently rolled out by specialty and major manufacturers who are seeking a platform to collectively market their technology to producers and prospective stakeholders.

“The speed of agriculture innovation and technology is moving at tremendous velocity,” said Iowa-Nebraska Equipment Dealers Association (INEDA) President and CEO Mark Hennessey. INEDA owns and manages the Nebraska Ag Expo. “Being the second largest ag show in the country, we believe ag innovation and technology deserve a big stage to showcase these products.

“The Nebraska Ag Expo will be *the* venue for innovative, technology-driven products. Our team is inspired by the response of companies who want to exhibit in the Innovation Hub, investors and media who want to see these products, and community leaders who are excited to be a part of it in Lincoln.”

This year’s Innovation Hub will showcase 57 companies. A full list of participating companies will be available online and includes the following companies highlighted here:

Garford Farm Machinery: Garford Machinery offers technologically advanced Robocrop mechanical weed control products for inter-row and in the row hoeing in a broad range of crops.

Frenchman Valley Coop (Raven Industries): OMNiPOWER™ is an autonomous power platform that couples with ag implements—like a seeder, sprayer, or spreader—so it can perform multiple tasks autonomously for your farming operation. Frenchman Valley Coop of Imperial, NE is the first in the United States to receive the OmniPower automated machine.

Sabanto Ag: Sabanto is a farming-as-a-service company that provides total turn-key agriculture services using its supervised autonomous equipment platform.



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Salin247: Salin247 will help increase the profitability and sustainability of crop production by changing the way we raise our crops. Salin247 (based out of Ames, IA) is building a platform for small, lightweight, electric-powered, autonomous crop production machines and providing a range of services related to the operation of these machines.

Vermeer: Nicknamed “Bale Hawk,” this autonomous bale mover is designed to help producers reduce the need for labor by moving bales from where they are dropped in the field to the field’s edge or a storage area. By taking a human pass out of the process and letting the machine do the work, operators can spend more time focused on different projects on their operation, while still getting their crop off the field in a timely fashion.

To participate in the Innovation Hub, companies must meet the qualifications and fill out the online application. Companies are allowed to exhibit in the Innovation Hub for up to two years.

About the Nebraska Ag Expo

The Nebraska Ag Expo is December 6-8, 2022 at the Lancaster Event Center in Lincoln, NE. Hours are 8:30am-4:00pm Tuesday and Wednesday and 8:30am-3:00pm Thursday. Regular admission is \$10 at the door. This year, visitors can register online and purchase tickets in advance at nebraskaagexpo.com/admission-survey to save \$5 on admission. Registration information is used for demographic, sponsor, and marketing purposes. Student tickets are free with a valid student ID.

The Nebraska Ag Expo is owned and managed by the Iowa-Nebraska Equipment Dealers Association (INEDA). The show is sponsored by: Diamond Sponsors – Farm Credit Services of America and AgDirect; Platinum Sponsors – Bayer CropScience, Nebraska Farm Bureau, and Stine Seed Company; Gold Sponsor – Sukup Manufacturing; Silver Sponsor and Official Truck Sponsor of the 2022 Nebraska Ag Expo – Midwest Ford Dealers; and Media Sponsors – Midwest Messenger and Rural Radio Network.

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