



Contact: Edward Browne
Director PR/Media
(502) 367-5184

Ryne Dunkelberger
Information Officer
(502) 367-5186

EXPERT INFORMATION AVAILABLE AT FREE SEMINARS

Louisville, Ky. (Jan. 31, 2011) - Agricultural enthusiasts won't want to miss the free educational seminars presented by several experts in the industry at this year's National Farm Machinery Show. With nine new expert-led sessions, the new seminars are dedicated to providing perspective on the present and future of the farming industry. The seminars are excellent additions to the products and equipment on display February 16-19 at the Kentucky Exposition Center.

Farm Journal Field Agronomists Ken Ferrie and Missy Bauer will kick off the seminar schedule with a presentation of the **"Corn College Tune-Up,"** which will highlight some of the top agronomic tips for farmers heading into the 2011 crop year. Ferrie, one of the only completely independent agronomists in the United States, runs an agronomic consulting business in Illinois. His previous agricultural experience includes working as a floater, crop scout, maintenance manager, coop manager and company agronomist. His counterpart, who also oversees a seminar session, Missy Bauer is a Farm Journal Associate Field Agronomist.

Farm Journal Media will feature a live taping of **"U.S. Farm Report."** A panel of industry experts will discuss the market future. After a spirited roundtable discussion, the taping will feature a question and answer session, where visitors can pose questions directly to the panel of professionals. The taping is scheduled for Thursday, Feb. 17 at 2:30 p.m. in South Wing Conference Center Room 105.

Representatives from notable industry leaders including AGCO, Capello, Case IH, Class, Cressoni, Geringhoff, Harvestec, John Deere, New Holland and Oxbo will discuss **"Stop Walking! Come hear company reps compare Soybean Headers"** in South Wing B, Room 104 on Thursday, Feb. 17. The seminar represents one of four "Stop Walking" seminars presented by Farm Industry News designed for consumers to compare and contrast products and their manufacturers.

As farming moves forward into the 21st century and the global demand for food and fiber increases, farmers are quickly adopting ingenious technologies to satisfy this worldwide appetite. DTN will present “**Technology Revolution**” discussing how technologies not only help produce greater quantities, but produce in efficient and sustainable ways. Among the technologies are: Wireless Communications, RTK to CORS, Precision Farming and Tier Four Engines.

The 2011 National Farm Machinery free seminar schedule is:

Wednesday, February 16

- 10:00 a.m. “Corn College Tune Up” with Ken Ferrie, Farm Journal Field Agronomist - *presented by Farm Journal, South Wing B 105*
- 11:30 a.m. “Marketing Secrets: The Insider’s Story” with AgWeb – *presented by Farm Journal, South Wing B 105*
- 1:00 p.m. “Rising Used Values: The New Reality,” with Greg Peterson, Implement & Tractor columnist- *presented by Farm Journal, South Wing B 105*
- 2:30 p.m. Marketing Outlook Seminar with Bob Utterback, Farm Journal Economist – *presented by Farm Journal, South Wing B 105*
- 4:00 p.m. “Stop Walking! Come hear company reps compare CROP SENSORS” – *presented by Farm Industry News, South Wing B 104*

Thursday, February 17

- 8:30 a.m. “Market and Weather Strategies” – *presented by DTN, South Wing C 101-104*
- 10:00 a.m. Marketing Outlook Seminar with Bob Utterback, Farm Journal Economist – *presented by Farm Journal, South Wing B 105*
- 11:30 a.m. “Growing Champion Corn & Soybean Yields! – *presented by DTN South Wing C 101-104*
- 1:00 p.m. “Stop Walking! Come hear company reps compare COMBINE CORN HEADS” – *presented by Farm Industry News, South Wing B 104*
- 2:30 p.m. Live Market Roundtable Taping of “U.S. Farm Report” – *presented by Farm Journal, South Wing B 105*
- 4:00 p.m. “Stop Walking! Come hear company reps compare SOYBEAN HEADERS” – *presented by Farm Industry News, South Wing B 104*

Friday, February 18

- 8:30 a.m. “Market and Weather Strategies” – *presented by DTN*, South Wing C 101-104
- 10:00 a.m. “Corn College Tune Up” with Missy Bauer, Farm Journal Associate Field Agronomist-
presented by Farm Journal, South Wing B 105
- 11:30 a.m. Technology Revolution – *presented by DTN*, South Wing C 101-104
- 1:00 p.m. “Stop Walking! Come hear company reps compare NITROGEN APPLICATORS”- *presented by Farm Industry News*, South Wing B 104

Farm Journal Media is the official communication partner of the National Farm Machinery Show. Visit the Farm Journal and AgDay site, www.AgWeb.com, the NFMS site, www.farmmachineryshow.org or watch AgDay Television for additional updates related to the show.

###

The National Farm Machinery Show, the nation’s largest indoor farm show, features the agricultural industry’s most comprehensive display of equipment, services and technology. Held annually at the Kentucky Exposition Center in Louisville, Kentucky, the show attracts 300,000 attendees from the United States and around the world. The Championship Tractor Pull, the country’s oldest indoor tractor pull, accompanies the show to provide an added element of entertainment and competition. The National Farm Machinery Show occupies over 1.2 million square feet of contiguous exhibit space, contributes \$21.5 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.

