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EXPERT INFORMATION AVAILABLE AT FREE SEMINARS

Louisville, Ky. (January 26, 2010) - Agricultural enthusiasts won't want to miss the free educational seminars presented by various farm-related companies at this year's National Farm Machinery Show (NFMS). This is a unique opportunity for the show's attendees to gain additional perspective on the present and future of the farming industry from crop production to the impact of new equipment. The seminars are excellent additions to the products and equipment on display February 10-13 at the Kentucky Exposition Center.

In addition to several popular seminars, there are six new seminars at NFMS, including: **Strategies for Tighter Margins** presented by Farm Journal; **“What's New at the Show – Guidance for Steering Implements,”** **“What's New at the Show – Strip-Tillage and Zone-Tillage Equipment,”** **“What's New at the Show – High-Horsepower, Row-Crop Tractors,”** presented by Farm Industry News; **Sustainability: What Capturing Carbon Means for Ag?** and **Grow Championship Corn Yields**, presented by DTN.

The first seminar of the four-day show, **“Agronomic Clinic”** will be taught by Ken Ferrie and Missy Bauer, a Farm Journal economist. The 90-minute session, which centers on fine-tuning crop production skills, is scheduled for Wednesday, Feb. 10 at 10:00 a.m., and again on Friday, Feb. 12 at 10:00 a.m. in Room 105 of the South Wing Conference Center. The program replicates plots in central Illinois to learn about various machinery technologies and practices in real farming situations.

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. Bauer is a Farm Journal Associate Field Agronomist.

Among those making their debut at the show is **“What's New at the Show – Strip or Zone-Tillage, Part I and II.”** This hot-topic seminar, hosted by Farm Industry News, is taught

by companies such as Brillion, Blu Jet, Sunflower, Remlinger, Case IH, Orthman, and others. These companies will discuss the newest technology that they have implemented. Due to the amount of information, this seminar is split into two parts and scheduled for Thursday, Feb. 11 at 1:00 p.m (Part 1) and 4:00 p.m. (Part 2).

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. 12 at 2:30 p.m. in South Wing Conference Center Room 105.

Another new learning experience is DTN’s “**Sustainability: What Capturing Carbon Means for Ag,**” moderated by Urban Lehner, DTN Editor-in-Chief and presented by Dr. Jerry Hatfield, Nobel Prize Contributor and Director of the National Laboratory for Agriculture and Environment, Agricultural Research Service and Chris Clayton, DTN Ag Policy Editor.

Attendees can observe the presentation Thursday, Feb. 11 at 11:30 a.m. in the South Wing Conference Center Room 104

The 2010 National Farm Machinery free seminar schedule is:

Wednesday, February 10

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| 10:00 a.m. | Agronomic Clinic with Ken Ferrie, Farm Journal Field Agronomist
<i>presented by Farm Journal, South Wing B 105</i> |
| 11:30 a.m. | Market and Weather Strategies
<i>presented by DTN, South Wing C 101-104</i> |
| 1:00 p.m. | Strategies for Tighter Margins, panel hosted by top producer
<i>presented by Farm Journal, South Wing B 105</i> |
| 2:30 p.m. | Marketing Outlook Seminar with Bob Utterback, Farm Journal Economist
<i>presented by Farm Journal, South Wing B 105</i> |
| 4:00 p.m. | “What’s New at the Show–Guidance for Steering Implements”
<i>presented by Farm Industry News, South Wing C 108</i> |

Thursday, February 11

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| 8:30 a.m. | “Market and Weather Strategies”
<i>presented by DTN, South Wing C 101-104</i> |
| 10:00 a.m. | Marketing Outlook Seminar with Bob Utterback, Farm Journal Economist
<i>presented by Farm Journal, South Wing B 105</i> |
| 11:30 a.m. | Sustainability: What Capturing Carbon Means for Ag
<i>presented by DTN, South Wing C 101-104</i> |

- 1:00 p.m. “What’s New at the Show – Strip-Tillage and Zone-Tillage Equipment, Part I”
presented by Farm Industry News, South Wing C 108
- 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. “What’s New at the Show - Strip-Tillage and Zone Tillage Equipment, Part II”
presented by Farm Industry News, South Wing C 108

Friday, February 12

- 8:30 a.m. “Market and Weather Strategies”
presented by DTN, South Wing C 101-104
- 10:00 a.m. Agronomic Clinic with Missy Bauer, Farm Journal Associate Field Agronomist
presented by Farm Journal, South Wing B 105
- 11:30 a.m. Grow Championship Corn Yields
presented by DTN, South Wing C 101-104
- 1:00 p.m. “What’s New at the Show - High-Horsepower, Row-Crop Tractors”
presented by Farm Industry News, South Wing C 108

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.

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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.

