



FOR IMMEDIATE RELEASE

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EVENT: **Hawkeye Farm Show**
 March 1, 2 & 3, 2016
 9AM – 4PM
 UNI-Dome
 Cedar Falls, Iowa



Hawkeye Farm Show Set to Showcase the Latest in Ag Products in Cedar Falls

Cedar Falls, Iowa – The Hawkeye Farm Show is set for March 1, 2, & 3, with more than 240 exhibitors featuring over 800 agricultural products and services. The 29th annual three day event is hosted on the campus of the University of Northern Iowa in the UNI-Dome. Admission and parking are free and the event is expected to bring over 20,000 area ag producers from Iowa, Minnesota, Wisconsin, and Illinois.

A key theme for the 2016 Show is on technologies that increase production and also reduce waste and lower expenses. Advanced precision farming techniques will be featured, as well as products and systems to manage and balance soil fertility. The latest GPS technology will be on display, along with the latest in equipment, tools, seed, chemicals, and management software.

Seminars by ISU Extension, Free Coffee & Rolls, and Great Prizes

In addition to exhibits, ISU Extension Service and Outreach will present agricultural seminars each day at 11:00AM and 1:00PM in the Alumni Room. The seminars are free to attend and feature new topics each day. Popular speaker and climatologist, Dr. Elwynn Taylor, will provide the 2016 *Weather Outlook* at 11:00AM on March 1. The full seminar schedule is available at www.HawkeyeFarmShow.com

Attendees who arrive early will enjoy free coffee and rolls until 10AM each day. Attendees can also register for the opportunity to win \$1,000 in Showbucks, given away at 1:00PM each day. Showbucks can be used as cash to purchase merchandise from farm show exhibitors.

“The Hawkeye Farm Show is a great opportunity to check out the latest in agricultural products and services, and also to learn from top speakers at the daily ISU seminars,” stated Show Manager, Penny

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Swank. *“The UNIdome is always warm and comfortable, and with free admission and parking, free coffee and rolls, and opportunities to win, it’s a great reason to visit Cedar Falls,”* she added.

The Hawkeye Farm Show runs March 1, 2, & 3, 2016 at the UNI-Dome on the campus of the University of Northern Iowa, in Cedar Falls, Iowa. Admission and parking are free. Show hours are 9AM – 4PM each day. For complete details, go to www.HawkeyeFarmShow.com or contact Penny Swank at (507) 437-7969.

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The Hawkeye Farm Show is produced by FarmShows USA, a division of Midwest Shows Inc. and producer of seven annual agricultural tradeshow hosted in Peoria, IL; Tulsa, OK; Vermillion, SD; Sioux Falls, SD(2); Cedar Falls, IA; and Oklahoma City. For additional information on FarmShows USA events visit www.FarmShowsUSA.com
