



**FOR IMMEDIATE RELEASE**

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**EVENT:**       **Hawkeye Farm Show**  
                  **March 3-4-5, 2020**  
                  **9AM – 4PM**  
                  **UNI-Dome**  
                  **Cedar Falls, Iowa**



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

*Cedar Falls, Iowa* – The Hawkeye Farm Show is set to run March 3-4-5, 2020, with more than 250 exhibitors featuring over 1000 agricultural products and services. The 33<sup>rd</sup> annual 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 2020 Show is 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, including Dr. Chad Hart's *2020 Ag Market Outlook*, presented on Wednesday at 11:00am. The full seminar schedule is available at [www.HawkeyeFarmShow.com](http://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 from more than 250 exhibitors, and also to learn from top speakers at the daily ISU seminars,"*

**-more-**

stated Show Manager, Scott Guttormson. *“Once again, we have a great line-up of presenters from ISU Extension Service, and with free admission and parking, free coffee and rolls, and opportunities to win, it’s a great reason to visit Cedar Falls,”* he added.

The Hawkeye Farm Show runs March 3, 4 & 5, 2020 (Tue, Wed, Thu) 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 additional information, go to [www.HawkeyeFarmShow.com](http://www.HawkeyeFarmShow.com) or contact Scott Guttormson at (507) 437-7969.

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The Hawkeye Farm Show is produced by Midwest Shows Inc., producer of six annual agricultural tradeshow hosted in Peoria, IL; Tulsa, OK; Vermillion, SD; Sioux Falls, SD; Cedar Falls, IA; and Oklahoma City. For additional information on Midwest Shows events, visit [www.MidwestShows.com](http://www.MidwestShows.com)

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## Daily Events Schedule

### Tuesday, March 3

9-10am: Free coffee & rolls (Arena floor)

9am-4pm Exhibits open

11:00am: **ISU Extension & Outreach Seminar: 2020 Weather Outlook**  
Dr. Dennis Todey, Climatologist, Alumni Room

1:00pm: \$1,000 Showbucks drawing

1:00pm: **ISU Extension & Outreach Seminar: Farm Transfer Planning**  
Melissa O’Rourke, Alumni Room

### Wednesday, March 4

9-10am: Free coffee & rolls (Arena floor)

9am-4pm Exhibits open

11:00am: **ISU Extension & Outreach Seminar: Ag Market Outlook**  
Dr. Chad Hart, Economist, Alumni Room

1:00pm: \$1,000 Showbucks Drawing

1:00pm: **ISU Extension & Outreach Seminar: Finalizing ARC/PLC Crop Insurance & Marketing Decisions**  
Dr. Steve Johnson, Farm Management Specialist, Alumni Room

**Thursday, March 5**

9-10am: Free coffee & rolls (Arena floor)

9am-4pm: Exhibits open

11:00am: **ISU Extension & Outreach Seminar: *Using Cover Crops to Improve Manure Management***

Brian Dougherty, Ag Engineering Specialist, Alumni Room

1:00pm: \$1,000 Showbucks Drawing

1:00pm: **ISU Extension Seminar: *Farm Stress Management***

Cynthia Thompson, Field Specialist, Alumni Room

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