



FOR IMMEDIATE RELEASE

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EVENT: **Hawkeye Farm Show**
 March 1-2-3, 2022
 9AM – 4PM
 UNI-Dome
 Cedar Falls, Iowa



35th Hawkeye Farm Show Set to Feature the Latest in Ag Products and Services

Cedar Falls, Iowa – The Hawkeye Farm Show is set to run March 1-2-3, 2022, with more than 200 exhibitors featuring over 1000 agricultural products and services. The 35th annual event is hosted on the campus of the University of Northern Iowa in the UNI-Dome. The event is expected to bring thousands of area ag producers from Iowa, Minnesota, Wisconsin, and Illinois. Admission and parking are free.

A key theme for the 2022 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 be providing in-person 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 *Ag Market Outlook for 2022 and Beyond*, presented on Wednesday at 1:00pm. The full seminar schedule is available at www.HawkeyeFarmShow.com. The website also features an interactive show floor plan, provided by Grinnell Mutual.

Free coffee and rolls will be provided until 10AM each day, sponsored by Farm Credit Services. Attendees can also register for a chance 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.

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"We are excited to be hosting the 35th Annual Hawkeye Farm Show. The show is a great opportunity to check out the latest in agricultural products and services from more than 200 exhibitors." stated Show Manager, Scott Guttormson. "And once again, we have a great line-up of in-person seminars from ISU Extension Service. 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 1, 2 & 3, 2022 (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 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

Daily Events Schedule

Tuesday, March 1

- 8:30-10am: Free coffee & rolls (Arena floor)
- 9am: Exhibits open
- 11:00am: **ISU Extension & Outreach Seminar: *The Farm and the Nursing Home: Plans, Powers and Financing.***
Melissa O'Rourke & Jeannette Mukayisire, Farm Management Specialists,
Alumni Room
- 1:00pm: \$1,000 Showbucks drawing
- 1:00pm: **ISU Extension & Outreach Seminar: *Transition the Farm to the Next Generation***
Kelvin Leibold, Farm Management Specialist, Alumni Room
- 4:00pm: Show closes

Wednesday, March 2

- 8:30-10am: Free coffee & rolls (Arena floor)
- 9am: Exhibits open
- 11:00am: **ISU Extension & Outreach Seminar: *Land Price Rental Rates***

Wendong Zhang, Associate Professor of Economics, Alumni Room

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

1:00pm: **ISU Extension & Outreach Seminar: *Ag Market Outlook for 2022 and Beyond***

Dr. Chad Hart, Economist, Alumni Room

4:00pm: Show closes

Thursday, March 3

8:30-10am: Free coffee & rolls (Arena floor)

9am: Exhibits open

11:00am: **ISU Extension & Outreach Seminar: *Maximizing the Value of Manure Nutrients***

Brian Dougherty, Field Agricultural Engineer, Alumni Room

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

4:00pm: Show Closes

