



**FOR IMMEDIATE RELEASE**

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**EVENT:**       **Hawkeye Farm Show**  
                  **February 27-28-29, 2024**  
                  **9AM – 4PM**  
                  **UNI-Dome**  
                  **Cedar Falls, Iowa**



**37<sup>th</sup> Hawkeye Farm Show Features the Latest in Ag Products and Services**

*Cedar Falls, Iowa* – The Hawkeye Farm Show is set to run February 27-29, 2023, with more than 200 exhibitors featuring over 1000 agricultural products and services. The 37<sup>th</sup> 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 mix of local and national exhibitors are scheduled to exhibit new products and services focused on increasing production, reducing waste and lowering expenses. Advanced precision farming techniques and products 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 Tuesday and Wednesday 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 2024 and Beyond*, presented on Tuesday at 1:00pm. The full seminar schedule is available at [www.HawkeyeFarmShow.com](http://www.HawkeyeFarmShow.com). The website also features an interactive show floor plan with exhibitor list.

Each day will kick off with free coffee and rolls from 8:30-10:00am, courtesy of Farm Credit Services, Arnold Motor Supply and Fleet Farm. Attendees can also register for a chance to win \$1,000 in

**-more-**

Showbucks, given away at 1:00PM each day, courtesy of Purple Wave Auction. Showbucks can be used as cash to purchase merchandise from farm show exhibitors. Winner must be present to win.

*“We are looking forward to a great Hawkeye Farm Show this year. Exhibitor participation is very strong, with many new companies participating. It’s a great opportunity to check out the latest in agricultural products and services from hundreds of local, regional and national companies,”* stated Show Manager, Scott Guttormson. *“And once again, ISU Extension has a great schedule of seminars. And with free admission, free 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 February 27-29, 2024 (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, February 27

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

9am: Exhibits open

11:00am: **ISU Extension & Outreach Seminar: *Cover Crops, Conservation to Protect Our Resources***

Catherine DeLong, ISU Extension Water Quality Manager, Alumni Room

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

1:00pm: **ISU Extension & Outreach Seminar: *The Ag Market Outlook for 2024 and Beyond***

Chad Hart, ISU Extension Ag Economist, Alumni Room

4:00pm: Show closes

### Wednesday, February 28

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

9am: Exhibits open

11:00am: **ISU Extension & Outreach Seminar: *Impacts of Cereal Rye on Nitrogen Cycling and Crop Production***

Richard Roth, ISU Extension Nitrogen Science Education Specialist, Alumni Room

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

1:00pm: **ISU Extension & Outreach Seminar: *Ag Market Outlook for 2023 and Beyond***

Dr. Chad Hart, Economist, Alumni Room

4:00pm: Show closes

**Thursday, February 29**

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

9am: Exhibits open

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

4:00pm: Show closes

