



FOR IMMEDIATE RELEASE

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EVENT: **Hawkeye Farm Show**
 March 3-5, 2026
 9AM – 4PM
 UNI-Dome
 Cedar Falls, Iowa



**39th Annual Hawkeye Farm Show to Showcase the Latest in Ag Products,
Technology, and Services**

Cedar Falls, Iowa – The 39th Annual Hawkeye Farm Show is set to take place March 3-5, 2026, at the UNI-Dome on the campus of the University of Northern Iowa. With more than 200 exhibitors displaying over 1,000 innovative agricultural products and services, this event is expected to draw thousands of agricultural producers from Iowa, Minnesota, Wisconsin, and Illinois. Admission and parking are free.

Attendees will have the opportunity to explore a wide range of local and national exhibits, featuring cutting-edge technologies and services designed to enhance production, minimize waste, and reduce costs. Highlights include advanced precision farming techniques, soil fertility management systems, GPS technology, and the latest in equipment, tools, seed, chemicals, management software.

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

In addition to exhibits, the Iowa State University (ISU) Extension and Outreach will host in-person seminars on Tuesday and Wednesday at 11:00 AM and 1:00 PM in the Alumni Room. These seminars, which are free to attend, will feature new topics each day. The complete seminar schedule is available on the event website at www.HawkeyeFarmShow.com. The website also features an interactive show floor plan and an exhibitor list.

Each morning will begin with free coffee and rolls from 8:30 to 10:00 AM, courtesy of Farm Credit Services, Arnold Motor Supply, and BankIowa. Attendees can also register for a chance to win \$1,000 in Showbucks, which will be given away at 1:00 PM daily. Showbucks can be

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used as cash to purchase merchandise from exhibitors. Winners must be present to claim their prize.

“We are excited for another successful Hawkeye Farm Show this year. Exhibitor participation is strong, with many new companies joining us. It’s an excellent opportunity to explore the latest agricultural products and services from hundreds of local, regional, and national businesses,” said Scott Guttormson, Show Manager. “And with ISU Extension seminars, free admission, free parking, free coffee and rolls, and the chance to win prizes, there’s no better reason to visit Cedar Falls.”

The Hawkeye Farm Show will be held March 3-5, 2026 (Tuesday, Wednesday, Thursday) at the UNI-Dome, located on the University of Northern Iowa campus in Cedar Falls, Iowa. Show hours are 9:00 AM – 4:00 PM each day. For more information, visit 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.

ISU Extension Seminar Schedule

Tuesday, March 3

11:00am: ***Manure, it’s Brown and Makes Green***

Dan Anderson, ISU Asst. Professor, Ag Engineering

1:00pm: ***Nutrient Management and Cover Crops in Today’s Economy***

Matt Helmers, ISU Director of Iowa Nutrient Research Ctr.

Wednesday, March 4

11:00am: ***Weed Management, It Gets Tougher Every Year***

Matt Everman, ISU Extension Weed Specialist

1:00pm: ***Nutrient Management and Cover Crops in Today’s Economy***

Chad Hart, ISU Extension Grain Markets Specialist
