



# Top 5 Tech Trends to Watch for in 2018 and Beyond



# Who is Farm Progress?





# Agriculture's most powerful information network

Unmatched: Multi-media producer reach and engagement tools



## DIGITAL

- Online Advertising
- Content Sponsorships
- Webinars
- Online Education
- eNewsletters
- Native Advertising
- Apps
- Audience Extension

## EVENTS

- Farm Progress Show
- Husker Harvest Days
- The Ag Data Conference
- New York Farm Show
- Farm Futures Ag Finance Boot Camp
- Farm Futures Business Summit
- Farm Futures Xchange

## DATA

- USAgiculture Masterfile
- USAgiculture Brandfile
- SmartReach

## PRINT

- National crop and livestock market coverage brands

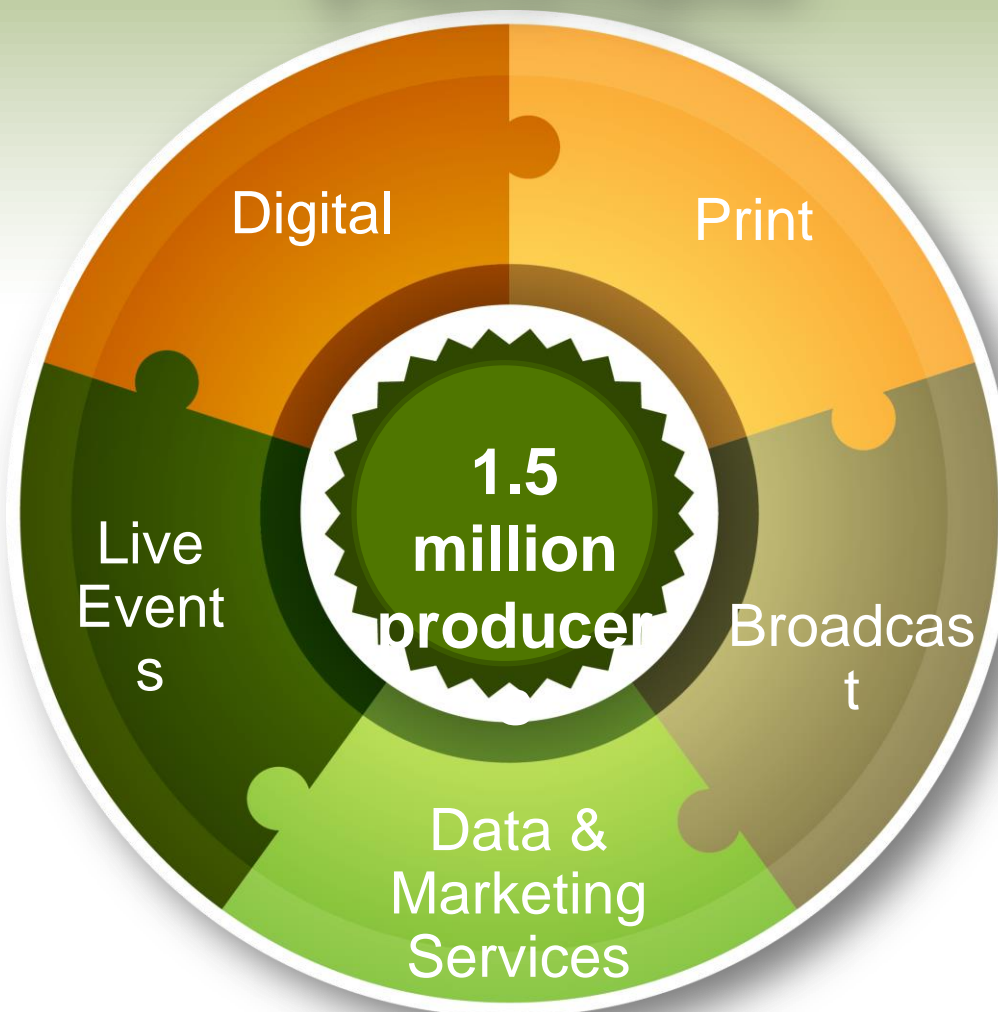
- State/Regional market coverage brands

## BROADCAST

- Radio
- TV
- Custom

## MARKETING SERVICES

- Research
- Lead Gen & Nurture
- Content Services
- Social Marketing
- Video Production
- White Papers
- Search Optimization
- Custom Publishing





# Led by deep content expertise

- The industry's most **authoritative**, **trusted** and extensive **on-staff** editorial team
- **Award winning** content and editors
- Editorial offices and staff located to serve the nation's key farming states and agronomic regions





# informa

**Informa PLC** operates at the **heart** of the **Knowledge** and **Information** Economy. It is one of the world's leading business intelligence, academic publishing, knowledge and events businesses. With more than 7,500 colleagues globally, it has a presence in all major geographies, including North America, South America, Asia, Europe, the Middle East and Africa.

**Farm Progress** is part of the **Global Exhibitions** group.



## 5 Core Industries:

Agribusiness Intelligence  
Pharma Intelligence  
Financial Intelligence  
Tech/Media Telecom  
(TMT) Intelligence  
Maritime Intelligence



Academic  
Publishing



Business  
Intelligence



Global  
Exhibitions



Knowledge &  
Networking



**7,700**  
colleagues  
worldwide



**£1.5bn (\$1.9bn U.S.)**  
Revenue



**Listed on the London  
Stock Exchange and a  
member of the FTSE 100**



**Headquartered  
in London**  
Global portfolio,  
>20 countries



# INVEST

# Local insight/Midwest — Farm Progress 13 State/Regional Brands

- **Midwest, Northeast and Northwest Agriculture Coverage.** An experienced team of editors cover the local nature of this important national business. Each of the staff members on this team live in the markets they cover, and know what farmers are seeking when it comes to information.



AAM audited circulation & demographics

\*For more information please contact your Farm Progress account manager.

# Local Insight/The South — Farm Press Local Brands

**Sunbelt Agriculture Coverage.** Unparalleled coverage in some of the most diverse agriculture in the country. The Farm Press brand, part of the Farm Progress family, is a trusted name across the region.



AAM audited circulation & demographics

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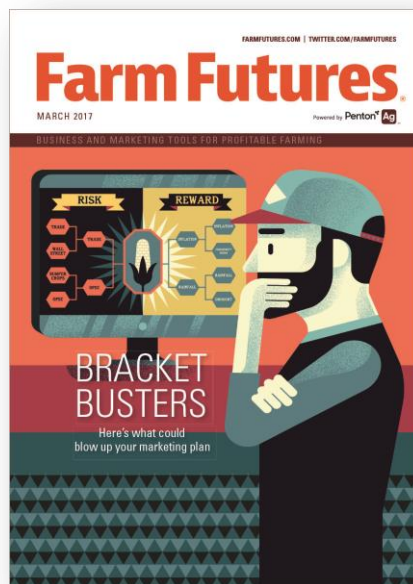


# Demanding readers, demand more – we deliver



AAM audited circulation & demographics

“Think Different” approach to the applied-science of agriculture with an in-depth look at agronomics, soil health/conservation, and data mining/management success from an ROI perspective.

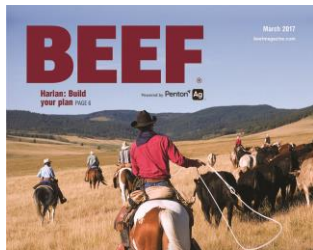


Management and marketing insight for high-volume producers with a focus on risk management, money and strategic input decision-making.

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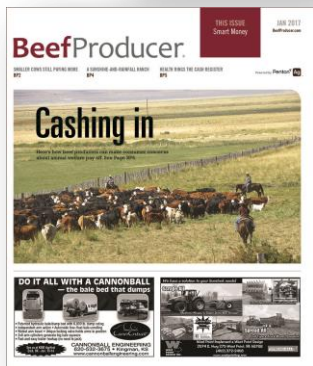
# Covering livestock too



- **BEEF** - Production and management insight for large-scale producers and the beef industry



- **BEEF Vet** - Tools, strategies and business practices to help bovine veterinary practitioners working in the beef industry



- **Beef Producer** - Production and management insight for commercially significant producers
- Demo feature section in the Farm Progress and Farm Press state and regional publications



- **Feedstuffs** - News and insight for feed, grain and animal production industry professionals



- **National Hog Farmer** - Production and management insight for large-scale producers and the swine industry

All publications - AAM audited circulation & demographics



# LIVE EVENTS

An aerial photograph of a large-scale agricultural fair or show. The scene is dominated by numerous white, rectangular tents of various sizes, some with striped awnings, arranged in rows. Large parking lots filled with hundreds of cars are visible in the upper left and center. In the foreground, there are rows of brown, tilled soil, likely for a tractor pull or similar event. The background shows a mix of green fields, trees, and some industrial structures under a clear sky.

Farm Progress Show

Husker Harvest Days

The Ag Data Conference

New York Farm Show

Farm Futures Business Summit

Farm Futures Ag Finance Boot Camp



# Where are we going, where have we been?



# 1. Biotech

## CRISPR-Cas9, Talen and the rest

*Gene editing is coming of age.*

- Creates very targeted approach
- Far cry from the 'old days' of biotech
- Incredibly precise

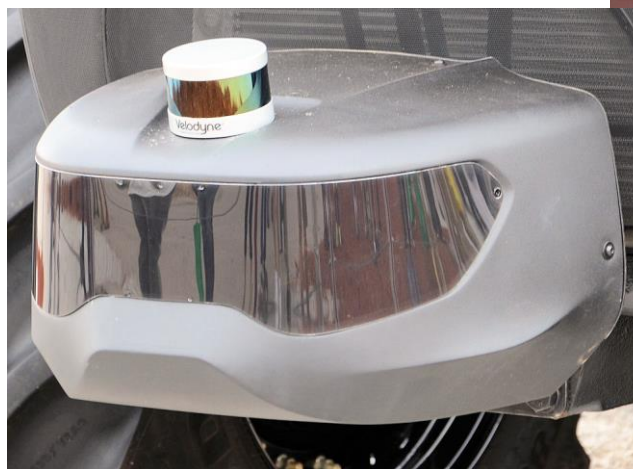




## 2. Sensors

### New ways to see – the sensor revolution is at hand!

- Vision sensors are just one type
- Engine sensors monitor all types of information
- Strain gauges and load cells also capture information
- Sensors are cheap



## 3. IoT – Internet of Things

Jurriaan  
Ruys





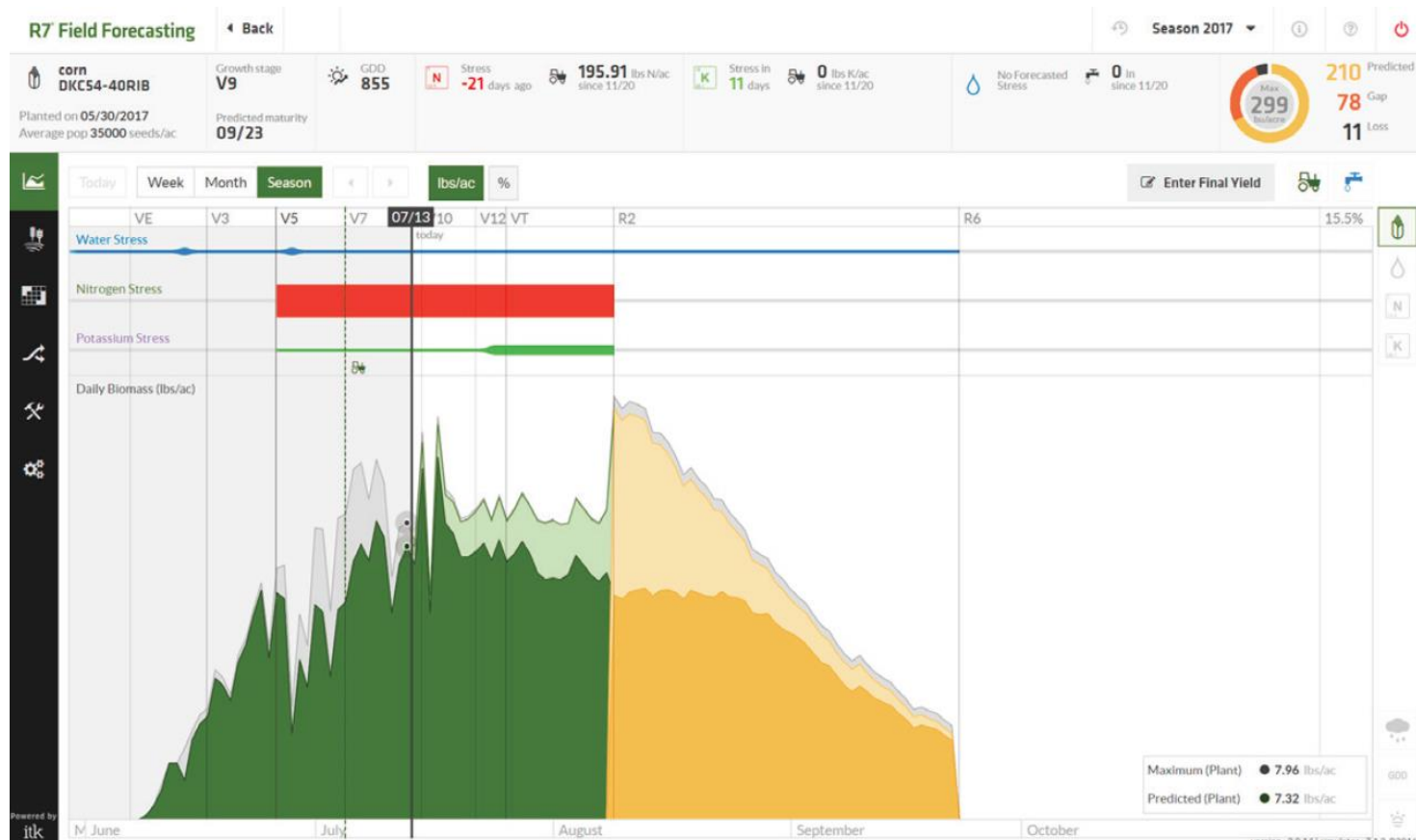
## 4. Automation

# ROBOTS



## 5. Crop Modeling/Analytics

Grow that crop in your computer – modeling gets better





# Thank you

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# Agriculture's most powerful information network.

Our insights / Your success

ONLINE ■ PRINT ■ DATA ■ EVENTS ■ BROADCASTING

AMERICAN  
Agriculturist.

**BEEF**

**BEEF**Vet.

**Beef**  
Producer.

**Corn+**  
**Soybean**  
**Digest.**

**Dakota**Farmer.

**DELTA**  
FarmPress.

**Farm Futures.**

**Feedstuffs.**

**Feedstuffs.**  
FoodLink.

**INDIANA**  
PrairieFarmer.

**Irrigation**Extra.

**Kansas**Farmer.

**Michigan**Farmer.

**Missouri**Ruralist.

**Nebraska**Farmer.

**National**  
**Hog**Farmer.

**Ohio**Farmer.

**Prairie**Farmer.

**SOUTHEAST**  
FarmPress.

**SOUTHWEST**  
FarmPress.

**Tack'n**  
**Togs.**

**The Farmer.**

**Wallaces**Farmer.

**WESTERN**  
FarmPress.

**WESTERN**  
Farmer-Stockman.

**WISCONSIN**  
Agriculturist.

**Ag** MasterFile.

**Ag** BrandFile.



**FARM**  
**PROGRESS**  
SHOW.



**HUSKER**  
**HARVEST**  
DAYS.

**Farm Futures**  
Business Summit.

**Farm Futures**  
Ag Finance Boot Camp.



**NEW YORK**  
FARM SHOW.



**THE AG DATA**  
CONFERENCE.



**Farm Futures**  
Xchange.

**FarmProgress**  
America.

**MAX ARMSTRONG'S**  
**Midwest Digest.**

**This Week In**  
**AgriBusiness.**