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Latest Precision Ag Technologies To Be Featured at the 2017 Western Farm Show

KANSAS CITY, Missouri (January 23, 2017) – With the rapid adoption of precision agriculture in recent years, it's no surprise that new technologies that help farmers be more efficient and productive will be prominently on display at the 2017 Western Farm Show.

This year's event will be held Feb. 24-26 at the American Royal Complex in Kansas City, Missouri, once again offering one of the largest indoor displays of farming and ranching equipment and other agricultural products in the Midwest.

"Farmers and ranchers who come to the Western Farm Show want to learn as much as possible about the latest products and innovations that can help them enhance their operations," said show manager Ken Dean. "Advanced new technologies, including precision ag tools, continue to generate strong interest among our attendees."

Following are examples of the many exhibitors displaying ag precision products at the 2017 Western Farm Show:

- MFA Incorporated, based in Columbia, Missouri, will display a multi-hybrid planting system that enables farmers to plant two hybrids in the same row, switching back and forth as environments change, to plant the products that will produce the most in each environment. "Yield potential can often vary in the same field, calling for different hybrids in different areas," said Jason Worthington, MFA Incorporated senior staff agronomist. "This advanced system enables farmers to maximize their yield by planting the hybrid that will perform the best across their whole field." MFA Incorporated, which is a primary sponsor of the Western Farm Show, will also highlight hydraulic downforce systems designed to provide more consistent crop emergence and stand, with less soil compaction.
- Record Harvest, of Nevada, Missouri, will showcase the latest drone software which enables farmers using a cell phone or tablet to program a flight plan and create a mosaic of high-quality images across the field. Farmers can use these photos to identify issues like pest infestations or nitrogen loss in corn. With this system, up to 400 images can be captured for a 100-acre field and woven into a single high-definition, geo-referenced image. "We're very excited to offer farmers this advanced tool," said Steve Cubbage,

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president of Record Harvest. "The software is compatible with most off-the-shelf drone equipment and photos can be uploaded and processed within 30 to 45 minutes."

- Outback Guidance, based in Hiawatha, Kansas, will display autosteer and variable application rate technologies that enable farmers to eliminate overlaps, reduce hot spots and ensure even application across the entire field, regardless of shape or size. Flexible programming technology controls machine functions for spraying, spreading and anhydrous applications. "GPS technology is no longer just a novelty, it's become a mainstay in agriculture," said Bill Hargis, Outback Guidance territory manager. "It not only ensures greater precision and accuracy, but also reduces costs and operator fatigue."

In addition to precision ag tools, Western Farm Show attendees can browse aisles and aisles of other farming and ranching equipment, ranging from tractors, sprayers and combines to head gates, feeding systems and loading chutes. Construction equipment, seed products, farm buildings and thousands of other ag products and services will also be showcased.

Other show attractions include the Low-Stress Livestock Handling Demonstration, Health and Safety Roundup, FFA Day, Family Living Center and a cooking demonstration.

The Western Farm Show is produced and managed by Western Equipment Dealers Association, a trade group representing approximately 2,400 farm, industrial and outdoor power equipment dealers in the U.S. and Canada. Show hours are from 9 a.m. to 5 p.m. on both Friday and Saturday, and from 9 a.m. to 4 p.m. on Sunday. Adult admission is \$8 and free for children 12 and under.

For more information, including the full list of show exhibitors, visit www.WesternFarmShow.com. Like us on Facebook at www.facebook.com/WesternFarmShow and follow us on Twitter at www.twitter.com/WesternFarmShow.