

Registration Open for 2014 Successful Farming® Tools of the Future Tour

Event to showcase drones, wearable computers and other cutting-edge innovations that will make farmers more profitable in the field

DES MOINES, Iowa, May 28, 2014 /PRNewswire/ -- Drones are coming to farms, and sooner than you might think. If commercial guidelines from the Federal Aviation Administration come through as scheduled, these unmanned aircraft could be hard at work on the farm in time for the 2015 growing season.

These drones, or unmanned aerial vehicles (UAVs), will be one of many high-tech gadgets demonstrated at the **Successful Farming® Tools of the Future Tour**, hosted by Meredith Agrimedia. The **tour**—sponsored by **Firestone Agricultural Tire**, **Climate Corporation**, and **Precision Planting**—includes three stops with identical one-day symposiums happening at the following locations:

- June 12 – Urbandale, Iowa (Living History Farms)
- June 17 – Bloomington, Illinois (Agri Center)
- June 19 – West Lafayette, Indiana (Beck Center)

This tour is for anyone who wants to explore the latest, state-of-the-art agricultural tools that will make farmers more profitable in the field. Watch industry's leading innovators showcase what's on the horizon that can help farmers run their operations more efficiently, boost yields, and produce better results with fewer inputs and oversight. Each event includes demonstrations and hands-on exhibitions on UAVs (drones) in action, wearable technology, crop sensors, compaction-reducing equipment, data collection and management, and more tools you can expect to use on your farm in the near future.

"This tour is a great opportunity for farmers to interact with agriculture experts, innovators, and other farmers to see and use tools shaping the future of farming—not 20 years down the road, but within the next year," says David Kurns, Successful Farming Editorial Content Director.

At a cost of \$35—including lunch—Tools of the Future should be a great day for farmers and agribusiness to explore how to take farming into the future by operating smart tools in the field, implementing new planter innovations, and applying the latest in agronomic technologies involving tillage, drainage technology, cover crops, and soil testing.

For more details and to register, go to agriculture.com/toolsofthefuture, or contact Harold Reetz at Harold.Reetz@ReetzAgronomics.com. Register by June 1 to lock in the \$35 rate.

About Meredith Agrimedia

The Meredith Agrimedia brand was founded in 2013 and builds on Meredith's 110-year heritage of serving the information needs of rural and farm families. It encompasses *Successful Farming*, *Living the Country Life*, ***Agriculture.com*** and *Ageless Iron Almanac* to provide marketing solutions by engaging those living on the land through a wide variety of platforms, including publishing, digital, broadcast and mobile.

SOURCE Meredith Agrimedia

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