

Ag in Motion moves to a digital event with the launch of Discovery Plus

Saskatoon, SK., May 7, 2020 – In light of the COVID-19 pandemic, it is no surprise that Ag in Motion will take place as a digital event this year. Show organizers have determined that the gates cannot safely open to over 30,000 guests.

“The safety of our exhibitors, sponsors, attendees, partners, volunteers and staff, suppliers and local communities is of the utmost importance to us,” says Rob O’Connor, Ag in Motion Show Director. “We considered such things as limiting group sizes within the show site, distributing hand sanitizer to every attendee, ramping up cleaning protocols, and more, but when it came down to it, the risk is too high for our guests and staff.”

In its place comes the new Ag in Motion Discovery Plus, a digital event that will deliver interactive content from the field, giving participants a unique vantage point to see equipment and agricultural technology in a way they haven’t been able to before. This event – free for farmers– will run July 21 – 25, 2020.

“COVID-19 has caused so much uncertainty and taken away our choice to gather together and learn in the ways that we are used to,” says O’Connor. “But farming is essential, and more important than ever. So, we rolled up our sleeves to find innovative solutions. We’re going to build a digital event that will deliver elements of Ag in Motion, like crop plots and side-by-side equipment demos, directly to farmers. Because we know you’ll still be farming.”

Ag in Motion Discovery Plus will incorporate the signature features of Ag in Motion in a reimagined format. Demonstrations and other features will be hosted or moderated by a team of Glacier FarmMedia journalists, from familiar brands like The Western Producer, Grainews, Manitoba Cooperator and Canadian Cattlemen.

Equipment demonstrations will feature air seeders and tillage equipment through a video series highlighting each piece. A machinery expert will get behind the wheel of high-clearance sprayers and UTVs and provide insightful commentary about each piece of machinery for a digital Ride & Drive experience. Knowledge-based sessions, livestock central, crop plots, product launches and a robust exhibitor showcase will all be featured as well.

The event will also include contests, chats, show specials and other ways to interact with agricultural companies and other farmers.

Ag in Motion Discovery Plus is a free event for farmers. Those who purchased Ag in Motion show tickets online will receive a refund in the coming weeks. For more information visit aginmotion.ca

Ag in Motion’s parent company, Glacier FarmMedia, is the agricultural division of Glacier Media Inc., an information communications company focused on the provision of primary and essential information and related services through print, electronic and online media. The Glacier FarmMedia family includes: Canada’s Outdoor Farm Show, the Farm Forum Event, Western Producer, Grainews, Country Guide, Manitoba Co-operator, Canadian Cattlemen, Alberta Farmer Express, Farmtario, Le Bulletin des Agriculteurs, AgDealer, Global Auction Guide and Farmzilla. For more information visit farmmedia.com.

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