

**FOR IMMEDIATE RELEASE****INFORMATION AGRICULTURE 2011 CONFERENCE (INFOAG 2011)  
ONE OF THE LARGEST**

August 9, 2011—Norcross, Georgia, USA— A near record attendance of 715 participants at the InfoAg 2011 meeting held this past July 12-15 in Springfield, Illinois, contributed to the largest biennial educational meeting series organized by the International Plant Nutrition Institute (IPNI) in North America.

InfoAg is a precision agriculture conference designed for those that provide or use precision ag technology or approaches. In this tenth edition of the meeting, which began in 1995, IPNI partnered with Crop Life Media Group and PAQ Interactive to provide this interactive forum of more than 50 oral presentations and over 80 ag industry exhibits. Dr. Steve Phillips, IPNI Southeast US Director and staff lead for the event, said “The success of InfoAg reflects the interest in precision agricultural practices and technologies which is growing rapidly throughout the agricultural world.”

“InfoAg covers all aspects of agriculture, and offers an opportunity to present the 4R Nutrient Stewardship framework within the appropriate context of right-managed systems employing the best technology and practices our current industry and its supporting science can provide,” explained Dr. Paul E. Fixen, IPNI Senior Vice President, Americas and Oceania Group, and Director of Research.

InfoAg 2011 conference papers, meeting details, and contacts can be found at the conference website: >[www.infoag.org](http://www.infoag.org)< or visit the IPNI website: >[www.ipni.net](http://www.ipni.net)<

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*Digital photos taken from InfoAg 2011 are available at >[www.ipni.net/pr](http://www.ipni.net/pr)< or on request.*