

Information Agriculture Conference

SET FOR AUGUST 9 - 11, 1999

The popular Information Agriculture Conference series will continue with InfoAg99 scheduled for August 9, 10, and 11, 1999. Organized by the Potash & Phosphate Institute (PPI), Foundation for Agronomic Research (FAR), and Purdue University, InfoAg99 will take place at the Stewart Center on the campus of Purdue University, in West Lafayette, Indiana.

"The 1999 program will focus on adaptation of site-specific technologies and information systems related to crop production. Past conferences in 1995, 1996 and 1997 provided effective forums which brought together diverse groups in production agriculture. The upcoming conference will feature analysis and interpretation of data and its incorporation into comprehensive nutrient management planning and decision-making," said Dr. Paul E. Fixen, PPI Senior Vice President and conference planning coordinator. In one program track, 20 site-specific management guideline topics will be presented.

In addition to an agenda of expert speakers and workshop sessions for smaller groups, there will again be an exhibit area where companies and organizations can display new products and services in data management, analysis, and communications technology.

A communications showcase will feature educators demonstrating how interaction among farmer/dealer/landlord/banker can be improved to better use available resources for more profitable production. A "cyberfarm community" will demonstrate the potential of information technology.

The conference is expected to appeal to a cross-section of people in agriculture, including top farmers, fertilizer dealers, consultants, Certified Crop Advisers, farm managers, government agency personnel (particularly Natural Resources Conservation Service), uni-



versity researchers, teachers, Extension specialists, and international participants.

Another key section of the program will highlight aspects of building a business around site-specific systems. Commerce experts will discuss service business opportunities for retailers and consultants. The

CyberDealership Workshop returns with a fresh look at putting the pieces together for a business plan.

Also participating as sponsors of InfoAg99 are: AgriNews Publications; *Dealer Progress/PrecisionAg Illustrated*; Doane Agricultural Services; Environmental Systems Research Institute – ESRI GIS; *Farm Chemicals/Ag Consultant*; John Deere Precision Farming; United Soybean Board; and VantagePoint Network.

Registration fee to attend the conference is \$350 per person for payment received by July 10, \$450 thereafter.

For registration information contact:

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More information on registration procedures, exhibitor fees, hotel accommodations, and other details are available. Obtain current program and other updates about the conference at www.ppi-far.org/infoag99. 