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## INFOAG 2013 CONFERENCE ON PRECISION AG CONTINUES TO ATTRACT RECORD ATTENDANCE

**July 26, 2013 – Norcross, Georgia, U.S.** – Strong interest in the development and implementation of precision ag technologies was highly evident at the most recent InfoAg Conference, which drew a record number of participants this July 16-18, in Springfield, Illinois.

During the 11th edition of the conference, which began in 1995, the International Plant Nutrition Institute (IPNI) partnered with Crop Life Media Group, and PAQ Interactive to provide the “premier precision ag event of the year” designed to share expertise amongst practitioners, vendors, and researchers, and showcase new developments within the precision ag industry.

“InfoAg was designed to be a leading edge source for information on technology in crop production, data management, and communication and it continues to deliver,” said Dr. Terry Roberts, IPNI President. “I was impressed with the enthusiasm and excitement of the audience and the quality of the presentations.”

In his opening address to the plenary session titled “Connecting the Dots”, Dr. Steve Phillips, IPNI Southeast U.S. Region Director, and InfoAg Conference Co-Chair summarized, “You can see how this conference has grown and the depth of the relationships and the partnerships that we’re able to form by bringing all levels of precision agriculture together at this one event.” He also emphasized the increasing role of precision ag in 4R Nutrient Stewardship (i.e., using the right nutrient source at the right rate, right time, and right place) throughout the world, in both developed and developing countries. “It’s going to take all of us working together, and it’s going to be the precision ag industry that’s going to move 4R Nutrient Stewardship forward.”

As a reflection of the growth of the conference and a desire to build on the momentum generated from the event, the InfoAg Conference will be moved from its traditional biennial conference schedule to an annual event beginning in 2014, which will take place in St. Louis, Missouri.

InfoAg 2013 Conference papers and contacts can be found at the conference website <http://www.infoag.org> or please visit the IPNI website: <http://www.ipni.net/conferences>.

*Additional links for the InfoAg Conference:* InfoAg Conference Newsletter: <http://infoag.org/subscribe>, InfoAg on Twitter: @infoag

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