

Farm Show rooted in Central Minnesota

St. Cloud, Minn. - After 43 years the Central Minnesota Farm Show, organized by the St. Cloud Area Chamber of Commerce, is still delivering the goods. The formula is simple: Assemble hundreds of vendors from every corner of the agriculture industry and let both the farming and non-farming communities know about it. The combination results in an average of over 4000 visitors for the three-day event.

This year's Farm Show is scheduled for February 23, 24, 25, at the St. Cloud Civic Center. Admission to the event is free. The show is coordinated and arranged by the St. Cloud Area Chamber of Commerce Farm Show Committee.

Rick Poganski, committee chair from Principal Financial Group, says the event offers something for anyone with an interest in the agriculture industry. "Visitors can look for special product offers, entertainment, and educational opportunities from a variety of professional vendors," says Poganski.

Agricultural meeting grounds

Since opening its doors four decades ago, the Farm Show has been a popular community event for Central Minnesota. Serving over a 100 mile radius, the show gives area farmers a unique opportunity to check out the season's newest products, as well as socialize with other members of the agriculture industry. It also allows vendors a rare chance to meet their customers in person.

Chad Carlson of Carlson Wholesale in St. Cloud, says the Farm Show is their main pipeline to the customer. "Most visitors just come to see what's new," says Carlson. Customers visit Carlson's five-booth display to chat with the sales team, pick up new catalogues and comparison shop.

Carlson points out that the Farm Show kicks off the start of the prime time agri-business season. Farmers browse now and buy later. Come early spring sales start to take off and continue non-stop into fall.

Necessary components

Much like the machines on display, the agriculture industry depends on a complex network of parts to keep it running smoothly. With so many industry representatives on hand at one time, the Farm Show clearly illustrates the many components successfully at work.

And once again all the pieces are in place for a 2010 show that promises to bring the same level of quality vendors, customers, and information that make the Farm Show a Central Minnesota tradition.

What: The Central Minnesota Farm Show - Sponsored by the St. Cloud Area Chamber of Commerce

Where: St. Cloud Civic Center, 10 4th South,
St. Cloud, MN 56301

When: February 23, 24, 25
Hours are from 9:00 a.m. - 4:00 p.m.

Cost: Admission is free to the general public

Parking: \$5 at the Civic Center. Prices vary in other locations.