

Keeping the farm in Farm Show

St. Cloud, Minn. - Imagine visiting a home and garden show and finding fishing poles on sale. Sure, it might provide a convenient distraction for bored spouses, but it has little to do with the home or the garden. Each year the Central Minnesota Farm Show planning committee faces the same dilemma. Approached by vendors that sell non-industry related merchandise, the group must decide which merchants are genuinely appropriate for the event.

“Farmers aren’t interested in knick-knacks,” says Greg Theis, Greg E. Theis Remodeling and chairman of the 2012 Central Minnesota Farm Show. “We work very hard to keep the quality of vendors high.” For a farmer, there’s little incentive to use a workday looking at products that are available in a standard retail outlet. Year after year the Farm Show strives to deliver an event that is both relevant and useful to the Central Minnesota agriculture industry. The show provides farmers with a rare opportunity to view multiple products first-hand. And it’s this one-stop convenience that keeps visitors coming back.

Ultimately, keeping the farm in Farm Show requires careful consideration of industry changes, logistics and consumer interests. The Farm Show Committee has proven that it’s possible to make adjustments without sacrificing quality, and that’s one thing that will never change.

The Central Minnesota Farm Show is organized by the St. Cloud Area Chamber of Commerce.