

Agriculture, Mobile Technology Take Center Stage at SXSW Interactive Festival

Farmers will be represented at the world's premiere interactive media event, the annual South by Southwest (SXSW) Interactive Festival in Austin, Texas.

Members of the ag media, machinery & technology, and social media industries will present a SXSW panel discussion Friday, March 11, entitled "How Farmers Get Serious Business Done with Mobile." The panel will dispel the myth that farmers aren't "wired" and explain how a growing number of farmers are starting to use mobile devices to stay connected and conduct business, even from the cab of the tractor or combine miles away from the home or office.

Farmers are becoming increasingly dependent on wireless technology, from tweeting about industry issues, checking markets, researching equipment, booking trips to China and connecting with their kids on Facebook - all during their time in the cab of a GPS-piloted combine. This panel will explore the various applications for mobile technology on the farm, how farmers are getting serious business done with smart phones, and what new innovations are coming around the corner.

"It's exciting to see how farmers are using mobile tools and evolving their business as a result," says Jeff Caldwell, Multimedia Editor for Successful Farming magazine and Agriculture.com at Meredith Corporation in Des Moines and one of the panelists. "It's really interesting to think about the ways in which agriculture will change in the coming years."

Adds panel moderator Nathan T. Wright, founder of Des Moines-based Lava Row, a social media consulting firm: "We are just on the verge of seeing how mobile devices will connect - and coordinate - the farms of the future. I am fortunate to be exploring this topic with agriculture industry leaders in front of the world's tech-savviest audience."

Wright and Caldwell will be joined by Audrey Bartlett, Product Marketing Manager with John Deere's Intelligent Solutions Group in Urbandale, and Justin Davey, Multimedia Producer with Meredith Corporation in Des Moines. Also joining the panel is Neil Mylet, a Camden, Indiana, farmer and founder of LoadOut Technologies.

"In many ways, farmers are leading the way with adoption of new technology. It's only fitting for farmers to get a seat at the table at one of the world's premiere technology events," Caldwell adds. "I'm excited to share their experience and authority on this topic."

SXSW Interactive sessions will be held March 11-15, 2011 in Austin, Texas. For more on the SXSW session go to http://schedule.sxsw.com/events/event_IAP5858.

Additional resources

www.sxsw.com

www.agriculture.com

<http://m.agriculture.com>

www.lavarow.com

www.loadouttechnologies.com

www.deere.com/en_US/ProductCatalog/FR/category/FR_GREENSTAR.html

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