



National Ag Day

Taking the message of agriculture to Washington, D.C.

After two years of virtual programming, National Ag Day was back in a big way this year – on the National Mall in Washington, DC. Farm machinery and equipment, along with exhibits representing the myriad agricultural segments, lined the walkways of the Mall March 21-22.

“The goal of the exhibit was to showcase how innovation and technology drive sustainability on the farm,” said Amy Bradford, GROWMARK Corporate Communications Manager, and president of the National Ag Day Committee. “It was thrilling to see agriculture represented in our nation’s Capital, and to witness the scores of people interested in learning about how American farmers and ranchers produce food, fiber, and fuel for a growing world population.”

While the equipment was popular with many attendees – what kid (or adult) can pass up climbing into a tractor cab or the seat of a combine? – the DeLaval mobile milking exhibit saw a steady stream of inquisitive attendees. The robotic milker demonstrated the entire milking process, without a human touch of anything other than the button which started the machine.

Other exhibits included a Hemp House which showcased the use of the industrial fiber in housing materials, and in the new i3 BMW electric automobile; samples of genetically modified pineapple and papaya frozen treats; and several companies, including Microsoft, demonstrating the technology housed in the equipment.

Ag company representatives also hosted tours for legislators, regulators, and agency officials to drive home the connection between innovation, technology, and sustainable farming practices.



