



## Media Contact

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## FAST FACTS

### 2020 World Ag Expo®

- Theme: Focusing on Ag
- 2.6 million square feet of exhibit space
- 1,400 volunteers
- 25 year-round staff
- 2019: 102,800 attendees from 48 states and 65 countries; 1,452 exhibitors
- Held in #3 ag county in the nation – Tulare County!
  - Total gross production value of \$7.2 billion in 2018 (*Tulare County Crop & Livestock Report 2018*)
  - Top 3 commodities: Milk, Grapes, Oranges
  - Fruits & Nuts make up 56.9% of agricultural products

### History of World Ag Expo®

- 1968: Tulare Field & Row Crop Equipment Show
  - 157 exhibitors, 28,000 attendees
- 1969: California Farm Equipment Show
- 1972: California Farm Equipment Show and International Exposition
- 1982: Moved from Tulare Fairgrounds to current location
- 2001: World Ag Expo®
  - Over 1,500 exhibitors, 100,000 attendees
- 2020: 53<sup>rd</sup> show

### Reasons to Attend

- Research products and network with industry leading ag companies
- Top-10 New Products Competition, Sponsored by Bank of America
  - Find the next new innovation for your operation
- 50+ seminars over three days
  - Learn about the latest trends in ag from industry experts
  - Topics include Irrigation, International Trade, Dairy, Hemp and more
- Toyota Tundra Giveaway, Benefitting Valley Children's Healthcare
- NEW for 2020: Hemp Education & Marketing Pavilion (H.E.M.P.) and Hemp Innovation Challenge