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**FOR IMMEDIATE RELEASE**



**EVENT:        Sioux Falls Farm Show  
                  January 28-29-30, 2026  
                  9am-5pm (Wed & Thur), 9am-4pm (Fri)  
                  Denny Sanford Premier Center, Convention Center, & Arena  
                  Sioux Falls, South Dakota**

**The Sioux Falls Farm Show Returns to the Denny Sanford Premier Center  
January 28-30, 2026**

**Sioux Falls, SD** – The region’s largest indoor ag trade show returns as the Sioux Falls Farm Show takes over the Denny Sanford Premier Center January 28–30, 2026, featuring 350+ exhibitors and 1,000+ ag products and services. This three-day event is expected to draw over 18,000 ag producers from South Dakota, Minnesota, Iowa, and Nebraska.

With exhibits spanning the Premier Center, Convention Center, and Sioux Falls Arena, the Sioux Falls Farm Show is one of the largest agricultural trade shows in the region. Exhibits will be open from 9:00 AM to 5:00 PM on Wednesday and Thursday, and 9:00 AM to 4:00PM on Friday. Free coffee and rolls are served each morning from 8:30 to 10:00 AM in the Sioux Falls Arena. Attendees can plan their visit, view an interactive exhibitor floor plan, and stay updated on the latest show news by visiting [www.SiouxFallsFarmShow.com](http://www.SiouxFallsFarmShow.com) and following the event on Facebook. Local radio station WNAX will also be broadcasting live from the event each day.

Ron Bormaster, Show Manager, states, *“The 29th annual Sioux Falls Farm Show is the perfect place to explore the latest in agricultural products and services. With free admission and parking, daily seminars and complimentary coffee and rolls each morning, it’s a great reason to visit Sioux Falls and stay current on new innovations in the industry.”*

**-more-**

## Daily Agricultural Seminars by SDSU Extension

In addition to the exhibition, SDSU Extension will offer free daily seminars at 1:30 PM each day at the Convention Center. A new speaker and agricultural topic will be featured each day,

**Daily Seminars – 1:30 PM (Convention Center Room #7)**

- Wed., Jan 28: ***Insect Management Challenges in Eastern South Dakota*** – Phil Rozeboom, SDSU IPM Coordinator
- Thu., Jan 29: ***Enhanced Efficiency Nitrogen Products. What does this mean and when do they work?*** – Dr. Jason Clark, SDSU Fertility Specialist
- Fri., Jan 30: ***Does it Pay to Spray Corn and Soybean Diseases in South Dakota?*** – Dr. Madalyn Shires, SDSU Plant Pathology Specialist & Connie Strunk, SDSU Plant Pathology Field Specialist

These seminars provide valuable insights into key topics impacting producers in the region.

## Exciting Prize Giveaways

Attendees will have the chance to win exciting prizes throughout the event:

- **\$2,500 Seed & Fertilizer Prize Package:** Sponsored by **Wyffels Hybrids** and **N-Rich Plant Food**, one \$2,500 seed and fertilizer package will be given away each day at Noon. Attendees can register for the drawing at the Wyffels and N-Rich booths in the Convention Center.
- **\$500 Bomgaars Gift Card:** **Bomgaars** is hosting a DeWalt tool blowout at their exhibit, with \$500 Bomgaars gift cards given away at Noon and 3:00 PM each day.

## Event Details

- **Dates:** January 28-30, 2026
- **Location:** Denny Sanford Premier Center, Sioux Falls, SD
- **Exhibit Hours:**
  - **Wednesday & Thursday:** 9:00 AM – 5:00 PM
  - **Friday:** 9:00 AM – 4:00 PM
- **Admission:** Free
- **Parking:** Free

For additional information, including a full list of exhibitors, seminar schedules, and more, visit [www.SiouxFallsFarmShow.com](http://www.SiouxFallsFarmShow.com).

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