

Written by Dorothy Tate
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Local farmer hosts Mobile Experience in the Quad Cities

BETTENDORF, Iowa (June 16, 2011) – Residents in the Quad Cities got a peek into the life of American farmers and had the chance to better understand the challenges they are facing by touring Monsanto's America's Farmers Mobile Experience. The traveling exhibit is a 53-foot long trailer that expands into 1,000-square-feet of exhibit space, designed to showcase the lives and contributions of American farmers.

Kevin Green, local farmer, had the opportunity to host the Mobile Experience in his hometown at Isle Casino in Bettendorf on June 7 and 8. "I think it is great that we as farmers now have this tool to help us better communicate with consumers," Green said. "This is a step in the right direction and hopefully it will bring greater awareness about where food comes from."

Visitors enter the Mobile Experience to find interactive tools that identify the challenges farmers face as they increase food production to meet the needs of a growing world population. A 180-degree theater features a video spotlighting an American farm family and what they are currently doing to meet those challenges. In the video, visitors hear three generations of farm women speak about what farming means to them.

The final phase of the tour highlights the tools and technologies farmers use every day that help them produce safe, affordable and abundant food, fuel and clothing.

America's Farmers Mobile Experience Gives Residents a Look into the Life of an American Farmer

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America's farmers grow our economy and care for our land. Monsanto wants to involve the consumer in every aspect of the farmer's life, from food production to the challenges they face. America's farmers ship nearly \$100 billion worth of crops around the world, and generate 24 million jobs in the United States. But even with these significant accomplishments, the reality is that many Americans aren't familiar with the increasing demands a skyrocketing population has placed on farmers to feed, fuel and clothe the world. Monsanto hopes to change that one person at a time through this new Mobile Experience.

For more information on Monsanto's America's Farmers Mobile Experience or to hear from other American farm families, please visit www.AmericasFarmers.com.

About Monsanto Company

Monsanto Company is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world's natural resources such as water and energy. To learn more about our business and our commitments, please visit: www.monsanto.com. Follow our business on Twitter® at www.twitter.com/MonsantoCo, on the company blog, Beyond the Rows, at www.monsantoblog.com, or subscribe to our News Release RSS Feed.

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