

CROPS AND CATTLE

CONFERENCE & AG EXPO

AUGUST 4-6, 2026
Kansas City



EVENT OVERVIEW

Crops & Cattle — Conference & Ag Expo invites farmers, ranchers and ag pros to the Kansas City Convention Center August 4-6, 2026. Produced by *High Plains Journal*, this new event builds on more than 75 years of trusted agricultural reporting and education—bringing together the people driving American agriculture through practical learning, innovation and connection.

Exhibiting or sponsoring Crops & Cattle offers:

- Alignment with a trusted, producer-first ag brand
- Attendees focused on profitability, efficiency and growth
- Direct access to decision-makers evaluating tools and services

Crops & Cattle will attract:

- Farmers and ranchers focused on efficiency
- Ag professionals driving innovation and growth
- Crop and livestock producers diversifying revenue
- Students and emerging professionals

Education will be built around real-world challenges:

- **Crops & Forage** — Precision ag, soil health and input efficiency
- **Cattle & Livestock** — Herd health, genetics, grazing and marketing
- **Operations & Profitability** — Cost control, efficiency and growth

BY THE NUMBERS

6 keynote and special presentations

20 expert-led education sessions

13 active tradeshow floor hours

The event will target a **12** state geo surrounding the Great Plains

The show producer, *HPJ* taps into an engaged audience of more than **160K** print and digital subscribers

Past *HPJ* in-person events have seen a **99.6%** attendee satisfaction rating

Contact **Jason Koenig** to showcase your brand at #Crops&Cattle:

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314-873-3125

"HPJ events are known for education and networking with thoughtful leaders and producers. At Crops & Cattle 2026, you will make connections that drive cropping systems and cattle programs forward to tackle marketplace challenges and seize new opportunities."

– Zac Stuckey, Publisher, *High Plains Journal*

