

Ag PhD to Salute Farmers as Participant in the 2018 Rose Parade®

BALTIC, SOUTH DAKOTA (December 13, 2017) – Ag PhD is pleased to announce its participation in the 2018 Rose Parade on January 1, 2018 in Pasadena, California. The theme of this year's parade is *Making A Difference*, and the theme of the Ag PhD float is "Salute to Farmers." Ag PhD aims to use their participation in the event to call attention to how the unsung heroes of agriculture are making a difference for everyone in the world.

"After all, who makes more of a difference than farmers?" said Brian Hefty, co-host of Ag PhD TV and Radio. "Without farmers and the food supply farmers produce, no one would be here. Farmers work tirelessly to feed our growing world, and they do a fantastic job. The United States, for example, has the healthiest, most abundant, safest, and cheapest food supply in the world! That's all thanks to farmers."

The strength of agriculture has always been its people. That's why Ag PhD is excited to welcome 100 farmers onto the Ag PhD Rose Parade float. To supplement this announcement, we have interviewed several float participants to allow them to share their stories and give people insight into how farm families work hard to feed families from all around the United States and the world. Read these profiles under the Rose Parade section at www.agphd.com.

QUICK FACTS

- **AG PHD FLOAT THEME:** Salute to Farmers
- **RIDERS:** 100 farmers, which should be a record number of riders on a single float.
- **FLOAT DIMENSIONS:** Approximately 18' wide by 110' long and 30' tall at its peak. This will be one of the biggest in the parade.
- **DECORATION:** Ag PhD has collected seed of all different kinds from across the United States.
- **ATTENDING THE PARADE IN PERSON:** You can stand anywhere along the parade route for free or buy reserved seats at sharpseating.com
- **PARADE TIME:** January 1 at 8 a.m. Pacific, 9 a.m. Mountain, 10 a.m. Central, 11 a.m. Eastern. Tune in earlier than that for pre-parade coverage!



Concept Art of the Ag PhD Salute to Farmers Float. Ag PhD is Honored to Participate in the 2018 Rose Parade on January 1, 2018 in Pasadena, CA.

For more information about the Ag PhD Salute to Farmers Float in the 2018 Rose Parade, visit www.agphd.com.

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About Ag PhD®

Ag PhD has been providing information for farmers for the past 20 years. Through the national platforms of Ag PhD television and Ag PhD Radio on SiriusXM, hosts Darren and Brian Hefty help farmers increase their yield and profitability while sustainably feeding an increasingly hungry planet. Ag PhD is the number one agronomy television program in the U.S. today, and is seen in several foreign countries, as well. 2018 also marks the 5-year anniversary of the Ag PhD Radio Show that broadcasts on SiriusXM 147 every weekday at 2 p.m. Central. Darren and Brian are farmers, agronomists, and proud parents. For more information and to watch or listen full episodes of Ag PhD TV and Radio, visit www.agphd.com. Like Ag PhD on Facebook and follow us on Twitter and YouTube.

About the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. 935 volunteer members of the association will drive the success of 129th Rose Parade themed "Making A Difference," on Monday, January 1, 2018, followed by the College Football Playoff Semifinal at the 104th Rose Bowl Game. For more information, visit www.tournamentofroses.com. Like us on Facebook and follow us on Twitter, Instagram and YouTube.