Monsanto is changing the way people look at farmers and is highlighting the great things farmers do to feed our growing world with their mobile experience traveling exhibit. The traveling exhibit tells the story of American farmers and how they are meeting the challenges of the growing planet.

The traveling exhibit is a 53 foot semi trailer that when parked expands to the 1000 square foot exhibit with three sections. The mobile experience takes approximately twenty-four minutes to go through the three sections.

The first section focuses on meeting global demands. Features include, magazine displays, true or false touch-screen quizzes, interactive globe displays and a growth population counter.

The second section is a 180-degree movie screen where visitors can have a seat and enjoy the feature video. The short video shows how farmers, through technology and hard work, are meeting the challenges of a growing population. The video spotlights the commitment of farmers to the land through family roots and a passion for farming.

The third section of the exhibit shows the importance of technology and traits with stations on plant breeding seed scanners and seed chippers and biotechnology features.

Each section is staffed with expert Monsanto employees to answer questions and help educate the visitors.

The mobile experience has a real-time population counter to show visitors how the population is growing second by second. Through this exhibit Monsanto hopes to stress the importance of farmers during this global expansion of population. As the population grows farmers are using technology to produce greater volumes of crops to make sure the population had food and nourishment.

The America’s Farmers Mobile Experience travels to all parts of the United States to fairs, festivals, farm shows, and anywhere it is requested. The exhibit reaches more than thirty events per year.