

# U.S. Farm Report Recording Highlights

The nation's longest-running syndicated television show dedicated to agriculture and rural issues will be part of the 2021 Northern Corn and Soybean Expo.

"U.S. Farm Report" has been on the air for more than four decades. An episode of the show, including an ag marketing panel discussion, will be recorded during the first day of

the Expo.

Like the rest of the 2021 Expo experience, the "U.S. Farm Report" recording is available virtually to any registered participant.

Host Tyne Morgan says that COVID-19 has affected how "U.S. Farm Report" is put together. More interviews are conducted by video conference, which used to be seen as

a last resort because the video quality was often suspect. Now, the technology is helping the show to expand its coverage.

"With limits on travel, we rely on Zoom much more, allowing us to capture interviews in Washington, D.C., one minute and to check in with a farmer in North Dakota the next," Morgan says. "Geography is no longer a limitation. It really has helped us expand our coverage and take a deep dive into the hottest issues impacting agriculture today."

Morgan, who will also serve as the emcee for the Northern Corn and Soybean Expo, states that the biggest challenge for taping a show like "U.S. Farm Report" is not having audience interaction. Over time, however, Morgan says that she and the rest of the crew have adjusted.

"I'm surprised how conversational the discussions can still be in a virtual world. I think we've learned a lot this past year, and we've seen how technology can be a huge asset. Our panel also thoroughly enjoys audience questions toward the end of our broadcast," Morgan explains, "so that's an element we didn't want to lose, even when we do broadcasts virtually."

Morgan will be hosting a panel of commodity experts who will examine ag market opportunities for 2021. Marketing is often a topic on the show, but the panel format will allow for a deeper examination than is typically available in the half-hour show.

"Our panel will be able to take a deeper dive into the biggest market movers at the time as well as give

some insight into what a year like 2021 can hold. Participants will have the opportunity to ask our panel questions directly," Morgan adds.

Morgan has hosted "U.S. Farm Report" since 2014. She says that 2020 was an exhausting year for many in agriculture given issues such as crop-production challenges during the year, trade issues and the COVID-19 outbreak. A grain price rebound and a strong market demand late in the year did give reason for optimism. Morgan believes that many farmers are still cautious about the future.

"I think farmers are just cautious with questions such as 'Can these prices last?' 'Will China's strong appetite for U.S. ag goods continue?' The caution—with both prices and strong export momentum—is justified. Let's just hope 2021 is a little less eventful in the terms of sharp drop in prices," Morgan says. "While there is a lot to be thankful for, and prices have turned a corner, there's no denying 2020 was a very exhausting year."

Even though they'll have to join virtually in 2021, Expo participants should find the "U.S. Farm Report" recording both informational and entertaining.

"The thing I enjoy about all the analysts we have on is their passion," Morgan states. "They are passionate about the market, but they're also passionate about providing a service to our viewers. That also makes our discussions a lot of fun!"

The panel and "U.S. Farm Report" recording will take place on Tuesday, February 23, 2021.

—Story by Daniel Lemke



Tyne Morgan has hosted "U.S. Farm report" since 2014. She will host an episode of the show to be recorded during the virtual Northern Corn and Soybean Expo.

**February 23 and 24, 2021 | 8:00 a.m. – 11:00 a.m. CST**

**Register to Join the Virtual Expo Today!**

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