



FOR IMMEDIATE RELEASE

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Health Screenings Bring Preventive Care to Farm Families at 2026 Wisconsin Farm Technology Days

Attendees of 2026 Wisconsin Farm Technology Days will have access to a wide range of free health screenings, thanks to Marshfield Clinic, a Platinum Sponsor of this year's event.

These screenings are part of a broader effort to bring accessible, preventive healthcare directly to rural communities – meeting farm families where they are.

Available screenings and services will be located at the corner of central and first street within tent city and it will include:

- Blood pressure checks
- N95 respirator fit testing
- Hearing and audiology education
- Skin cancer screenings
- Mammogram education

Each of these services plays a critical role in early detection and prevention – especially in agricultural communities, where individuals often delay care due to time constraints, distance from providers or the demands of farm work.

High blood pressure is often called a “silent condition” because it can go unnoticed while increasing the risk of heart disease and stroke. Hearing loss is another common but underdiagnosed issue in agriculture, where prolonged exposure to loud equipment can lead to permanent damage. Skin cancer risks are elevated for people working long hours outdoors, while proper respirator fit testing is essential for protecting lung health in environments with dust, chemicals and other airborne hazards.

“Preventive care is one of the most powerful tools we have to improve long-term health outcomes,” said Dr. Jennifer Meece, Marshfield Clinic Research Institute executive director. “By offering these screenings in a setting that is already part of farmers’ routines, we can remove barriers and make it easier for individuals to take that first step.”

Serving rural regions across Wisconsin and beyond, Marshfield Clinic is deeply committed to improving community health. Through community outreach, research, and partnerships, Marshfield Clinic works to advance health equity and ensure that rural populations have access to the care and information they need.

Primary care at Marshfield Clinic emphasizes prevention through regular screenings, check-ups and early intervention – helping patients identify concerns before they become serious health issues.

By offering these free services at the 2026 Farm Technology Days, the organization continues its long-standing commitment to rural health, agricultural safety, and community well-being. Attendees are encouraged to take advantage of as many screenings as they would like during the event. No appointments are necessary.

“Healthcare should be accessible and convenient,” Meece said. “This is an opportunity for farm families to prioritize their health in a way that fits their lives.”

Wisconsin Farm Technology Days will take place July 14–16 from 9 a.m. to 4 p.m. at Redetzke’s No Joke Dairy in Stratford.

Wisconsin Farm Technology Days, Inc. is the premier Wisconsin agricultural showcase hosted by generous farm hosts around the state each summer. New innovations, technologies, products and services are featured by hundreds of exhibiting companies and organizations to provide resources to farmers and the public. Thousands of attendees from across the Midwest seek the event to learn more about agriculture by networking. Wisconsin Farm Technology Days, Inc. is a nonprofit 501(c)(3) dedicated to education and sharing knowledge.