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**Stratford, Wis. – Get ready, Wisconsin – Farm Technology Days is back and “We’re Serious!”**

The countdown is officially on for Wisconsin Farm Technology Days 2026, returning to Marathon County July 14-16, 2026, at Redetzkes’ No Joke Dairy near Stratford. The Redetzke family – fifth-generation dairy producers known for their commitment to innovation and sustainability – will welcome thousands of visitors, exhibitors, and ag professionals from across the Midwest for one of the largest agricultural shows in the region.

The “We’re Serious” theme sets the tone for a powerful celebration of progress, people, and pride in Wisconsin agriculture. From cutting-edge robotics and precision farming to live field demonstrations and youth engagement, the 2026 show will spotlight how seriously Wisconsin takes its role as a national leader in agriculture and innovation.

“We’re serious about agriculture, community, and the future of farming,” said Matt Redetzke, Co-Owner of No Joke Dairy. “Hosting Farm Technology Days is an honor – and we’re building an experience that celebrates everything great about Wisconsin ag.”

Behind the scenes, dozens of local committees and volunteers are already working to bring the show to life – organizing exhibitor zones, field demos, and educational features that will inspire both farmers and consumers.

The 2026 show promises:

**Next-Gen Technology:** hands-on demos of the latest in automation, robotics, and precision ag.

**Massive Field Demos:** live field events showcasing cutting-edge equipment in action.

**Community Connection:** local food, entertainment, and networking spaces for all ages.

**Youth & Education Areas:** interactive ag experiences for the next generation.

Mark your calendars now for July 14-16, 2026 – and follow #WFTD2026 and @WIFarmTechDays on social media for behind-the-scenes updates, volunteer opportunities, and early announcements as the excitement builds.

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.