



FOR IMMEDIATE RELEASE

December 15, 2025

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WI Farm Technology Days and Rural Mutual Insurance Reinforce Partnership

Wisconsin Farm Technology Days (WFTD), the state's premier agricultural education and technology exposition, and Rural Mutual Insurance, Wisconsin's largest farm insurance provider, are proud to announce the continuation of their long-standing partnership supporting Wisconsin's farm families, rural communities, and the future of agricultural innovation.

This renewed commitment strengthens a shared vision between both organizations, one rooted in promoting safety, sustainability, education, and emerging farm technologies that improve efficiency and resilience across the industry.

Rural Mutual Insurance Company has been a cornerstone sponsor of WFTD for decades, delivering trusted insurance guidance while aligning with the show's mission of showcasing groundbreaking advancements in equipment, precision technology, smart farming solutions, and best-in-class agricultural practices. Together, WFTD and Rural Mutual continue to equip attendees with the resources and knowledge necessary to thrive in an evolving digital-ag landscape.

"Wisconsin's deep agricultural roots drive our educational mission to ensure farmers have information to make critical business decisions," said Janet Keller, General Manager - Wisconsin Farm Technology Days. "Rural Mutual Insurance Company has consistently shown its commitment not just to WFTD, but to Wisconsin's rural identity. We're proud to continue building this partnership for years to come."

"Wisconsin Farm Technology Days represents everything Rural Mutual stands for...community, stewardship, progress, and protecting the people who keep Wisconsin strong," said Jenny Martin, Director of Marketing at Rural Mutual Insurance Company. "Continuing this partnership reaffirms our dedication to supporting agriculture at every level, from preserving tradition to advancing the industry."

The partnership will continue delivering:

- On-site farm risk-management and insurance education
- Joint promotion of agricultural safety initiatives

- Support for emerging precision and telematics technologies
- Commitment to farm-family wellbeing and rural community engagement
- Investment in the next generation of agricultural leaders

As WFTD prepares for future shows, including Farm Technology Days 2026 at Redetzke's No Joke Dairy in Marathon County, themed "We're Serious", the partnership remains a key pillar amplifying the importance of smart farming and rural resilience.

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.

Rural Mutual Insurance Company has been protecting Wisconsin for over 90 years and is the state's No. 1 writer of farm insurance and No. 4 writer of commercial insurance. As an AM Best A+ Superior company, Rural Mutual provides a full line of insurance products exclusively to Wisconsin farms, families, and businesses. The company is headquartered in Madison with over 150 local agents across the state.