



FOR IMMEDIATE RELEASE

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Can-Am Off-Road Demo Experience Coming to 2026 Wisconsin Farm Technology Days

STRATFORD, Wis. — The 2026 Wisconsin Farm Technology Days is excited to announce that Can-Am Off-Road will bring a special demo experience to this year's event, taking place July 14-16, 2026, at Redetzkes' No Joke Dairy near Stratford, Wisconsin.

Attendees will have the opportunity to experience Can-Am Off-Road vehicles firsthand while exploring the latest advancements in side-by-side capability, comfort, technology, and performance designed for both work and recreation.

Wisconsin Farm Technology Days annually attracts more than 30,000 attendees from across Wisconsin and the Midwest, making it one of the region's largest outdoor agricultural events.

Farmers, agribusiness professionals, rural families, outdoor enthusiasts, and consumers attend the show each year to experience the newest innovations in agriculture, equipment, and rural living. The 2026 show theme, **"We're Serious,"** reflects the dedication, innovation, and forward-thinking mindset driving Wisconsin agriculture and rural communities into the future.

"We're serious about making Wisconsin Farm Technology Days an experience for everyone — from production agriculture and rural landowners to hobbyists, outdoor enthusiasts, and families," said Mason Gukenberger, Publicity & Promotion Chair for the 2026 Wisconsin Farm Technology Days. "The Can-Am Off-Road demo experience brings another exciting, hands-on attraction that connects with people from all backgrounds while showcasing innovation, capability, and the outdoor lifestyle that's such a big part of rural Wisconsin."

In addition to the Can-Am Off-Road demo area, attendees can expect field demonstrations, educational exhibits, agricultural technology showcases, live entertainment, and family-friendly attractions throughout the three-day event.

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.