

Reinke Launches 'Beyond Irrigation' Podcast to Explore the People and Ideas Shaping Agriculture

New podcast highlights the stories in agriculture you haven't heard yet

DESHLER, NE, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Agriculture is about more than what happens in the field, it's about the people, challenges and innovations shaping the future of farming. Those are the conversations behind the new podcast "Beyond Irrigation" that launches today. Sponsored by Reinke, the world's largest privately held irrigation company, the podcast takes the conversation beyond irrigation—and brings it full circle for listeners.

“

The future of agriculture is about more than irrigation. It's about the conversations we have, the ideas we share and the innovations that help growers make better decisions for their operations.”

Chris Roth

Each episode offers an engaging conversation about topics relevant to today's farm operations. While irrigation will remain an important part of the conversation, the podcast will also explore broader issues influencing agriculture—from technology and efficiency to sustainability, productivity and the future of farming.

“Growers are facing more challenges and more opportunities than ever before,” said Chris Roth, president of Reinke. “The future of agriculture is about more than irrigation. It's about the conversations we have, the ideas we share and the innovations that help growers make better decisions for their operations. Beyond Irrigation is designed to bring those conversations directly to growers.”

Hosted by Reinke team members Jake Beam and Sabreana Wit, “Beyond Irrigation” brings two very different perspectives, and a shared curiosity, to every conversation. With more than 50 years of combined experience in irrigation technology, the duo's goal is to go beyond what they already know. Each episode gives them—and listeners—the opportunity to ask questions, learn something new and discover the unexpected stories behind the people shaping agriculture.

The podcast debuts just in time for Husker Harvest Days, the world's largest irrigated farm show and a longtime gathering place for growers to explore new technologies and connect with others

in agriculture. Growers can connect with the stories, whether they're walking this show or sitting in the cab. The first episode will highlight Nate Freitag of Free Day Popcorn. Listeners will hear how his family farm changed when they began growing the specialty crop and some of the surprises they found along the way.

Episodes of "Beyond Irrigation" are available now on [Reinke.com](https://reinke.com), YouTube, Apple Podcasts and Spotify. Listeners can subscribe to the show and follow along as Jake and Sabreana take conversations full circle. For more information, visit [Reinke.com/podcast](https://reinke.com/podcast).

About Reinke Manufacturing: With hundreds of dealers in more than 40 countries, Reinke Manufacturing is the world's largest privately held manufacturer of center pivot and lateral move irrigation systems. Family-owned since 1954 and headquartered in Deshler, Neb., Reinke develops products and technology designed to increase agricultural production while providing labor savings and environmental efficiencies. Reinke is a continued leader in industry advancements, being the first to incorporate GPS, satellite-based communications, and touchscreen panel capabilities into mechanized irrigation system management. For more information on Reinke or to locate a dealership, visit [Reinke.com](https://reinke.com) or call 402-365-7251.

Jodi Hoatson
Reinke Manufacturing Co., Inc.
+1 402-365-7251
irrigation@reinke.com



This press release can be viewed online at: <https://www.einpresswire.com/article/942437256>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.