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For Immediate Release

Farm Journal Foundation Names Tom Dorr to Board of Directors

Philadelphia, PA (January 4, 2011) – It was announced today that Thomas C. Dorr, president and CEO of the U.S. Grains Council and former USDA undersecretary for rural development during the George W. Bush administration, has been named to the board of directors of the Farm Journal Foundation.

Dorr's appointment completes the recently formed board, which held its first meeting Dec. 7, 2010, in Indianapolis. In addition to Dorr, directors of the newly formed nonprofit organization include: Jim Morris, president of the Indiana Pacers and former CEO of the United Nations World Food Program; Kip Tom, managing partner of Tom Farms, with operations in Indiana and South America; Lyle Orwig, CEO of Charleston | Orwig, a public affairs and marketing agency; Andy Weber, chairman of the Foundation and CEO of Farm Journal Media; Chuck Roth, senior vice president of project development at Farm Journal Media; and Charlene Finck, senior vice president of editorial and content development at Farm Journal Media.

The Farm Journal Foundation launched its "Farmers Feeding the World" campaign in October to rally the U.S. agriculture industry to raise funds for hunger charities and provide education about modern agriculture to consumers. The initial goal of the campaign is to raise \$20 million and ultimately \$100 million annually to fight hunger through development and relief efforts and consumer education.

"The campaign's primary goal is to raise meaningful financial contributions for organizations like Heifer International, Feeding America and the World Food Program's Red Cup project," said Weber. "Our diverse board of directors is critical in helping us refine our strategy and providing the independent oversight a project of this scale needs to fulfill its mission. We're pleased to announce nearly \$6 million in commitments to date."

About the Farm Journal Foundation

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining U.S. agriculture's ability to serve the vital needs of a growing world population with education and assistance focused on the unique interests of people and organizations aligned with U.S. agriculture. The Foundation will house Farm Journal's myriad advocacy initiatives such as the Farmers Feeding the World campaign and elements of the Farm Journal Legacy Project.