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For Immediate Release

Farm Journal Media Announces Two New Hires

Cedar Falls, IA (May 31, 2011) Farm Journal Media welcomes the recent addition of Brian Harvey Hogue, Project Director for Farm Journal Foundation, and Julie Schmitt, Sales and Marketing Director for *Pro Farmer*.

“We are very excited to have Brian and Julie join our team,” said Chuck Roth, Senior Vice President of Project Development at Farm Journal Media. “Brian’s diverse experience and education in agriculture, marketing and policy matters uniquely qualify him to help lead our Farmers Feeding the World fundraising and educational activities. Julie’s experience and capabilities are well suited to the growth opportunities we have for *Pro Farmer’s* high-value products and services for producers and agribusiness.”

Hogue will be responsible for managing the marketing and educational activities of the Farm Journal Foundation’s Farmers Feeding the World initiative. He earned an agricultural degree from Texas A&M University and was most recently with the J.R. Simplot Company in Boise, Idaho, where he was involved in domestic and international marketing for the company’s fertilizer business. Prior to joining J.R. Simplot Company, Hogue served as a staffer in the White House on the National Economic Council as part of the George W. Bush administration’s agricultural policy team.

Schmitt joins Professional Farmers of America, a division of Farm Journal Media, with responsibility for managing all of the newsletter group’s subscription and sponsorship activities. She was most recently with Gazette Communications in Cedar Rapids, Iowa, where she served as Circulation Marketing Manager and Senior Manager of Customer Care. Schmitt’s career includes sales and management roles in a number of businesses in eastern Iowa, including her own building supply store.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV” and “Outdoors on the Farm” national TV programs. Its websites include the industry leader, *AgWeb.com*, and *MyMachinery.com*. Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.

About *Pro Farmer* and Professional Farmers of America

Professional Farmers of America (PFA) is part of Farm Journal Media, the nation's leading agricultural media company. PFA provides news, perspective and analysis presented in a variety of formats, including the weekly *Pro Farmer* newsletter—the nation's most widely circulated agricultural newsletter. The organization is also known for its seminars and live events, including Midwest Crop Tour.