

For more information, contact:

Chuck Roth
Senior Vice President, Pro Farmer
Phone: (319) 268-4356
Email: croth@profarmer.com

For Immediate Release

Farm Journal Media Names New Editor of The Agriculture Letter

Philadelphia, Pa. (Feb. 9, 2015)—Farm Journal Media announced today that veteran agricultural journalist Mike Walsten has been appointed as Editor of *The Agriculture Letter*. Walsten will continue to work from Farm Journal Media's office in Cedar Falls, Iowa, where the company also publishes *Pro Farmer* and other agricultural newsletters. In addition to being Editor of *The Agriculture Letter*, Walsten retains his duties as Editor of *LandOwner*. Both *The Agriculture Letter* and *LandOwner* are published twice monthly.

"Mike will be an exceptional editorial steward for *The Agriculture Letter*," said Chuck Roth, Senior Vice President and General Manager of Farm Journal Media's newsletter division. "His deep journalistic experience and broad knowledge of agriculture topics will serve *The Agriculture Letter's* diverse audience of about 6,000 farmers, ranchers and other ag professionals very well."

Walsten has covered major business trends in agriculture for more than four decades. From the southern corn leaf blight of 1970 to today's biofuels focus, he has lived, reported and analyzed the impact of volatile markets on farm and ranch businesses and on land prices. A polished presenter, Walsten has appeared as the land expert on "AgDay TV" and has numerous speaking engagements across the country that includes Top Producer Seminar and *Pro Farmer* Profit Briefing seminars.

The Agriculture Letter dates back to 1929 and was known as *The Kiplinger Agriculture Letter* until Farm Journal Media acquired it from Kiplinger last October.

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs "AgDay," "U.S. Farm Report" and "Corn College TV" and daily radio programs "AgriTalk," "American Countryside" and "Market Rally." The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC, was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.