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For Immediate Release

Farm Journal Media to be Platinum Partner of National Ag Day

Philadelphia (March 24, 2014)—Farm Journal Media announced today that it will be a proud sponsor of National Agriculture Day on Tuesday, March 25, 2014, in Washington D.C. As a Platinum sponsor, Farm Journal will support the event's mission of celebrating American agriculture's contribution to society. National Ag Day's theme this year is "Agriculture: 365 Sunrises and 7 Billion Mouths to Feed."

In addition to its Platinum level sponsorship, Farm Journal Media will promote and cover National Agriculture Day across its media platforms and integrate its annual online event, "A Day in Ag" into the coverage and celebration. As the backbone of "A Day in Ag," Farm Journal Media will put a call out to American producers through its social media channels asking for photo, video and story submissions that capture a day in agriculture, all trending at #adayinag2014. These personal reports highlighting agriculture across the country will be shared via social media and featured on *AgWeb.com*'s home page and in news stories.

In addition, Boyce Thompson, AgWeb Editorial Director, and Tyne Morgan, "AgDay" TV National Reporter, along with "AgriTalk" radio host Mike Adams, will be covering the Ag Day activities in Washington, D.C. The Farm Journal Foundation also will celebrate agriculture's contributions to global food security at Ag Day by bringing its innovative HungerU exhibit to the National Mall and growing its Twitter campaign, #hungercantwait.

"Keeping with Farm Journal's 138-year legacy of leadership in serving American agriculture, we are proud to partner with National Agriculture Day to honor the contributions our agriculture industry makes in providing our food, fiber and fuel," said Andy Weber, President and CEO of Farm Journal Media.

Hosted by the Agriculture Council of America (ACA), the 41st annual National Agriculture Day is also taking place on March 25 in classrooms and communities across the country to mark a nationwide effort to tell the true story of American agriculture and remind citizens that agriculture is a part of all of us. The ACA will also host major events in the nation's capital, including the Mix-and-Mingle Luncheon and the National Celebration of Agriculture Dinner. Additionally, the ACA will bring approximately 100 college students to Washington to deliver the message of Ag Day to the Hill. More information on National Ag Day is available at: www.AgDay.org.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes "AgDay," "U.S. Farm Report," "Corn College" and "Leave a Legacy" national TV programs. The company produces the industry-leading website *AgWeb.com*, syndicated radio shows, "AgriTalk," "Market Rally" and "American Countryside," and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.