

For more information, contact:

Robert Boling
Vice President of Audience Development
Telephone: (847) 268-3294
Email: rboling@farmjournal.com

For Immediate Release

Farm Journal's 2013 Crop Year Release

Rosemont, Ill. (June 25, 2014)—Farm Journal Media announces the completion of the FarmReach 2013 Crop year update. Farmland ownership and land-based farming relationship shifts continue in 2013 with nearly one-third of the nation's farmland reporting changes in ownership or land-based farming relationships.

Farm Journal reports total crop coverage on an impressive 97% on all major National Agricultural Statistics Service crops—notably 97% of corn, 98% of soybeans, 97% of wheat and 96% coverage of cotton.

"Farming continues to be increasingly dynamic," said Robert Boling, Vice President of Audience Development. "Changes in ownership, land management relationships and crops farmed are paramount to accurately understanding and engaging the market as efficiently as possible."

Crop year 2013 did witness areas of stability. For example, year-over-year farms participating in subsidies increased a scant 1%, and core production crop planted acres fell less than 1% from 2012 levels. However, there have been significant shifts in the crops planted.

"Participation in farm subsidy programs remains elevated and total planted acres stable," Boling continued. "The market is working its way through farm consolidation, yield and pricing pressures and the effects of the cattle market. The amount of planted acres is less important in this market than what is planted, where and why."

FarmReach allows agriculture industry marketers to understand the ever-changing crop market with a complete, 360° view of each contact that enables marketers to see how producers and owners in each entity are connected, enabling a true understanding of their influence.

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.