

For Immediate Release

***Pro Farmer* Midwest Crop Tour Prepares to Scout Varied Crop Conditions**

Cedar Falls, Iowa (August 5, 2013)--*Pro Farmer* announces plans to undertake the difficult task of measuring this year's corn and soybean yield potential. With record spring precipitation delaying planting throughout the Midwest, this year's Midwest Crop Tour aims to provide a detailed analysis on the likely outcome for 2013's corn and soybean harvest results.

"2013 is the year of variability," said Chip Flory, *Pro Farmer* editor. "Early reports include everything from strong, healthy crops, to crops that will struggle to make it to the finish line ahead of this fall's first frost, to unplanted acres. The task of assessing yield potential will be a challenge in this year's conditions."

Flory continued, "Our measurements are critical, but this year more than ever, it may actually be the daily observations of our scouts that will prove most important. What sort of crop is out there, and are these crop conditions isolated or more widespread than originally thought?"

The *Pro Farmer* Midwest Crop Tour is in its 20th year. A team of more than 100 growers, industry experts and media reporters will scout about 2,000 fields in seven Midwest states August 19-22. A summary of the Tour's findings will be presented at Rochester International Event Center August 22nd in Rochester, Minn. Taped on-location, Farm Journal's "U.S. Farm Report" television program will air a detailed panel discussion Saturday, August 24th.

Farmers throughout the United States can participate online by entering their own corn measurements into *Pro Farmer's* Virtual Crop Tour tool. Available online during Crop Tour week, each participant will get a personalized yield estimate, expanding Midwest Crop Tour participation to corn growers nationwide.

Each day's official findings and results for Midwest Crop Tour will be published online at www.Profarmer.com and www.AgWeb.com and in the August 23rd issue of the *Pro Farmer* newsletter. Later an annual wrap-up summary appears in the September issue of *Top Producer*.

DuPont Pioneer has been the Tour's lead sponsor since 2008. Other sponsors include RCIS, Chevy Truck, DuPont Crop Protection, GEOSYS, HTS Ag, Farm Credit Services of America and Montag Manufacturing.

For more information on Crop Tour logistics or remaining sponsorship opportunities, please contact Joe May, marketing director at Professional Farmers of America.

About Professional Farmers of America

Professional Farmers of America, based in Cedar Falls, Iowa, publishes the nation's largest news and market advisory newsletter, *Pro Farmer*. The company also publishes a seven-times-daily e-mail market advisory service, *Pro Farmer Today*, the *LandOwner* newsletter, *Inputs Monitor*, voice and text alert services, and a marketing educational series. The organization is also known for its seminars and live events including the *Pro Farmer* Midwest Crop Tour.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 137-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*, the syndicated radio show "AgriTalk" and recently launched a new division, Farm Journal Mobile. 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.