



## For Immediate Release

### Midwest Crop Tour Set to Measure Uncertain Crop

Cedar Falls, Iowa (Aug. 14, 2015) — Teams of crop scouts organized by *Pro Farmer* will undertake the task of measuring this year's uncertain corn and soybean yield potential across seven Midwest states Aug. 17-20. The newsletter's "Midwest Crop Tour" has become a carefully watched August ritual over its 23 year history and is one of the most thorough inspections of yield potential during a critical time of the Midwest growing season. Many grain market participants were surprised by USDA's robust corn and soybean production forecasts released Aug. 12 and will monitor Crop Tour results for further clarification of 2015's yield potential.

"This year presented many problems for producers in the southern and eastern Corn Belt. Rains started early and didn't let up," says *Pro Farmer* Editor Brian Grete. "The western Corn Belt largely avoided major issues and is experiencing a much more uniform crop. The question ahead of Crop Tour is whether yields in the western Corn Belt were enough to offset yield losses in the eastern Belt."

Chip Flory, *Pro Farmer* Editorial Director, adds, "This year, expectations for yields and crop size are much more uncertain. Instead of focusing on the yield calculation in each individual field, it will be important for Tour participants and observers to keep the bigger picture of total yield and production potential across the Corn Belt in mind."

More than 100 growers, industry experts and media reporters will scout approximately 2,000 fields across Iowa, Illinois, Indiana, Nebraska, Minnesota, South Dakota, and Ohio. A summary of the Tour's findings will be presented at Rochester International Events Center Aug. 20 in Rochester, Minn. Taped on-location, Farm Journal Media's "U.S. Farm Report" television program will air a detailed panel discussion Saturday, Aug. 22.

Farmers throughout the U.S. may participate online by entering their own corn measurements into *Pro Farmer's* Virtual Crop Tour tool at [www.VirtualCropTour.com](http://www.VirtualCropTour.com). 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](http://www.ProFarmer.com) and [www.AgWeb.com](http://www.AgWeb.com) and in the *Pro Farmer* newsletter available online Aug. 21.

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

#### **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.

**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.