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ProFarmer

For Immediate Release

Pro Farmer Midwest Crop Tour to Assess Record Crop

Cedar Falls, IA (August 15, 2014)—Teams of crop scouts organized by *Pro Farmer* will undertake the task of measuring this year's corn and soybean yield potential across seven Midwest states Aug. 18-21. The newsletter's *Pro Farmer* Midwest Crop Tour has become a carefully watched August ritual over its 22-year history. It is one of the most thorough inspections of yield potential during a critical time of the Midwest growing season. Almost all observers are expecting bumper crops with above average growing conditions across many areas.

"2014 got off to a strong start and didn't slow down," said Brian Grete, *Pro Farmer* Editor. "As we sample fields, we'll be measuring to see if the corn crop lives up to its lofty billing. For soybeans there are some questions, and we'll closely watch pod counts to see how they stack up to past data."

Chip Flory, *Pro Farmer* Editorial Director, added, "What we're looking to do is confirm those big yield expectations or find quantifiable evidence that yields might not live up to the lofty trade expectations."

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 the Rochester International Events Center Aug. 22 in Rochester, Minn. Taped on location, Farm Journal's *U.S. Farm Report* television program will air a detailed panel discussion Sat., Aug. 23.

Farmers throughout the United States can participate online by entering their own corn measurements into *Pro Farmer's* Virtual Crop Tour tool at www.VirtualCropTour.com. Available online during Crop Tour week, each participant will receive a personalized yield estimate, which expands 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 Aug. 23rd issue of the *Pro Farmer* newsletter.

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

About 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 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 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.