

For Immediate Release

24th Annual Midwest Crop Tour Set to Test Current Yield Predictions

Cedar Falls, IA (Aug. 18, 2016) — Farm Journal's *Pro Farmer* unit scouts will blanket the countryside to measure this year's corn and soybean yield potential, Aug. 22-25. The Tour, which covers seven Midwest states, is a carefully-watched August ritual over its 24-year history and is the most thorough inspection of yield potential during a critical time in the growing season. In 2016, experts are expecting scouts to find general uniformity in crop conditions, while quantifying expected high potential yields.

"We begin this year's Midwest Crop Tour knowing there is strong yield potential for the corn crop," stated *Pro Farmer* Editor Brian Grete. "The data gathered on Tour will help us determine exactly how much yield potential is out there."

Chip Flory, *Pro Farmer* Editorial Director added, "Last year, there was a lot of variability out there, while this year, expectations for yields and crop size are much more certain. 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, instead of focusing on individual field yield calculations."

More than 100 scouts, industry experts and media reporters will cover approximately 2,000 fields across Illinois, Indiana, Iowa, Minnesota, Nebraska, South Dakota and Ohio. A summary of the Tour's findings will be presented at Rochester International Events Center on Aug. 25 in Rochester, Minn. Taped on-location, Farm Journal Media's "U.S. Farm Report" television program will air a detailed panel discussion led by experts on Saturday, Aug. 27.

Farmers throughout the United States may 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 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.AgWeb.com, and in the Aug. 26 issue of the *Pro Farmer* newsletter, which also includes *Pro Farmer's* National Crop Production estimates. A summary of the findings will also appear in the September issue of Top Producer.

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

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.