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For Immediate Release

25th Annual Midwest Crop Tour to Determine Weather Impact on Yield Potential

Cedar Falls, Iowa (Aug. 18, 2017)—Farm Journal Media’s *Pro Farmer* scouts will blanket the countryside to measure this year’s corn and soybean yield potential, during the 25th annual Farm Journal Midwest Crop Tour Aug. 21–24. The tour is a closely watched August ritual covering seven Midwestern states and is the most thorough inspection of yield potential during a critical time in the growing season.

“We’re going into this year’s Crop Tour knowing the corn crop had some issues,” said *Pro Farmer* Editor Brian Grete. “The data gathered during the tour will help us determine exactly how much yield potential was lost due to weather struggles. That’s why we run a ‘working’ tour where we actively gather samples from fields across the Corn Belt—to get a first-hand look at yield potential.”

Chip Flory, *Pro Farmer* Editorial Director added, “We pull enough samples to provide us with accurate data for a large geographic area. The Crop Tour does not attempt to predict actual yields for individual fields or even a county, but we do want to have a good handle on likely yields for each of the seven states we survey.”

More than 100 scouts, industry experts and media reporters will cover approximately 2,000 fields across Illinois, Indiana, Iowa, Minnesota, Nebraska, Ohio and South Dakota. A summary of the Farm Journal Midwest Crop Tour’s findings will be presented at Rochester International Events Center on Aug. 24 in Rochester, Minn. Taped on location, Farm Journal Media’s “U.S. Farm Report” program will air a detailed panel discussion led by Tyne Morgan on Saturday, Aug. 26.

Each day’s official findings and results for the Farm Journal Midwest Crop Tour will be published on FarmJournalPRO.com, where subscribers have exclusive access to comparative data for the past five years of the Midwest Crop Tour. Free trials for a Farm Journal PRO subscription are available during the tour.

Robust daily coverage will also be delivered on AgWeb.com as well as on “AgDay” television. *Pro Farmer*’s Brian Grete and Chip Flory will join tour scouts on “AgriTalk” radio at 10:06 a.m. CST and “Market Rally” at 2:06 p.m. CST to share the latest crop observations every day of the 2017 Farm Journal Midwest Crop Tour.

Farm Journal Midwest Crop Tour national crop production estimates will be published in the Aug. 26 issue of the *Pro Farmer* newsletter. A summary of the Crop Tour findings will also appear in the September issue of Top Producer magazine.

DuPont Pioneer has been Crop 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 140 years ago with the preeminent 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; five 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.