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ProFarmer

For Immediate Release

***Pro Farmer* Pegs Smaller Crops than USDA**

Cedar Falls, Iowa (August 24, 2015)—Professional Farmers of America, a division of Farm Journal Media, reported its production estimates for the 2015 U.S. corn and soybean crops after reviewing information from the organization's *Pro Farmer* Midwest Crop Tour and other sources. The extensive crop survey confirmed mixed growing conditions across the Midwest, with expected corn yields down substantially this year in the eastern Corn Belt.

Pro Farmer estimates overall production will decrease 760 million bushels for corn and 82 million bushels for soybeans compared to 2014. 2015 U.S. corn crop is estimated to be 13.323 billion bushels, yielding 164.3 bu. per acre. For soybeans, the production estimate is 3.887 billion bushels (46.5 bu. per acre). Both production forecasts are smaller than those in USDA's estimates released earlier in August.

"We confirmed exceptionally high-yield potential for both corn and soybeans in parts of Iowa and Minnesota," says Chip Flory, *Pro Farmer* Editorial Director. "There are some problem areas, but they are the exception and not widespread. The western Corn Belt has rock solid yield prospects in most areas."

Crop Tour field scouts gathered more than 2,800 corn and soybean samples across seven Midwest states August 17-20. The area surveyed accounts for about 70% of U.S. corn and soybean production.

Brian Grete, *Pro Farmer* Editor, says, "States in the eastern Corn Belt are looking at dramatic decreases compared to the great year they had in 2014. Our Ohio and Indiana yield checks were highly variable and mostly disappointing because of the tough weather conditions the area saw earlier this year."

The 2015 *Pro Farmer* Midwest Crop Tour was covered heavily by national media including: The Wall Street Journal, Bloomberg, and Thomson Reuters.

Approximately 3,000 people attended Crop Tour's seven evening meetings sponsored by DuPont Pioneer, RCIS (Rural Community Insurance Services), Farm Credit Services of America, Chevy Truck and Montag Manufacturing. The final evening report and meeting held in Rochester, Minn., attracted more than 600 attendees and included a panel report featured on Farm Journal Media's nationally-syndicated television program "U.S. Farm Report."

Participating in the 2015 Tour were more than 120 volunteer scouts from 10 countries including growers, agribusiness, media, government and financial firms.

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 "Farm Journal 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.