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## **For Immediate Release**

### ***Pro Farmer Midwest Crop Tour Finds Record Corn, Soybean Yield Potential***

*Cedar Falls, Iowa* (Aug. 28, 2018)—Thousands of farmers, agribusiness executives and national and local media attended a series of meetings across the Midwest last week as part of the 26<sup>th</sup> annual *Pro Farmer* Midwest Crop Tour. *Pro Farmer*, a division of Farm Journal Media, shared its much-anticipated production estimates for the 2018 U.S. corn and soybean crops after analyzing information from the Crop Tour and other sources.

The *Pro Farmer* Midwest Crop Tour unveiled record corn yield potential and a robust soybean crop across the Corn Belt following a week of sampling more than 3,000 fields in seven of the nation's most important corn and soybean states.

*Pro Farmer* estimates the 2018 U.S. corn crop at 14.5 billion bushels, based on an average yield of 177.3 bu. per acre. That would be down from USDA's Aug. 1 estimate of 178.4 bu. per acre, but up from the 2017 record of 176.6 bu. per acre. For soybeans, the production estimate is 4.68 billion bushels, with a national average yield of 53 bu. per acre, up from the 51.6 bu. per acre USDA estimated in August.

"Ear counts were higher than last year in all of the Crop Tour states except Iowa and Minnesota," said Brian Grete, Editor, *Pro Farmer*. "Those high ear counts are the primary driver of the strong yield potential for this year's corn crop."

Jeff Wilson, *Pro Farmer's* Senior Market Analyst, said, "Soybean pod counts in a 3'x3' square were up sharply across the Crop Tour states. That means there's a lot of yield "factory" out there, especially since rains fell during Crop Tour. The soybean crop is set up for a strong finish this year."

More than 125 scouts, including farmers, agribusiness experts, media, government and financial firm representatives from 11 countries participated in the 2018 *Pro Farmer* Midwest Crop Tour. Field scouts gathered crop samples across portions of Illinois, Indiana, Iowa, Minnesota, Nebraska, Ohio and South Dakota. Collectively, these states account for 70% of U.S. corn production.

The 2018 *Pro Farmer* Midwest Crop Tour was covered extensively by the business media, including Reuters and Bloomberg News.

The *Pro Farmer* Midwest Crop Tour's seven evening meetings and comprehensive media coverage were sponsored by Pioneer, RCIS (Rural Community Insurance Services) RAM and Farm Credit Services of America. The final *Pro Farmer* Midwest Crop Tour report and meeting held in Rochester, Minn., attracted more than 600 attendees and included an expert panel discussion

featured on Farm Journal Media's nationally syndicated weekend television program "U.S. Farm Report."

**About Farm Journal Media ([farmjournalmedia.com](http://farmjournalmedia.com))**

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; events; 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.

