

For more information, contact:

Joe May  
Marketing Director, *Pro Farmer*  
Email: [joem@profarmer.com](mailto:joem@profarmer.com)

## **For Immediate Release**

### ***Farm Journal's Crop Tour Trims Industry Expectations***

*Cedar Falls, Iowa* (Aug. 30, 2016) — Thousands of farmers and agribusiness executives attended a series of meetings across the Midwest last week to learn more about crop conditions going into the final stretch of the 2016 growing season. Professional Farmers of America, a division of Farm Journal Media, shared its much anticipated production estimates for the 2016 U.S. corn and soybean crops after analyzing information from the organization's annual Midwest Crop Tour and other sources.

The Crop Tour, which has been an important industry benchmark for over two decades, confirmed big yield potential following a week of sampling about 2,700 fields in seven of the nation's most important corn and soybean states. However, the extensive survey found less production potential for corn than reported by USDA earlier this month.

*Pro Farmer* estimates the 2016 U.S. corn crop at 14.73 billion bushels, based on an average yield of 170.2 bu. per acre (down from USDA's record large August forecast of 175.1 bu.). For soybeans, the production estimate is 4.09 billion bushels, with a national average yield of 49.3 bu. per acre (just 0.4 bu. higher than USDA's August forecast).

"The strength of this year's corn and soybean crops is in the central Corn Belt—Iowa, Illinois and Indiana," said Brian Grete, *Pro Farmer* Editor. "As expected, corn yield potential on the eastern leg of the Crop Tour got stronger as we moved westward. Soybean pod counts also increased, and the crop has plenty of moisture to finish strong."

The western leg of Crop Tour found some disappointing results. Chip Flory, host of Farm Journal's Market Rally daily radio program, said "We measured less corn yield potential in South Dakota, Nebraska and Minnesota compared to a year ago. Soybean pod counts were down in South Dakota and Minnesota, and just fractionally higher in Minnesota."

More than 100 scouts, including farmers, agribusiness experts, media, government and financial firm representatives from 11 countries participated in the 2016 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.

Farm Journal's 2016 *Pro Farmer* Midwest Crop Tour was covered extensively by the business media and was featured on the front page of the Wall Street Journal's "Money" section last Friday.

Crop Tour's seven evening meetings and comprehensive media coverage are sponsored by DuPont Pioneer, RCIS (Rural Community Insurance Services) and Farm Credit Services of America. The final 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**

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.