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Agriculture Rapidly Adopts *Pro Farmer Inputs Monitor*

Cedar Falls, IA (Oct. 18, 2012) — Professional Farmers of America (PFA), a division of Farm Journal Media, has attracted more than 1,000 participating agricultural retailers for its new *Pro Farmer Inputs Monitor* price tracking service. The organization's weekly retail price survey is focused on quotes from suppliers of agricultural fuel and fertilizer within the 12 Midwest states.

"When we launched this initiative in April, we were expecting to have 300 participating retailers by the end of the year," said *Pro Farmer* editor Chip Flory. "The fact that we already have more than 1,000 survey participants indicates the high interest in prices and the value of improved price transparency."

Pro Farmer Inputs Monitor offers farmers, retailers and others online price tracking for nine products within local USDA Crop Districts (anhydrous ammonia, potash, urea, MAP, DAP, UAN28, UAN32, diesel and liquid propane). Anonymous retailer quotes are summarized with high, low and average prices that are updated in price tables weekly for each state and Crop District within the Midwest. The online service also provides news, commentary and analysis relevant to agricultural inputs.

"As a result of high retailer participation, we did open the service to the public earlier than we originally planned," Flory stated. "Already hundreds of people have signed up to be ongoing subscribers and hundreds more are testing it."

The *Inputs Monitor* website was open to the public through August, but became a "subscriber-only" service in September. PFA is offering free two-week trials to prospective subscribers throughout October at www.InputsMonitor.com.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "Consumer Ag Connection." Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.