

For Immediate Release

Top Producer's Executive Women in Agriculture Conference Sets Attendance Milestone

Chicago (December 9, 2013)—The number of women involved in farming operations continues to rise, and *Top Producer* is providing business information to meet the needs of this growing segment of American agriculture. More than 250 attendees, including 211 female farm owners and operators, attended the third annual Executive Women in Agriculture Conference recently in Chicago. The event is designed to offer business information to female farm owners and managers and empower the growing number of women in agriculture.

"It's no longer just brawn required on the farm, and there are more opportunities for women to own and operate farms and ag businesses," said *Top Producer* Editor Jeanne Bernick. "According to the most recent U.S. Census of Agriculture, more than one-third of U.S. farm operators are women, and the number of women who are principal operators has increased nearly 30% in the last decade."

"The Executive Women in Agriculture Conference brings together like-minded women at a critical time—as we transition a large percentage of farms to the next generation and more women are working in agribusiness," Bernick said.

This one-and-a-half-day annual seminar provided information on key topics, such as:

- Grain and livestock marketing
- How to find and keep the best employees
- Tax pitfalls to watch for
- Financial documentation—what to keep or throw away
- Bank marketing
- Negotiating with suppliers

Top Producer is already making plans for next year's event, which will take place December 4-5, 2014.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 137-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes "AgDay," "U.S. Farm Report," "Corn College" and "Leave a Legacy" national TV programs. The company produces the industry-leading website *AgWeb.com*, the syndicated radio show "AgriTalk" and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.