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For Immediate Release

AgWeb Launches Newest Harvest Map

Philadelphia, PA (June 27, 2012) — Warm temperatures and an expedited harvest season have wheat growers and analysts wondering how high 2012 winter wheat production will reach. To help the industry track results, AgWeb recently launched the interactive [Winter Wheat Harvest Map](#)—updated daily—to give online users and followers a chance to see real-time wheat harvest results from across the country.

“We’ve seen significant traffic and received great feedback from users concerning previous harvest maps,” said Charlene Finck, Senior Vice President of Editorial and Content Development for Farm Journal Media. “Whenever harvest season is upon us, our industry craves daily updates, and this map helps wheat growers and end users obtain timely information.”

The Winter Wheat Harvest Map shows, by color, the average yields for a given state and county, based on data provided by AgWeb users throughout the harvest season. It resembles a stock heat map, but rather than stock values, the value on this map is yield results. The information is not attributed to any single farm or farmer, but is aggregated by state and county to create a visual picture of yields. Selecting a specific state allows the user to see the county-by-county yield average in that state.

According to the USDA, total winter wheat production is forecast at 1.68 billion bushels, 13 percent above 2011. In its *June Crop Production* report, USDA estimated the U.S. winter wheat yield to be 47.3 bu./acre, 1.1 bu. more than last year.

Based on harvest information submitted by wheat farmers, yields for more than 54,000 acres have been reported to AgWeb’s Winter Wheat Harvest Map, bringing the map’s current average national yield to 60.8 bu./acre. The highest yield reports include 160 bu./acre on 30 acres in Logan County, Okla., and 130 bu./acre on 400 acres in Minidoka County, Idaho.

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.