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Pro Farmer

For Immediate Release

CNBC Wraps Up Extensive Media Coverage of Midwest Crop Tour

Cedar Falls, IA (August 31, 2012) – The 2012 Pro Farmer Midwest Crop Tour garnered unprecedented coverage, with all eyes on the impact of the historic drought.

On CNBC's "Squawk Box" this morning, *Pro Farmer* Editor Chip Flory was interviewed on how Hurricane Isaac might further impact the already battered crop. CNBC newscaster Becky Quick asked whether predicted Midwest rains could improve the production outlook. Flory commented, "[It's] way too late for a lot of the crops. The drought has done all of the damage it's going to do." He added, "Rain and wind are actually the worst possible thing [...] a little bit of wind is going to blow it [corn] over." The full "Squawk Box" [interview](#) is posted on CNBC's website.

The *Wall Street Journal* covered the 2012 Crop Tour online and also four times in print. Other national media that followed the Crop Tour included *Bloomberg*, *Fox Business*, *Dow Jones*, the *Chicago Tribune*, Reuters and the *Drudge Report*.

Across radio, television, online and newspapers, more than 55 news organizations carried Crop Tour news. Farm Journal's own *AgDay Television* reported daily from both the Eastern and Western legs of the Tour. *U.S. Farm Report* crews covered the finale event at a Ritchie Brothers auction site near Minneapolis, Minn., with a live roundtable discussion on Crop Tour findings.

Farm Journal's web portal, AgWeb.com, saw near-record traffic on its dedicated section of news, field reports and video reports.

The Pro Farmer Midwest Crop Tour included more than 100 scouts traveling approximately 20 routes daily across a seven-state area of the Midwest last week. The volunteer scouts represented all sectors of agriculture—including farmers, grain buyers, business, media, government, and financial firms—and included people from four continents.

This year's Crop Tour attracted a record 2,600 attendees. Supporting sponsors included DuPont Pioneer, SFP, RCIS, Farm Credit Services of America, Chevy Truck and Gavilon.

Click [here](#) to view 2012 Crop Tour news and results.

About Pro Farmer and Professional Farmers of America

Professional Farmers of America (PFA) is part of Farm Journal Media, the nation's leading agricultural media company. PFA provides news, perspective and analysis presented in a variety of formats, including the weekly *Pro Farmer* newsletter, the nation's most widely circulated agricultural newsletter. The organization is also known for its seminars and live events, including Midwest Crop Tour.

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.