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For Immediate Release

Detailed Midwest Crop Tour Data Now Available from Pro Farmer

Cedar Falls, IA (December 8, 2011) – Professional Farmers of America, a division of Farm Journal Media, announces a licensed offering of the tabulated historical data from the Pro Farmer Midwest Crop Tour for the years 1993 through 2011.

“We routinely get requests from agribusiness about the availability of the ‘raw data’ from the survey sampling on Crop Tour,” said Chip Flory, *Pro Farmer* Editor and director of the annual Crop Tour. “This data set includes all of the measurements we use to formulate our late August projections of the nation’s corn and soybean crop. We’re now making it available so others can do their own detailed analysis.”

The annual Crop Tour data is available going back to 1993. Survey data gathered since 2000 includes approximately 1,000 corn and 1,000 soybean field samples each year – organized by state, county, FIPS and crop district – for Iowa, Illinois, Indiana, Ohio, Minnesota, South Dakota and Nebraska. Data pre-2000 includes fewer samples, from a smaller geography of five states, but the consistent methodology is highly useful for predictive crop performance across the heart of the Midwest.

Chuck Roth, *Pro Farmer* Senior Vice President and General Manager, added, “No other corn and soybean measurements like this are available – not even from the USDA. This methodology-standardized data spanning almost two decades is ideal for trend analysis and modeling across most of the Midwest, with a large enough sample to be relevant for local geographies, too.”

Data license is available to agribusinesses for any specific year, a span of years, or the full library. For more information, contact Chuck Roth or your Farm Journal Database Strategies representative.

About Professional Farmers of America

Professional Farmers of America, based in Cedar Falls, Iowa, publishes the nation’s largest news and market-advisory newsletter, *Pro Farmer*. The company also offers its detailed market advisory service, *Pro Farmer Today*, the *LandOwner* newsletter, plus voice and text alert services. The 2011 Midwest Crop Tour, conducted by Pro Farmer since 1993, is the largest private crop report of its kind. Covering seven states representing more than 70% of the nation’s corn and soybean acres, the Midwest Crop Tour annually gathers qualitative and quantitative data about that year’s corn and soybean crop potential.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-

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.