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For Immediate Release

Farm Journal College Series Sets Attendance Record

Mexico, MO (August 23, 2011)—Seven events in a three-week time span concluded one busy summer for Farm Journal Media. This year, more than 1,300 farmers and retailers from Connecticut to Mexico made the long trip to Illinois and Michigan for Corn College and Soybean College sessions. Those attending were among the top 5 percent of U.S. farmers, averaging more than 1,000 corn acres.

Though the heat index was in the triple digits during Corn College's Retailer and Crop Consultant Session (July 18) and Corn College Classic sessions (July 19-20 and 21-22) in Heyworth, Ill., farmer comments were anything but complaints. Attendees took advantage of the high-level breakout sessions, including live tillage demonstrations, in-field diagnostics and water management.

"The hands-on Corn College courses were a big hit with producers," said Charlene Finck, Senior Vice President, Editorial and Content Development, of Farm Journal Media. "That is the type of information that keeps our crowds growing. Ken Ferrie and Missy Bauer, Farm Journal's Field Agronomists, did a terrific job of creating a curriculum that growers can use to increase yields."

During the first week of August, Farm Journal held the first-ever Soybean College and Corn College Fundamentals sessions, in Coldwater, Mich. These events were created in response to popular demand following Corn College Classic, as well as hearing from growers that their corn and soybean yields have plateaued.

The curriculum of Soybean College centered on in-field breakout sessions that included: making replant decisions, identifying growth stages, calculating defoliation and performing sprayer calibration. World-record high-yield soybean farmer Kip Cullers led a popular breakout in which he answered farmers' questions about how they can take their yields to the next level.

The Corn College Fundamentals event highlighted the Systems Approach to higher yields. Popular in-the-field breakout sessions included soil density management, nitrogen management and identifying corn diseases. Ken Ferrie presented a general session via live video conference on managing the carbon penalty.

"These new events and their topics are what farm decision makers have told us they wanted or showed interest in," Finck said. "We simply listen to their suggestions and then create the learning experiences they're searching for."

In addition, two “custom” Corn Colleges were completed at the Illinois Corn College Campus for a single sponsor’s VIP customers. Custom events allow sponsors to reward their best customers with not only the Corn College curriculum, but valuable company information as well. Each custom event is unique and tailored to the sponsor.

“In only four years, our Colleges have become our biggest event series,” stated Steve Custer, Executive Vice President, Publishing, of Farm Journal Media. “They provide growers an opportunity to absorb information firsthand that has been gained from our 20 years of Farm Journal Test Plots and provide sponsors with a highly engaged audience.”

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,” “Leave a Legacy TV” and “Outdoors on the Farm” 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.