

For more information contact:

Steve Custer

Phone: 215.557.8974

Email: scuster@farmjournal.com

For Immediate Release

Farm Journal Launches Peer-to-Peer Network

Philadelphia, PA (January 17, 2012) – Farm Journal Media announced today the launch of the first national peer-to-peer network for executive producers. Named the *Top Producer Executive Network*, the program will assemble numerous small groups of top farmers and ranchers to act as reciprocal advisory boards for one another.

Modeled after peer-to-peer networks in numerous other industries, the Farm Journal network will organize and facilitate on-farm meetings for these groups, providing members with valuable, strategic advice from like-minded peers. An annual “Signature” event combining all groups plus myriad central networking and research services will support the groups throughout the year.

“This is a natural extension of our Top Producer franchise,” stated Andy Weber, President and CEO of Farm Journal Media. “Producers have been increasingly asking us to help them organize an effort like this—in fact, a number of producers have loosely organized into groups on their own, testifying to the need. The *Top Producer Executive Network* will be a substantial new division of Farm Journal Media that is designed to help our leading producers improve their executive skills.”

Danny Klinefelter, Director of TEPAP (The Executive Program for Agricultural Producers at Texas A&M), will serve as Chairman of the Advisory Committee for Farm Journal’s peer-to-peer network. Klinefelter, an outspoken advocate for peer-to-peer networks in agriculture, argues that peer groups provide the final step in continuous management improvement for producers and are especially needed in today’s volatile agricultural environment.

Klinefelter will speak on the topic at the Top Producer Seminar in Chicago in early February, where a formal announcement of this new venture will be made and applications accepted from 800 of the nation’s leading producers.

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.