

For more information contact:

Joe May

Telephone: 319.268.4361

Email: joem@profarmer.com



For Immediate Release

Pro Farmer Introduces Inputs Monitor

Cedar Falls, IA (June 22, 2012) — Professional Farmers of America, a division of Farm Journal Media, announces the launch of a new subscription service called *Pro Farmer Inputs Monitor*. The service includes a Web-based price survey plus *Pro Farmer's* editorial coverage of timely news, analysis and pricing information on the costs for many key producer inputs.

"A handful of fertilizer and fuel products account for more than half of input costs for a typical Midwest row-crop producer," said Chuck Roth, Senior Vice President and General Manager for *Pro Farmer*. "And unlike grain prices, where there is an abundance of transparency, reliable in-depth pricing data for inputs is either unavailable or difficult to obtain. *Inputs Monitor* changes that."

Pro Farmer has established a weekly telephone survey from the company's call center with the participation of more than 300 retailers across 12 Midwest states to capture current prices for anhydrous, MAP, DAP, UAN, urea, potash, liquid propane and farm diesel.

For subscribers, this information is available through an online tool that reports price ranges within each USDA Crop District. Future applications will include trending data and charts, as the pricing data gains density and builds history.

Subscriptions available to producers, retailers and industry include full access to the online price survey tool, online blogs, articles, purchase alerts and other information.

Pro Farmer editor Chip Flory added, "Clearly, the combination of today's high input costs plus wild price volatility puts producers and retailers at huge risk. *Pro Farmer* is already well-known and respected for its coverage of industry news and marketing advice. We're now extending this expertise to the cost side of the equation to help farmers and retailers manage their margin and risk."

Subscriptions to the service are available now. For more information, visit www.inputsmonitor.com.

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.