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Pro Farmer
For Immediate Release

***Pro Farmer* Midwest Crop Tour
Prepares to Measure Drought-Stricken Crops**

Cedar Falls, IA (Aug. 8, 2012) – *Pro Farmer* announces scaled-up plans for undertaking the difficult task of gauging this year's corn and soybean crops. With the majority of the heartland suffering from historic drought conditions, this year's Midwest Crop Tour will provide a detailed analysis on the likely outcome for 2012's corn and soybean harvest.

"Clearly, 2012 is shaping up to be an enormously painful year for most Midwest growers," said Chip Flory, *Pro Farmer* editor. "We're getting wild variations in reports from our members – everything from an 'OK crop,' to 'corn only 2 feet tall,' to 'field's a total loss – plowed under.' The task of Crop Tour will be to peg numbers to these conditions."

In its 19th year, the *Pro Farmer* Midwest Crop Tour will deploy a team of more than 100 growers, industry experts and media reporters to scout about 2,000 fields in seven Midwestern states Aug. 20-23. A new feature this year will allow farmers to enter their own corn measurements into *Pro Farmer's* Virtual Crop Tour tool. Available online during Crop Tour week, each participant will get a personalized yield estimate, expanding the Tour's participation to corn growers nationwide.

"We've already seen the challenges that USDA is experiencing trying to measure this crop," Flory noted. "I'm fully expecting our scouts to face some of the same difficulties. Our measurements are critical, but it may actually be the qualitative observations of our scouts that will prove most important in determining what sort of crop is out there."

A summary of the Tour's findings will be presented Aug. 23 at Ritchie Brothers auction facility near Owatonna, Minn. Taped on-location, Farm Journal's "U.S. Farm Report" television program will air a detailed panel discussion Saturday, Aug. 25.

Each day's official findings and results for Midwest Crop Tour will be published online at www.Profarmer.com and www.AgWeb.com, and in the Aug. 24 issue of the *Pro Farmer* newsletter.

DuPont Pioneer has been the Tour's lead sponsor since 2008. Other sponsors include SFP, RCIS, Chevy Truck, Farm Credit Services of America and Gavilon.

For more information on Crop Tour logistics or remaining sponsorship opportunities, please contact [Joe May](mailto:joem@profarmer.com), marketing director for Professional Farmers of America.

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.