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For Immediate Release

Top Producer Offers First-ever Executive Women in Agriculture Seminar

Philadelphia, PA (July 15, 2011) – As the number of women involved in farming operations increases dramatically, TOP PRODUCER presents its first-ever Executive Women in Agriculture seminar. This event is designed to provide business information to women farm owners and managers and empower the growing number of female farm decision-makers to be educated and successful.

“According to the most recent Census of Agriculture, more than one-third of U.S. farm operators are women, and the number of women who are principal operators has increased nearly 30 percent in the last decade,” said TOP PRODUCER Editor Jeanne Bernick. “The Executive Women in Agriculture seminar comes at a monumental time—as we transition a large percentage of farms to the next generation and more women are working in agribusiness.”

This one-and-a-half-day seminar will be held Dec. 1 and 2 at the Holiday Inn Mart Plaza in downtown Chicago, Ill., and offer women a unique opportunity to hear firsthand from industry experts and network with other like-minded women.

Key topics of discussion include:

- Getting started in grain marketing
- How to find and keep the best employees
- Tax pitfalls to watch for
- Financial documentation: What to keep or throw away
- Personal, farm and life insurance: How much is enough?
- Ag advocacy
- Negotiating with suppliers

The seminar will host panel discussions, including “Women in Agribusiness: Success Stories,” to give attendees a chance to hear how other females have pursued and attained their goals.

“Farm Journal Media has a rich heritage of pioneering new information for agricultural producers,” said Charlene Finck, Senior Vice President, Editorial and Content Development. “This seminar is another great example of that leadership.”

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.