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For Immediate Release

Top Producer Seminar Breaks All Records

Philadelphia, PA (February 7, 2012) – Farm Journal Media’s annual Top Producer Seminar shattered previous records for both attendance and sponsorship last week in Chicago. The three-day event attracted 877 of the nation’s largest producers, representing a total of 4.3 million acres. Total attendance for the event was over 1,200 when including speakers, representatives of the 28 event sponsors and Farm Journal Media staff. Producers traveled from 25 states and two Canadian provinces.

“Top Producer Seminar has grown to become the premier networking event in agriculture. Attendees not only hear from the industry’s best experts, but have the opportunity to network with like-minded producers, as well as sponsors,” said Steve Custer, Division President of Publishing at Farm Journal Media. “There’s no event in agriculture that attracts such a concentration of the nation’s top producers. Sponsors regularly tell us there is no other trade show they attend that yields the number of highly qualified prospects of the Top Producer Seminar.”

This year’s seminar theme, “Farming in the Fast Lane,” featured over 40 different educational sessions that producers could attend to hone their money, marketing and management skills and deal with today’s volatile farm economy.

“Experts provided long-range perspectives on the factors most shaping our industry today, as well as specific how-to information to improve business on the farm,” noted TOP PRODUCER Editor Jeanne Bernick. “With the cream of the crop in agriculture attending our event, it’s imperative we provide high-level information and take-home value.”

The Top Producer Seminar also featured the annual Top Producer of the Year award, won this year by Gregg Halverson of Black Gold Farms, a 20,000-acre potato operation based in North Dakota. Other finalists for the award, presented by Challenger and co-sponsored by Asgrow and DEKALB, Bayer CropScience and SFP, were Tim Richter, Randall Richter and Jackson Dohlman of Saratoga Partners, Lime Springs, Iowa; and Mike Stamp of Stamp Farms, Decatur, Mich.

In addition to Top Producer Seminar, the fourth annual Tomorrow’s Top Producer program was held Tuesday, Jan. 31. The program is designed to introduce young and beginning farmers under the age of 35 to the business of farming. This year, Tomorrow’s Top Producer was held concurrently with the Ag Executive Forum, co-hosted by the Association of Equipment Manufacturers and Farm Journal Media. A reception on Tuesday evening allowed young producers to network with top producers from across the country, as well as leading executives from agricultural suppliers.

Premier Sponsors of the 2012 Top Producer Seminar included: AgriGold; Agrium; Agrotain; Apache Sprayers; Asgrow and DEKALB; AgriLogic/The Assure Group; BASF; Bayer CropScience; Cargill; Challenger; Dow AgroSciences brands Enlist, Instinct, Mycogen and SureStart; Firestone; Pioneer; Rabo AgriFinance; SFP; Syngenta; and Top Third Ag Marketing. Co-Sponsors were: Advance Trading, Integris, Farmers Feeding the World, Kennedy and Coe, Michelin, Novozymes, Soybean Premiums and Water Street Solutions.

For more information on the Top Producer Seminar or Tomorrow's Top Producer events, visit www.TopProducerSeminar.com.

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.