



**The most followed week in ag!**

**Always the 3rd full week of August.**

**7 cities in 4 days!**

**About**

The *Pro Farmer* Midwest Crop Tour's primary goal is to provide the industry with **accurate growing season information about likely corn and soybean yields** at the state and regional levels during the upcoming harvest season.

The seven states that comprise the Tour account for approximately 70% of our nation's corn and soybean production.



**Evening Meeting Locations:**

Eastern Tour: Fishers, IN, Bloomington, IL, Iowa City, IA

Western Tour: Grand Island, NE, Nebraska City, NE, Spencer, IA

Grand Finale: Rochester, MN

**Media**

The Crop Tour results are followed closely by major media outlets including: Reuters, Dow Jones, The Wall Street Journal, Bloomberg, AgWeb, DTN, AgDay TV, U.S. Farm Report, AgriTalk, Market Rally and many local media outlets.

**Getting Involved**

- Event Sponsorship.
- Invite key customers and guests.
- Guidebook ads.
- Display booths.
- Handouts.

**Crop Tour Audience.**

**3,200**

**Individuals attended the 2014 Crop Tour evening events.**



**65%**

**Percent of farmer attendees age 45-64 who attended a Crop Tour event.**



**60%**

**Attendees who farm 1,000+ acres.**



**46%**

**Report \$1,000,000+ of generated farm income.**



- 22 states and 10 countries represented.
- 700+ attendees in Iowa City.

- U.S. Farm Report taping at the Thursday finale.
- 1.2 million AgWeb pageviews during Tour.