

Media Partners,

Welcome to the 28<sup>th</sup> annual Pro Farmer Crop Tour!

We are excited to have you join us for this one-of-a-kind event, which samples approximately 2,000 corn and soybean fields across seven states to collect data and provide the industry with late-season growing information and yields for 2020. Crop Tour has been closely followed by farmers, agribusiness leaders and others interested in agricultural commodities for decades as a tool to indicate each year's corn and soybean crop. This year's daily results and observations will be shared live online. There is no cost to log-in to these nightly meetings, but registration is required. Register once to attend all 4 meetings: [www.profarmer.com/register](http://www.profarmer.com/register)

The enclosed press guide and pre-tour news release provide helpful information to better understand what happens on Crop Tour and how results are compiled. Daily tour reports and scout observations will be available on [www.profarmer.com](http://www.profarmer.com) and [www.agweb.com](http://www.agweb.com).

Please let us know how we can help.

Sincerely,

**Susan Rhode**  
Director of Marketing  
Farm Journal  
913-213-7110  
[srhode@farmjournal.com](mailto:srhode@farmjournal.com)

# **PRESS GUIDE**



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**A FARM JOURNAL EVENT**

## **2020 Pro Farmer Crop Tour**

Welcome to the 2020 Pro Farmer Crop Tour, a one-of-a-kind event that brings together farmers from across the Midwest and leaders throughout agriculture to provide the industry with accurate late season growing information about likely corn and soybean yields in 2020.

**Primary Media Contacts:** Susan Rhode, Director of Marketing, Farm Journal  
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### **Media Resources:**

Additional media resources and information are available at [www.profarmer.com/media](http://www.profarmer.com/media)

### **Official Event Name: Pro Farmer Crop Tour**

- Please refer to the event as "Pro Farmer Crop Tour" on first reference and as "Crop Tour" on subsequent references
- Pro Farmer is owned by Farm Journal
- Pro Farmer Crop Tour is hosted in partnership with Farm Journal

## **Eastern Tour Contacts—Ohio, Indiana, Illinois, Iowa**

Tour director: Brian Grete, Editor, Pro Farmer, (319) 269-2761

Consulting agronomist: Mark Bernard, Certified Crop Consultant, (507) 340-2923

## **Western Tour Contacts—South Dakota, Nebraska, Iowa, Minnesota**

Tour director: Jeff Wilson, Sr. Market Analyst, Pro Farmer (319) 888-3137

Tour Data Consultant: Emily Carolan, Pioneer, 715-245-1552

## **Daily Data Release Schedule—Eastern Tour**

Monday, August 17 — Final data available for Ohio

Tuesday, August 18 — Final data available for Indiana

Wednesday, August 19 — Final data available for Illinois

Thursday, August 20 — Final data available for Iowa and Minnesota

Register For Nightly  
Meetings:  
[www.profarmer.com/register](http://www.profarmer.com/register)

## **Nightly Meetings/Data Release Schedule—Western Tour**

Monday, August 17 — Final data available for South Dakota

Tuesday, August 18 — Final data available for Nebraska.

Wednesday, August 19 — Final data available for IA districts 1, 4 & 7

Thursday, August 20 — Final data available for Iowa and Minnesota

## **Pro Farmer National Crop Production Estimates**

Friday, August 21 — Release available at 1:30 pm CST

All interested media can make arrangements with Jeff Wilson or Brian Grete to receive the estimates (embargoed for release at 1:30 p.m. CT).

**Friday's Pro Farmer National Crop Production estimate is not an official Crop Tour estimate** — it is a Pro Farmer estimate. While Pro Farmer obviously uses the data collected on the Pro Farmer Crop Tour and this data obviously plays a huge role in determining the estimate, Pro Farmer's editors and analysts also consider other factors, such as crop maturity, soil moisture conditions, disease/pest infestation and prospects outside the tour area in arriving at the crop estimate. Because late-season weather can still impact final yields, the Pro Farmer crop estimate will be given in a range of production potential.

## **Calculation of Statistics:**

**Corn yields** are calculated using a consistent data set: ear populations, grain length in inches, kernel rows around the ear and row spacing in each field.

**Soybean yields** are not estimated because two extremely important variables—number of seeds per pod and seed weight—are impossible to measure on a tour of this type. Scouts calculate the number of pods in a 3-foot by 3-foot square — 9 square feet. The pod count allows for comparison to previous tours and helps determine how much of the “bean-making factory” is in production.

**District averages** are a simple average of all samples collected within that district.

**State averages** are a simple average of all samples collected within the state.

## **Historical Statistics:**

- Historical district averages are a simple average of all the samples collected within that district in that state.
- Historical state averages are a simple average of all samples collected in that state for that year.
- The 3-year average for each district is a simple average of the previous three years' (2017 thru 2019) district averages.
- The 3-year average for each state is a simple average of the previous three years' (2017 thru 2019) state averages.

## **Crop Tour Historical Facts:**

- The tour has been organized and hosted by Pro Farmer since 1993
- Farm Journal purchased Pro Farmer and joined the event in 1998
- Prior to 1993, the tour was organized by various organizations
- Immediately preceding Pro Farmer, the tour was directed by Jim Quinton, who was an independent crop consultant/advisor.
- The tour was started in the 1970s by the Illinois Corn Growers.
- The same procedures are used each year to make year-to-year comparisons relevant and useful.
- 2020 is the 13th year Pioneer has been the premier sponsor of the Pro Farmer Crop Tour.