

FARM JOURNAL

Farm Journal Event and Experience Solutions





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The Value of Connections

No one grows alone.

Agriculture is a people business. It thrives on collaboration. On trusted relationships. In an industry where margins are often low and risk is high, trust is critical. To build that trust and to fully understand the challenges confronting producers, there is no substitute for face-to-face interaction. At Farm Journal, we provide events that encourage in-person connections while enabling a deeper understanding among stakeholders across ag and food markets and around the important topics that impact people and business.

Whether they are seeking sales leads, a thought leadership platform, brand awareness or exposure within a new market, ag suppliers and marketers rely on Farm Journal events and experiences to deliver on their business objectives. Our in-person events provide ag and food companies with invaluable exhibit and sponsorship opportunities as well as face-to-face meetings, and action-oriented education .

Targeted annual events such as Top Producer Summit, Pro Farmer Crop Tour, West Coast Produce Expo and the Trust in Food Symposium bring together key suppliers, decision makers, and change agents for networking, education, inspiration and attention. While spanning every segment of agriculture, these events share a common goal: build trust and communication throughout the industry to enable profitability for all stakeholders. Because no one grows alone.

Farm Journal

We're much more than the agriculture industry's leading media company. A key part of our mission is to help connect producers with the suppliers whose solutions can help them thrive. Nowhere is our ability and commitment to foster connections more direct than at our events — where introductions are made, hands are shaken, and relationships begin.

Serving Essential Markets

The buyers, sellers, and stakeholders that comprise the crops, livestock, fresh produce, Ag equipment, government and non-profit, and food, fuel, and fiber end markets

23 Trusted Brands

Committed to informing and guiding farmers, ranchers, and growers to operate and grow profitable businesses

20m Monthly Interactions

Generate first-party data and informed insights that Ag and Food industry suppliers rely on to power marketing and sales strategies

High-Quality Business Intelligence

From a robust database of 4.3m+ records on ag decision makers to help you understand their motivations and how to affect change

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity through agriculture, farming, food, and sustainability innovation.

Farm Journal Events Brands



Farm Journal Events – At a Glance

Commodity Crops

Top Producer Summit
Pro Farmer Crop Tour

Livestock

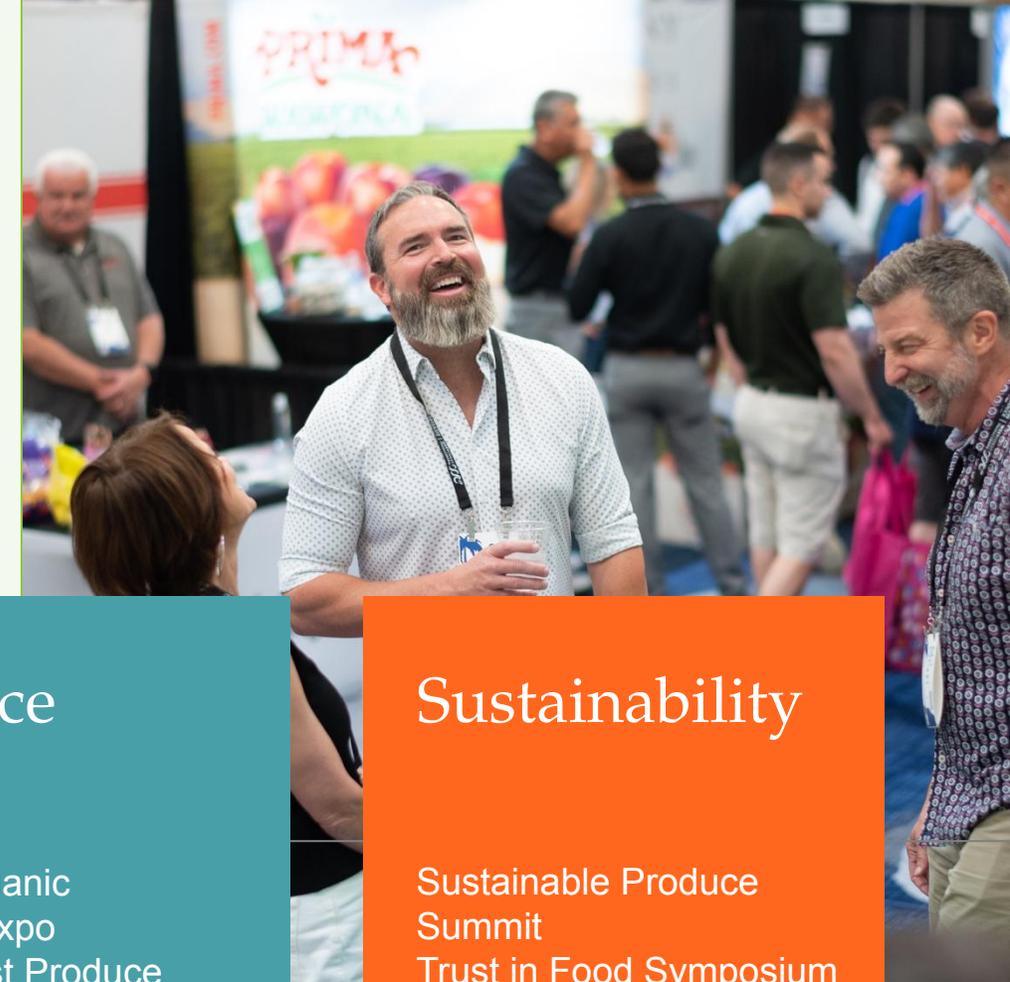
MILK Business
Conference

Produce

Global Organic
Produce Expo
West Coast Produce
Expo

Sustainability

Sustainable Produce
Summit
Trust in Food Symposium





EASTCOAST PRODUCE EXPO

Position your brand to the most diverse group of organic fresh produce buyers from around the world – presented by the industry’s market leader and most reliable news source, The Packer.

Your success is built-in at GOPEX with scalable, customizable exhibits, and sponsorship opportunities to dramatically showcase your products and services to buyers and decision makers across the entire organic supply chain.

East Coast Produce Expo 2026
JW Marriott Turnberry Resort and Spa
Aventura, FL
January 12-13, 2026

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200

Buyers of
fresh produce

3:1
Buyer to supplier
ratio

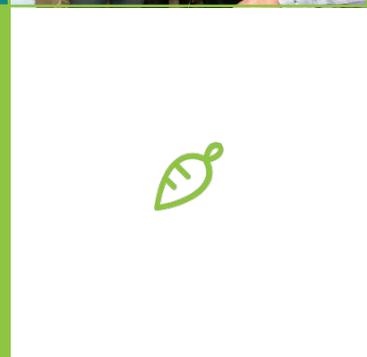


JW MARRIOTT



150

One-on-one
buyer meetings



80 retailers
25 food service
30 distributors

(number of companies
represented)



MILK™

Business Conference

The MILK Business Conference provides critical business information to help dairy producers thrive in a constantly changing economic environment. From sustainability efforts and animal welfare to technological advancements and labor management, the conference provides multiple sessions to empower producers to continue to grow and develop their businesses.

The event draws progressive decision makers from throughout the dairy industry, providing companies with a unique opportunity to connect with producers and better understand their needs and challenges.

MILK Business Conference
December 2-3, 2025
Paris Las Vegas Hotel
Las Vegas, Nevada

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461

Total Attendees

35

States
Represented



1M+

Total Dairy Cows
Represented



51

Average
Attendee Age



1,953

Total Average Acres



A FARM JOURNAL EVENT

Get an accurate read on the seasonal production outlook and meet producers on their turf. The Pro Farmer Crop Tour provides the industry with accurate growing season information about likely corn and soybean yields at the state and regional levels. Scouts report from 2,000+ fields across Illinois, Indiana, Iowa, Minnesota, Nebraska, Ohio and South Dakota.

2025 Eastern Tour

Aug. 18 – Noblesville, IN
Aug. 19– Bloomington, IL
Aug. 20 – Iowa City, IA
Aug. 21 – Rochester, MN

2025 Western Tour

Aug. 18 – Grand Island, NE
Aug. 19 – Nebraska City, NE
Aug. 20 – Spencer, IA
Aug. 21 – Rochester, MN

Sponsors and advertisers reach an engaged audience of attendees.



50%

Operate 500+ Acres of Soybeans

67%

Operate 500+ Acres of Corn

Pro Farmer Crop Tour delivers.

95% of last year's advertisers are interested in sponsoring again this year.



963

Average Acreage Size

\$3.2M

Average Gross Income



Meeting Farmers Where Your Input Matters Most

It's decision time—be part of the conversation that shapes the season ahead

As farmers evaluate performance from the current season and begin planning for the next, Q3 is the critical window to engage them in meaningful conversations about input decisions. This is when they assess yield results, fine-tune strategies, and make purchasing commitments that will define their success in the coming year. By positioning your brand as a trusted resource during this key decision-making period, you ensure that your products and solutions are top of mind when it matters most.

27% of input decisions are made in August- October

57% are using agronomic advisors to make input decisions



Top Producer SUMMIT

Meet the Elite

Top Producer Summit draws a unique crowd of successful, innovative entrepreneurs who are seeking new ways to give their operations a competitive advantage. As a sponsor, you will join a roster of top industry brands and network with some of the best producers across the country.

Your broad visibility throughout Top Producer Summit enables excellent opportunities to find your next customers through:

- Networking and relationship building
- Conversation and lead generation
- Building and differentiating your brand and offerings

2026 Event:
Renaissance Hotel
Nashville, TN
February 9-11, 2026

Our 2025
attendees
represented...

1,946

Average Total
Beef



\$4.3M

Average Gross
Farm Income

54

Average age

3,198

*Total average
acres



23k

Average Total
Swine

778

Average Total
Wheat

3,810

Average
Livestock

1,405

**Average Soybean
Acres

1,526

**Average Corn
Acres

1,268

Average Cotton
Acres

TRUST IN FOOD SYMPOSIUM

Trust In Food™ is a social-purpose initiative of Farm Journal, working to accelerate the transition to more sustainable and resilient agricultural systems. Through its educational programs, Trust in Food empowers farmers and ranchers to understand, value and feel capable of taking the next step toward building resiliency with climate-smart agriculture.

The Trust in Food Symposium, which is co-located with Farm Journal's Top Producer Summit, focuses on helping to carry out that mission, drawing sustainability professionals from across the food value chain.





The Fresh Produce Industry's Premier Domestic Networking Event

West Coast Produce Expo connects the West Coast community of retailers, food service professionals and distributors with fresh fruit and vegetable growers and others within the supply chain. This popular event draws key retail, wholesale and foodservice buyers from across North America with a breadth of decision-maker titles.

Sponsored by The Packer, the event includes:

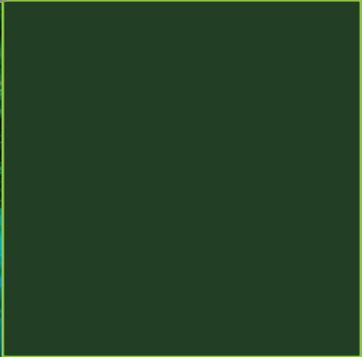
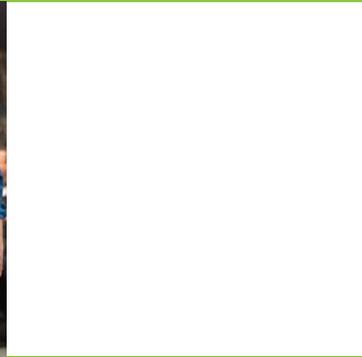
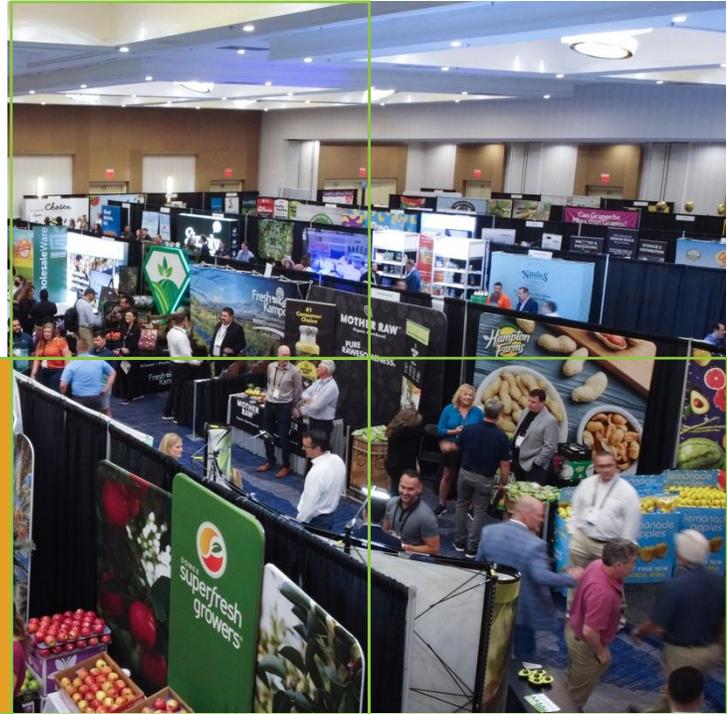
- Educational sessions and field tours
- Entertainment and networking receptions
- 250+ exhibits from leading produce suppliers

Sponsorship opportunities are available to increase your connections with decision-makers.

JW Marriott Desert Springs Resort and Spa
Palm Desert, CA
May 27-29, 2026



54
Average age



Thank You

We thrive on collaborating and co-creating with our customers to develop strategies and programs that deliver on your goals and metrics.

Let's organize a planning session today

Contact us for more information

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