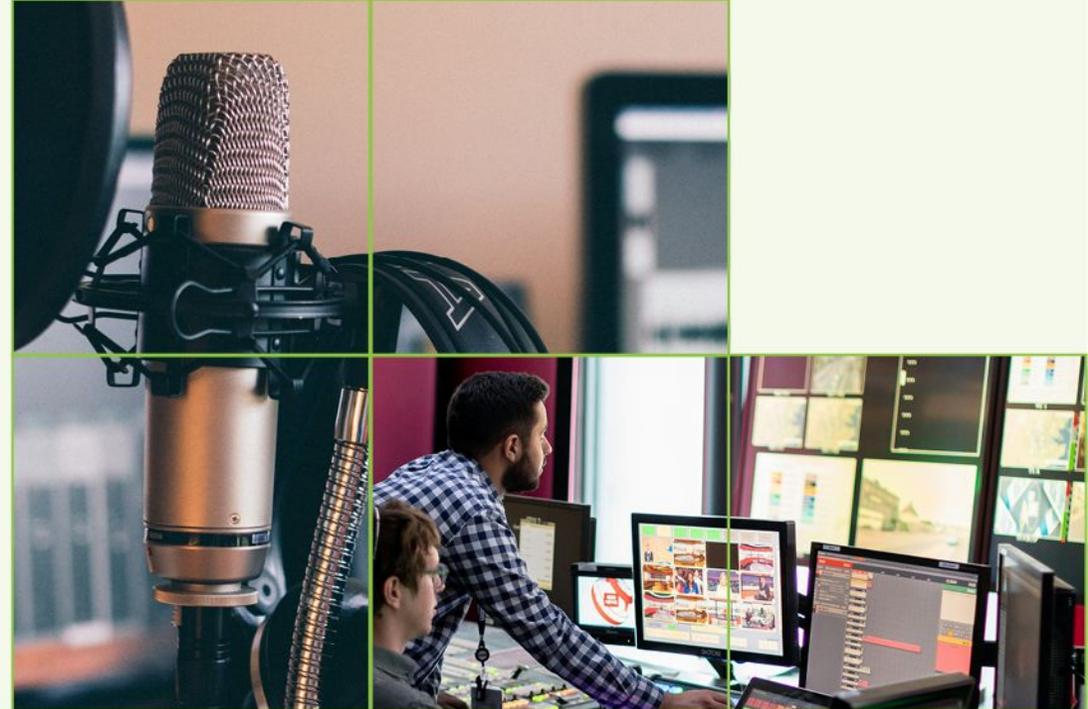


Farm Journal Streaming and Broadcast Solutions

Programming, Personalities, and Platforms
to Inform, Serve and Entertain Ag Business
and Lifestyle Communities





What's Included

- The ag broadcast and streaming opportunity
- Personalities & Programming
- Platforms
- Broadcast Programming - Streaming
- Custom Content Marketing Solutions

The Ag Broadcast and Streaming Opportunity

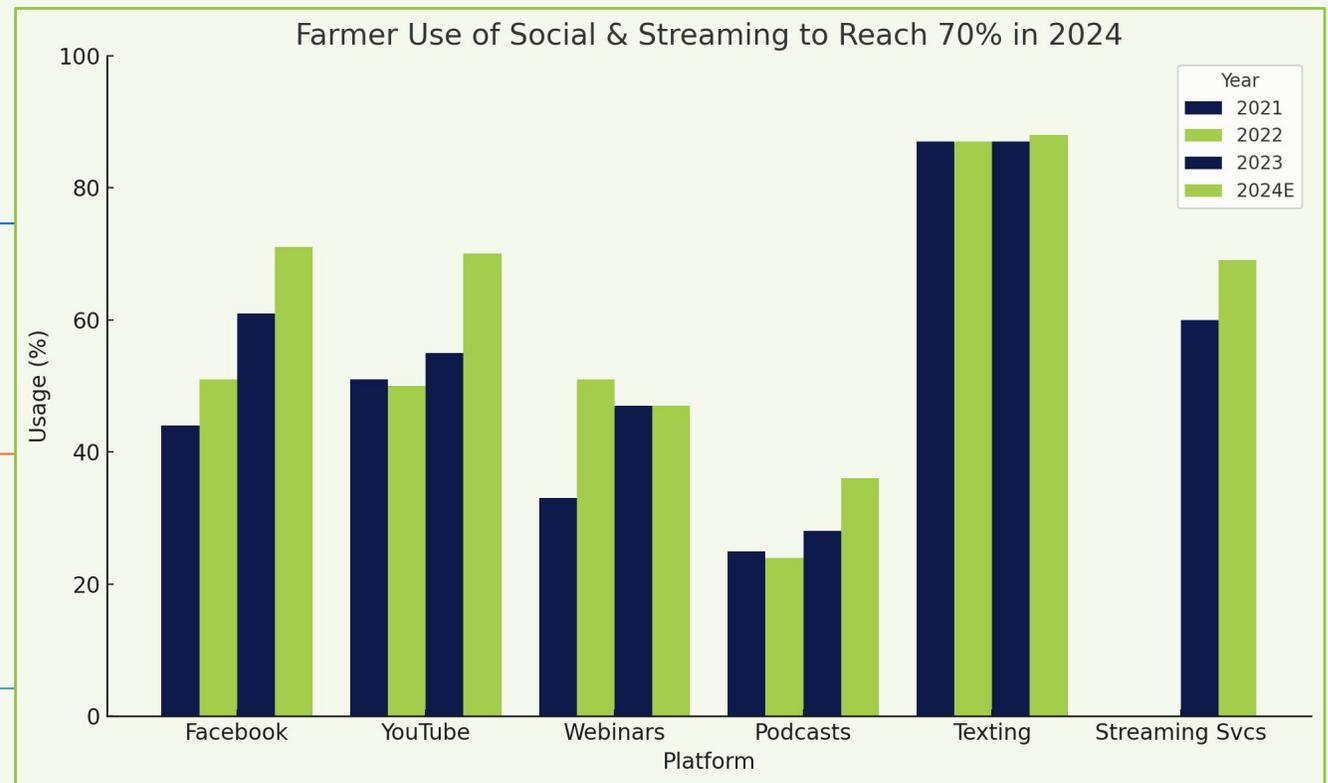


As on-demand content grows, more farmers are turning to streaming TV and podcasts for flexible, anytime access to information.

Streaming is a powerful opportunity to connect with farmers where they're already engaged.

Farmers are incorporating streaming into their routines for convenience.

The agriculture industry is changing, and so is the way farmers consume information.



Ag media is shifting as today's farmers redefine how they want to engage and what earns their attention.

Shift in Media Consumption

Farmers are moving toward flexible, on-demand content and away from scheduled traditional media.

Changing Audience Behavior

Farmers now consume content when it fits their day, leading to higher engagement with formats they control.

Trust & Personality-Driven Content

Farmers prefer content from trusted personalities, making presence on streaming and podcasts essential.

The Future of Ag Media: Why Streaming TV and Podcasts are Essential for Reaching Farmers

- Farmers are shifting to on-demand content that fits their schedules.
- Streaming and podcasts deepen trust through familiar, consistent voices.
- On-demand content builds stronger, repeat engagement with audiences.



[Resource Link](#)

Follow the Farmer: Streaming Content and Video Drives Results

For deep audience engagement, ranging from entertainment to education, Ag producers turn to video and streaming content. Suppliers and marketers partner with Farm Journal team to identify, engage and activate Ag and food decision-makers and influencers.

As video engagement metrics continue to surge, our Studios solutions create powerful platforms and programming to reach farmers and producers in their preferred content formats.



- Marketers achieved a **34% higher conversion rate** by including video content in their marketing campaigns. (Source: Lemonlight)
- **87% of video marketers** say video has helped them generate leads and that video has directly increased sales. (Source: Wyzowl)
- Video now makes up over **82% of all internet traffic**. (Source: Channel Factory)
- **53% of U.S. adults** said they believed television advertising had the most impact on their purchasing decisions. (Source: Statista)

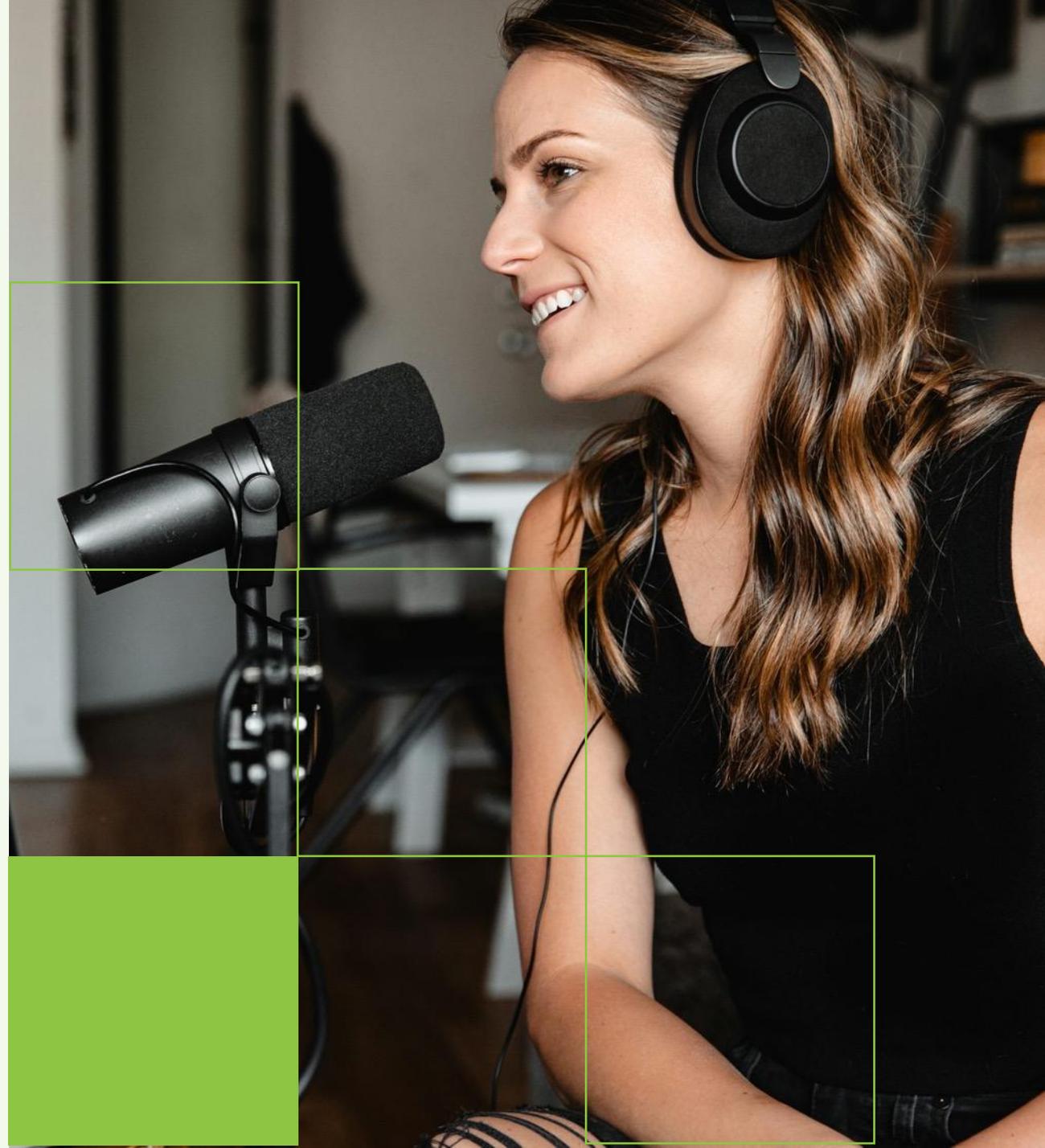
Producers and Ag Pros are Turning to Podcasts

In the field, office or truck, producers are listening to podcasts to learn expert farm advice, hard core ag economy and science, and rural living perspectives.

While podcasts used to be mostly an audio format, they're increasingly being offered in video, with YouTube being the preferred platform.

Farm Journal brands and personalities offer a variety of topical podcasts that farmers and producers listen and watch for insights and ideas.

Statista Research forecasts that the podcast audience will increase by +48.7% between 2024 and 2029, reaching an estimated 113.62 million users.

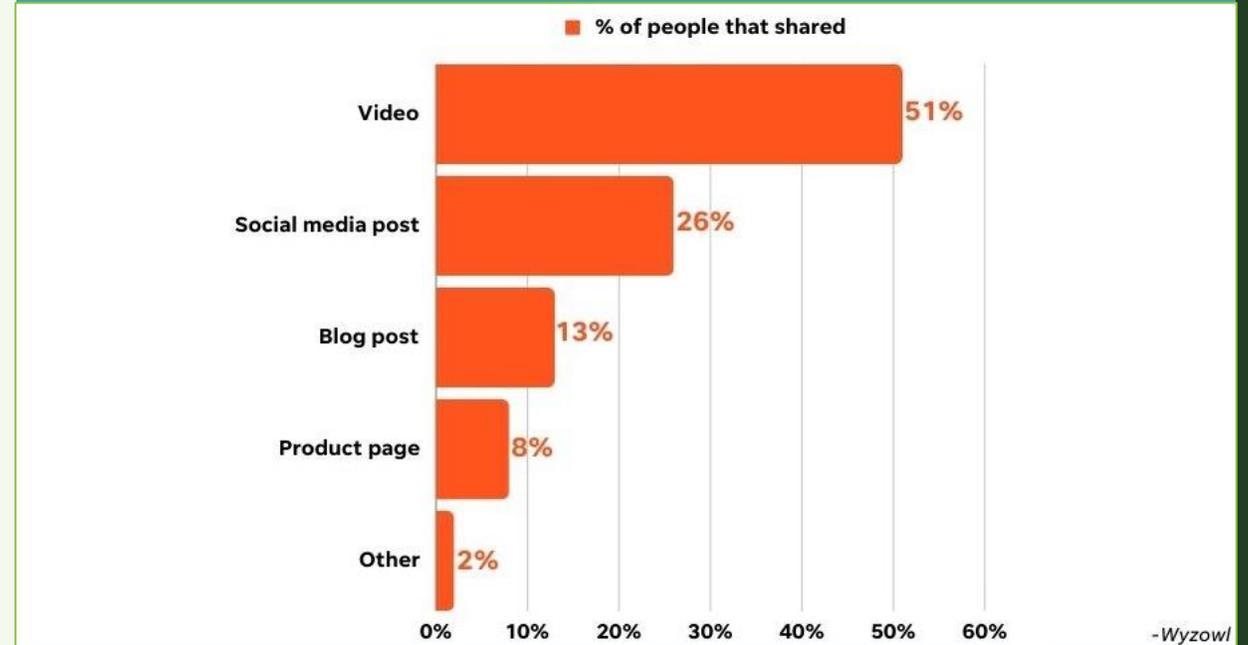


The Shift to “Actionable” & “Shareable” Content to Inform and Build Trust with Farmers

Brand content gains value when it’s actionable and when it can be easily shared.

Video leads all other formats in shareability, enabling it to better support the customer journey, helping ag marketers generate brand awareness, preference, and find new customers.

Types of content people like to share most



Source: Wordstream by LocaliQ

The 3 Ps of Broadcast

Platforms, Programs and Personalities



Top Shows

**FARM
JOURNAL
NOW**

Farm Journal - Live Stream

Live

Harvest of Thanks

AGDAY

AgDay - new episodes daily

11

U.S.

Farm Journal's Trusted Voices Help Marketers Inform, Influence and Inspire Producers

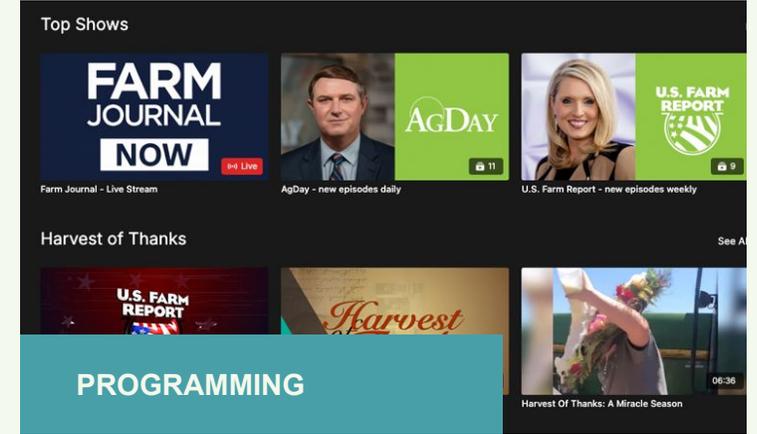
The foundation of audience growth starts with trusted voices and the content producers come back to every day.



In a world flooded with information and AI-driven content, our trusted voices give farmers confidence in what's real and build deeper loyalty across every channel.



From syndicated television to on-demand streaming, podcasts, and YouTube, our broadcast ecosystem connects with producers anytime, anywhere.



Shows like AgDay, U.S. Farm Report, AgriTalk, and Machinery Pete TV are not just content, they're daily habits that inform decisions and shape markets.

Platforms, Programs and Personalities to Amplify Your Brand

Our iconic broadcast shows (such as AgDay, U.S. Farm Report and AgriTalk) are hosted by the industry's most popular and respected personalities.

Our platforms, podcasts and social media outlets provide our partners with timely solutions that put their brand messages in an engaging and trusted context, connecting them with decision-makers.

No competitor in Ag media offers solutions of this type, size and reach.



Farm Journal Studios

Personalities & Programming

AgriTalk



Studios Programming Solutions – At a Glance

High-Value Programming and Tailored Content to Amplify Your Brand, Engage Audiences, and Accelerate the Buyer's Journey



The weekday newscast for American Ag provides farmers and ranchers with news, weather and business headlines to keep producers and suppliers informed.



The longest-running syndicated TV program focused on agriculture, rural issues, and the country lifestyle, airing each weekend on stations coast-to-coast.



American Ag's radio talk show airs live for two hours each weekday. It covers farm and ranch production, policy, technology, and market analysis.



The most trusted name in farm equipment offers timely industry headlines while visiting innovative dealerships and auctions across farm country.



Compelling, three-minute Americana stories heard on a national network of local radio affiliates and on Rural Radio SiriusXM.

Custom Content Solutions

Farm Journal storytellers draw on deep ag expertise, data science, and marketing insights to create content that engages and activates target buyers and influencers.

Make Your Brand an Essential Part of a Producer's Day

AgDay

Along with providing farmers and ranchers with the latest news, weather and business headlines, **AgDay** reaches out to every household with the story of U.S. agriculture, featuring the people and places unique to the industry and small-town America.

Within this trusted context, marketers can break through the noise and gain immediate credibility with their message.

AgDay is broadcast on a national network of **112 stations in 39 states** five days a week and is available on demand via Farm Journal TV & Farm Journal NOW. Producers can find specific segments and shorts on Farm Journal's YouTube channel.



250K+
Daily Audience

National Broadcast Network

112 stations in 39 states

Streaming

On demand via Farm Journal TV and Farm Journal NOW



Clinton Griffiths
AgDay Host

| | |
|-----------------------|-----|
| Machinery Pete | MON |
| Dairy Report | TUE |
| Pork Report | WED |
| Drovers Report | THU |
| Fresh Produce Fridays | FRI |

Be a Trusted Part of Farm Life

U.S. Farm Report

Hosted by award-winning journalist Tyne Morgan, U.S. Farm Report airs each weekend on a national network of **129 stations in 43 states**.

The longest-running syndicated television program focusing on agriculture, rural issues, and the country lifestyle, U.S. Farm Report delivers the largest reach in ag media, ensuring your message and brand reach coast to coast within an engaging context.

Ag and food decision-makers depend on the show's weekly insights, market analysis and human-interest stories.

| | |
|--|--|
| | <p>Weekly Audience</p> <h1>400K+</h1> |
|  | <p>Tyne Morgan U.S. Farm Report Host</p> |
| <h2>Streaming</h2> <p>On demand via Farm Journal TV and Farm Journal NOW</p> |  |

Be Part of the Voice of the Farm

AgriTalk

Chip Flory and Davis Michaelsen host agriculture's only national talk show devoted to farm production, policy, technology and markets.

AgriTalk airs twice each weekday on **100+ affiliate stations in 19 states and on SiriusXM Rural Channel 147**. It is available digitally via AgWeb.com and the AgriTalk app.

Marketers can reach producers with their message in a timely and entertaining environment.

AgriTalk

AgriTalk Podcast:

100K+

Monthly Downloads

Chip Flory
AgriTalk Host



Digital

Available on demand via Farm Journal TV and Farm Journal NOW

Understanding the Value of Ag Equipment and Machinery

Machinery Pete TV

The most trusted source for farm equipment valuation, buying and selling, Machinery Pete, led by ag equipment icon Greg Peterson, reaches a robust audience via its website (1.4 million monthly visitors), social media (nearly 400,000 followers) and **Machinery Pete TV**.

The show covers new and used farm machinery, visiting dealerships and auctions to understand what's new, what's available, and what producers and operators need to maximize their yield.

Marketers use the show to connect with customers in a trusted environment, where they feel a strong emotional connection to machinery and equipment.



100K+
Weekly Audience

Broadcast Distribution
50+ affiliate stations in 24 states

Greg Peterson
Machinery Pete Host

MACHINERY PETE TV

Streaming
On demand via Farm Journal TV and Farm Journal NOW



COMING SOON:
BOVINE VETERINARIAN
PODCAST



THE **PORK**
PODCAST



Unscripted



TV
MACHINERY
PETE



THE **FUTURE OF BEEF**
SHOW



AgriTalk



GROW GETTERS



MOVING IRON
PODCAST



SCOOP
THE
Solutions for the Farmer's Advisor



FARMING
THE COUNTRYSIDE



*Proni*Farmer
Podcast



MARKETS NOW
With Michelle Rook



Top Producer
PODCAST
A FARM JOURNAL PODCAST



THE **PACKER**
PODCAST



BREAKING BARRIERS
with R&D

Machinery and equipment insights: Everything Dealers and Ag Buyers Should Know.



- Trusted equipment market expertise built over 30+ years
- Meaningful, in-depth conversations from across the ag industry
- Actionable insights on trends, news and what's driving equipment demand



- Dealer-driven equipment market intelligence
- Insight into new and used machinery trends
- Economic and commodity factors shaping equipment decisions

Market clarity: Everything Producers Need to Make Confident Decisions.

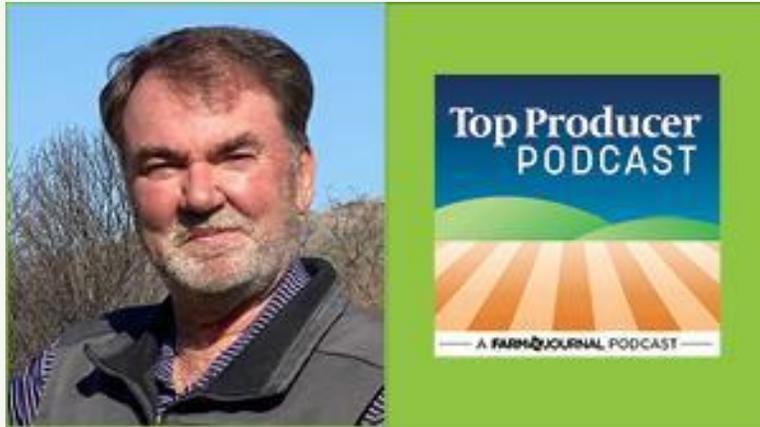


- Daily market insights from trusted analysts
- Clear breakdowns of crop and livestock movement
- Updates at open, midday and close to keep you ahead



- Weekly expert breakdowns of what moved last week's markets
- Forward-looking insights on trends shaping the week ahead
- Analysis that helps producers navigate market shifts and make smarter decisions

Advisor guidance aligned to drive better decisions on every acre.



- Expert guidance on farm management and business strategy
- Practical insights on tax issues and policy impacts
- Real-world perspectives from farmers and ag industry leaders



- Insights for the advisers who guide on-farm decisions
- Interviews with the experts influencing ag business today
- Information farmers and retailers need to strengthen decisions

Actionable advice from the field and from top-performing growers to increase your ROI.



- Real-world strategies from a 5th-generation grain and livestock farmer
- Weekly farmer-to-farmer insights
- Practical guidance to boost yields and ROI



- Expert yield and ROI strategies from Randy Dowdy and David Hula
- Actionable guidance to help farmers unlock more potential in every acre
- Proven, in-field practices designed to maximize performance

Targeted industry insights for every corner of agriculture, delivering the expertise you need, no matter your role.



- Conversations with farmers and industry leaders shaping the pork sector
- Insights that highlight the purpose, challenges and future of the pork industry
- Real perspectives from across the value chain to inform better decisions



- Interviews with leaders and disruptors driving change in fresh produce
- Deep dives into challenges, opportunities and what's next in the supply chain
- Insightful discussions on how fruits and vegetables are grown, moved and delivered

COMING SOON:



- Focused conversations for bovine-practice veterinarians
- Techniques and technologies in the areas of drug, device, and digital innovation
- Real insight on new advancements, how they're being used and hear the people behind the innovations

Authentic conversations and creative side-hustles redefining agriculture.



- Stories of creative ag entrepreneurs turning side-hustles into real opportunity
- Practical ideas and innovations helping farmers earn more and stay resilient
- Inspiring examples of how today's growers are redefining what it means to farm



- Candid conversations with Clinton, Tyne and Farm Journal's on-air personalities
- Behind-the-scenes insights on the stories and decisions shaping each week
- A closer look at the people, perspectives and moments you don't see on air

Farm Journal Studios

Platforms



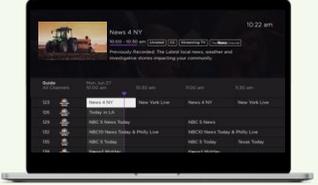
Platforms



Farm Journal

Podcast Stations

Local Affiliate Channels



What's the difference?



- Paid subscription
- Convenient viewing (on-demand, cross-platform, preferred device)
- Early access — watch episodes first
- Ad-free experience
- Download to watch offline

Key Features:

- On-demand programming
- Available on any platform/device
- Episodes released here first

Link: <https://farmjournaltv.com/>
FARM JOURNAL



- Free to watch
- Available on AgWeb.com and MachineryPete.com (initially)
 - Exploring expansion to AgWeb mobile app
- Ad-supported
- Scheduled programming
- Full episodes (compared to YouTube, which features mostly clips)

Link: <https://www.agweb.com/farmjournal-now>

Agricultural Audiences Embrace Farm Journal TV



**One App.
All Ag.**

Farm Journal TV programming delivers information you need to make the right decisions for your ag business, along with entertaining and inspiring stories about life in rural America.

**LAUNCHED
MARCH
2025**

The launch of Farm Journal TV as an on-demand streaming service showed agriculture audiences are ready to access news, information and entertainment in new ways.

**Where to
Watch:**

Streaming app available on Android TV, Apple TV, Roku, Android, Apple Iphone, Google Chrome and FireTV.

The Power of Farm Journal NOW is to serve and reach new and expanding audiences.



What is Farm Journal NOW?

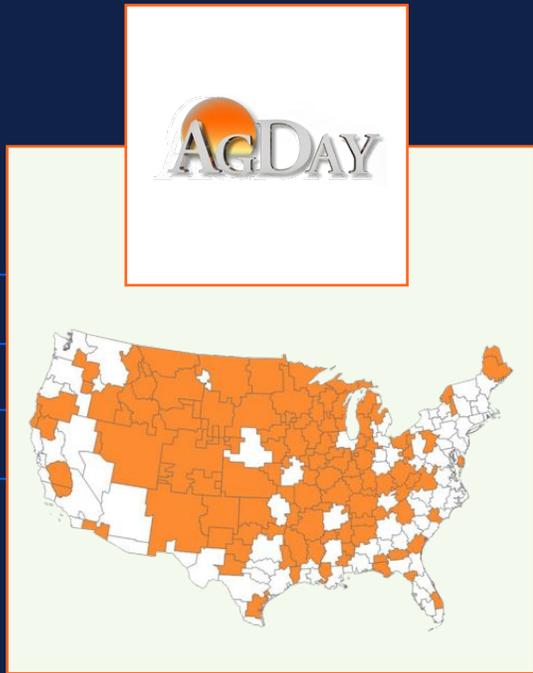
Farm Journal NOW channel will feature, along with its nationally syndicated ag newscasts, all Farm Journal programming including over a dozen ag-focused podcasts. Additional content partners will be announced throughout the year.

**LAUNCHED
MAY 2025**

Where to Watch:

Farm Journal NOW will launch on AgWeb.com and MachineryPete.com first and followed by other platforms in the future.

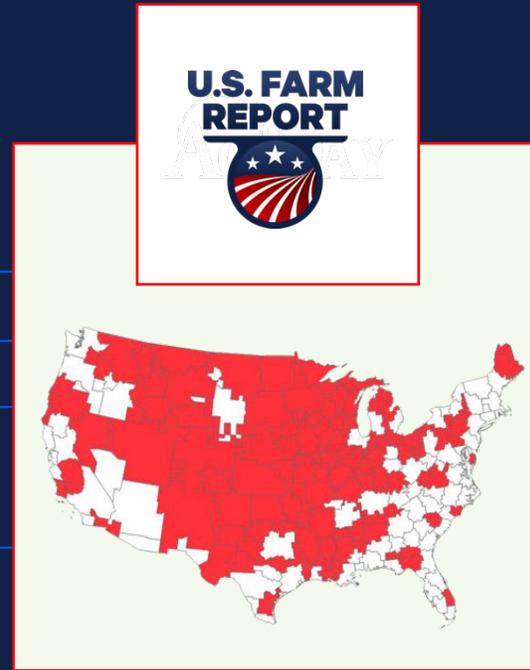
Farm Journal's affiliate network spans the Midwest and essential farming communities.



[Affiliate List](#)



[Affiliate List](#)



[Affiliate List](#)



[Affiliate List](#)

Custom Content

Marketing Solutions

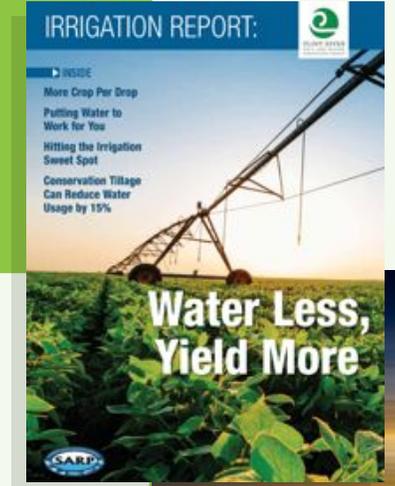
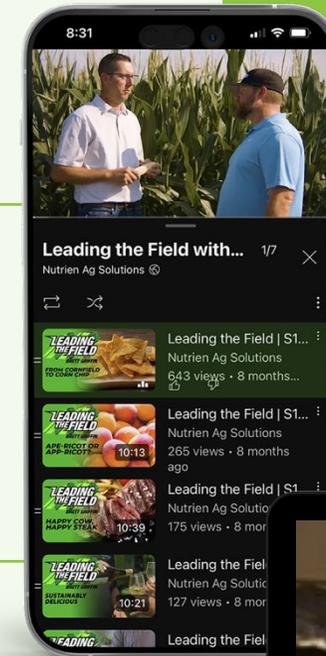


Create and Deliver the Right Content to Inform and Inspire Your Next Customer

Farm Journal Studios gives marketers the tools, expertise and creative foundation they need to build strong, impactful content that truly resonates with agricultural audiences. By combining deep industry knowledge with modern storytelling, we help brands create content that is authentic, relevant and built for today's ag decision-makers.

We understand the issues, the environment and the producers you're trying to reach and we translate that into content that will help you reach the correct audience.

- Powerful videos
- Social media, blogs and articles
- Podcasts and webinars
- White papers, eBooks and guides



The Farm Journal Advantage

Turnkey Project Management

Farm Journal's Turnkey Project Management meets your needs in three ways:

1. Easier for you – Our proven marketing expertise and execution get results
2. Customized – Content, message and promotion is customized to fit your needs
3. Targeted – Our large network of readers makes meeting your targets more successful

What's in it for you?

Save time and money:

- No wasted time passing project pieces back and forth and giving downloads to 3rd parties
- Pay per asset, not per hour

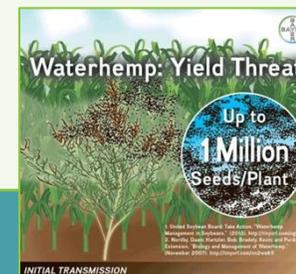
Streamlined Management:

- Enjoy the luxury of an entire team of experts, with the simplicity of one team lead handling all communication for content creation, placement and results
- Less confusion, quicker turn-arounds

The Value of Content Creation

Why Create Content with us?

- Enjoy the ability to pick the minds of our content experts, from crop kings to livestock legends
- The content we create for you is built to work excellently on all platforms, whether it's digital, print, mobile or broadcast
- Our trusted database makes it possible to continuously assess and improve content to make sure your content is reaching the right farmer, with the right message, at the right time, in the right format



Our Team

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Content Team

Katie Humphreys | Executive Editor
& Farm Journal Editor

Clinton Griffiths | Executive Producer
& AgDay Host

Tyne Morgan | U.S. Farm Report Host

Greg Peterson | Machinery Pete

Chip Flory | AgriTalk Host

Margy Eckelkamp | Top Producer & The Scoop
Brand Leader

Jennifer Strailey | Produce Editorial Director

Angie Stump Denton | Drivers Editorial Director

Karen Bohnert | Dairy Editorial Director

Jennifer Shike | Farm Journal's PORK Editor

Michelle Rook | National Farm Journal
Broadcast Reporter

Rhonda Brooks | Agronomy Editor

Andrea Bedford | Bovine Veterinarian Editor

Davis Michaelsen | Land Owner Editor

Hillari Mason | Market Analyst, Pro Farmer

Lane Akre | Junior Economist, Pro Farmer

Chris Bennett | Issues Editor

Taylor Leach | Assistant Editor, Dairy

Christina Herrick | Produce Editor

Jill Dutton | Associate Editor, Produce

Kerry Halladay | Associate Editor, Produce

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:
talktoanexpert@farmjournal.com
FARM JOURNAL