

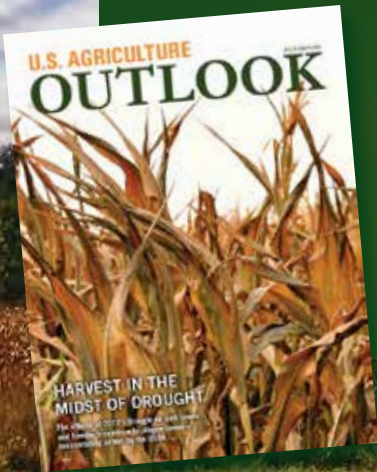
U.S. AGRICULTURE: OUTLOOK

The only annual publication that offers a comprehensive overview of how the U.S. Department of Agriculture (USDA) aims to “provide leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management.” With insights from public officials and industry leaders, *Outlook* looks at how industry and academia work hand in hand with the USDA to provide agile services that expand and develop alternative markets for agricultural products and activities; enhance and protect the nation’s food supply; deliver nutrition education and food assistance; and protect and manage public and private lands.

Along with in-depth coverage of the USDA, *Outlook* provides business, government, and industry leaders with a unique platform to accelerate innovative ideas, confront and discuss challenging issues, look at cutting-edge technology, examine current trends, and review upcoming policy at the forefront of America’s agricultural future.

Produced by Faircount Media Group, one of the nation’s leading publishers of news and information on government departments and agencies, *U.S. Agriculture: Outlook* is the professional and independent authority for the nation’s agriculture decision-makers.

CLICK HERE to see the previous edition



“THIS IS AN EXCITING TIME FOR FARMERS AND RANCHERS OF ALL TYPES AND SIZES AS AGRICULTURE IS A BRIGHT SPOT IN THE AMERICAN ECONOMY. IN 2011, AGRICULTURAL EXPORTS HIT A RECORD HIGH AND PRODUCERS SAW THEIR BEST INCOMES IN NEARLY 40 YEARS.” –

U.S. Secretary of Agriculture Tom Vilsack



WHY U.S. AGRICULTURE?

Outlook provides an opportunity for your organization to introduce your products and services to a nationwide readership that includes owners and managers of farms, ranches, dairies, greenhouses, nurseries, orchards, and hatcheries (whether individually owned or set up as a partnership or corporation) with an annual revenue greater than \$10 million, as well as the major industries that rely on the USDA: leadership in the top agricultural and forestry machinery and equipment manufacturers and merchants; agricultural biotechnology organizations; consumer and commercial food producers; and farm labor contractors and crew managers. Beyond industry, *Outlook* is also distributed to USDA Headquarters, its bureaus and offices across the country, as well as other select federal, state, and local personnel involved with agricultural services and programs, such as agency directors, program managers, agricultural engineers, technicians, conservationists, inspectors, scientists, and other specialists.

Keep in mind, *U.S. Agriculture: Outlook* is widely accessible – as a high-quality print edition and as a digital flipbook.

This edition of *Outlook* will make its public debut at the world's largest agricultural exposition, the World AgExpo, in Tulare, Calif.



PRODUCTS AND SERVICES OF INTEREST

- Agricultural Aircraft
- ATVs
- Backhoes
- Building Materials
- Crawler Tractors
- Information Technology Services
- Dust Control
- Excavators
- Farm Improvement and Construction
- Feed
- Fertilizer
- Forklifts and Cranes
- Financial Services
- Harvest and Handling
- Horse/Livestock Equipment and Services
- Implements
- Irrigation and Water Pumps
- Landscape
- Large Trucks
- Lime and Soil Conditioners
- Livestock
- Loaders
- Lumber
- Power Units and Compressors
- Produce Sorters
- Scrapers and Graders
- Seeds and Plants
- Shop Supplies
- Sprayers
- Spreaders
- Tanks
- Tractors
- Trailers
- Trenchers
- Trucks and Autos
- Utility Vehicles

MORE THAN 22 MILLION PEOPLE (14 PERCENT OF TOTAL LABOR FORCE) ARE EMPLOYED IN FARM OR FARM-RELATED JOBS, INCLUDING PRODUCTION AGRICULTURE, FARM INPUTS, PROCESSING AND MARKETING, AND WHOLESALE AND RETAIL SALES.

CONTENTS

- 2013-2014 USDA budget review
- USDA programs and services
- Agriculture policies and legislation
- Interviews with agriculture leaders
- New products, technologies, and programs
- U.S. farm export growth
- Agriculture and food research
- Commentary and analysis
- Special reports on agriculture technologies and regional activities

ADVERTISING RATES

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**OVER THE PAST YEAR, U.S.
FARM EXPORTS HAVE RISEN
21 PERCENT TO \$134 BILLION.**

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