



THE U.S. AGRICULTURAL INDUSTRY NOW HAS A NEW FORUM FOR GOVERNMENT, INDUSTRY, AND ACADEMIC LEADERS

In the spring of 2013, we are releasing the premiere edition of *U.S. Agriculture*, an annual publication that offers a comprehensive overview of how the U.S. Department of Agriculture 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, *U.S. Agriculture* 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.

WHY U.S. AGRICULTURE?

During recent production of our publication commemorating the USDA's 150th anniversary, it became very apparent that no specialized publication exists to act as an independent news source providing a top-down, panoramic view of the department and the synergy between it, industry, and academia. *U.S. Agriculture's* purpose is to provide 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 existing and upcoming policy at the forefront of America's agricultural future.

U.S. AGRICULTURE'S PANEL OF EXPERTS

We are drawing upon the best and brightest in agriculture to assemble a panel of experts who specialize in the fields of animal health, biotechnology, energy, natural resources and the environment, emergency preparedness and response, forests and forestry, homeland security, regulation, marketing and trade, plant health, research and science, rural and community development, supplemental nutrition programs, and more.

Statistics

- Over the past year, U.S. farm exports have risen 21 percent to \$134 billion.
- In the past three years, the USDA has helped 450,000 rural families buy or refinance a home, and provided 50,000 small rural businesses grants and loans, which created and saved over 260,000 jobs.
- The USDA supports more than 100,000 schools and 50 million children participate in Child Nutrition Programs.
- Over the next decade, about 36 percent of total corn use is projected to go to ethanol production.
- 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.
- The top five agricultural commodities are cattle and calves, dairy products, broilers, corn, and soybeans. U.S. farmers produce 46 percent of the world's soybeans, 41 percent of the world's corn, 20.5 percent of the world's cotton, and 13 percent of the world's wheat.
- In the 1930s, a farmer could harvest an average of 100 bushels of corn by hand in a nine-hour day. Today's combines can harvest 900 bushels of corn per hour or 100 bushels of corn in less than seven minutes!
- In the 1960s, one farmer supplied food for 25.8 persons in the United States and abroad. Today, one farmer supplies food for 144 people worldwide.

- USDA 2012-2013 Budget Review
- Senior Leadership Interview - TBD
- Policy Topics
- Department News
- Programs and Services

FOOD AND NUTRITION - Food assistance programs like SNAP, WIC, the Food Stamp Program, School Meals, and many more are vital to delivering food security and reducing hunger by providing children and low-income people access to food, a healthful diet, and nutrition. At the same time these programs support American agriculture and inspire public confidence.

- SNAP, WIC, Food Security, Child Nutrition Programs, National Organic Program

MARKETING AND TRADE - The USDA is a marketing machine. It plays a vital role in promoting U.S. agriculture to international markets, and at the same time provides regulation and policies to assure the same level of protection achieved on domestic goods is true for imported goods. Within the U.S. it promotes farmers markets, roadside stands, and community supported agriculture programs as well as potential new economic drivers for rural America including ecosystem services like carbon sequestration, water quality, wetlands, biodiversity and others.

- Importing Goods, Exporting Goods

CONSERVATION - The USDA assists owners of America's private land with conservation programs, conservation planning, and technology resources. The USDA is also working to realize a vision of a productive nation in harmony with a quality environment by working with conservation partners on water, soil, and air quality.

- Restoration and Conservation, Environmental Markets, Water Resources, Wildfire Prevention

EDUCATION AND RESEARCH - The USDA provides America and the world an unmatched educational resources through research program, projects and access to information. The important role that education and research plays in supporting USDA efforts across the board include the Taxonomic Information System, Avian Flu resources, TEKTRAN, and many others. We look at how research and science have helped American industry and citizens.

- Economic Research, Agricultural Research, Agricultural Statistics

ASSISTING RURAL COMMUNITIES - The USDA is committed to helping improve the economy and quality of life in rural America. We will look at the ways that the USDA is achieving this mission, through loan and grant programs that foster growth, short term and immediate assistance programs in the event of a disaster, as well as ways to better manage risk. The USDA is breaking new ground by bringing technology and modern service within reach of even the most remote of communities.

- Broadband, Grants and Loans, Insurance Programs, and Disaster Assistance

*Draft Synopsis - Subject to change



ABOUT THE PUBLISHER

Faircount Media Group is a leading publisher for an array of organizations and industries, from government to academia, that rely upon our publishing expertise. We develop high-quality, independent custom publications rich in editorial and illustrative content, targeted specifically at decision-makers and influencers within the subject matter’s field. Our client list includes some of the world’s most illustrious and instantly recognizable organizations including the U.S. Department of Defense, American College of Surgeons, Department of Homeland Security, U.S. Coast Guard, NASA, U.S. Public Health Service, and U.S. Forest Service, to name a few.

DISTRIBUTION

Initial distribution is aimed at 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 and 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, we will also target distribution to the USDA Headquarters, Agencies, 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.

U.S. Agriculture will be made available as a traditional print edition as well as a digitally optimized, device-aware edition (available from major online stores) so that regardless of how our readers choose to access the content, be it tablet, mobile phone, or computer desktop, they will be part of an engaging and immersive reader experience.

ADVERTISING RATES

- Double Page Spread \$16,950 net
- Full Page \$9,950 net
- Half Page..... \$5,950 net

