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All Aboard Wheat Harvest Tour™ Kicks Off Third Season
Custom Wheat-Harvesting Crews Gear Up to Share their Season with Thousands of Online Followers

WILMINGTON, Del., March 3, 2011 – As several family-owned custom wheat-harvesting crews prepare to roll out the combines this season, they’re inviting the rest of the country to hop aboard the 2011 All Aboard Wheat Harvest Tour™. This is the third season online followers can hitch a virtual ride with the crew for a close-up view of the 2011 wheat harvest, sponsored by DuPont Crop Protection and *High Plains Journal*.

Since its 2009 inaugural season, the All Aboard Wheat Harvest Tour™ has continued to enhance the online harvest experience with a growing selection of tools, including a daily blog; weekly articles in *High Plains Journal*; video reports; and updates on Facebook, Twitter and YouTube. Followers receive real-time harvest snapshots and interact with the crews who make the harvest happen.

“DuPont is proud to help offer a unique perspective on the lives of custom wheat-harvesting crews through this interactive program,” said John Chrosniak, regional director, North America – DuPont Crop Protection. “With thousands around the globe watching, the All Aboard Wheat Harvest Tour™ vividly demonstrates the value of the U.S. wheat industry to the world.”

In 2010, more than 155,000 viewers tracked the progress of wheat harvesting crews as they encountered weather troubles, mechanical trials and personal challenges throughout the season. With an expanding number of Facebook friends and Twitter followers, tour organizers hope to give even more people a real-time opportunity to interact with the 2011 crews as they bring in the harvest across the U.S. Wheat Belt. Followers can expect more photos, videos and current harvest coverage as the 2011 season progresses.

To be part of the 2011 All Aboard Wheat Harvest Tour™:

- Sign up for e-mail notification of blog updates at www.allaboardharvest.com;
- follow AllAboardHarvest on Facebook;
- look for hash tag #wheat on Twitter;
- view wheat harvest videos at YouTube.com/AllAboardTour; and
- read *High Plains Journal* in print and online at www.hpj.com.

High Plains Journal is a weekly publication that delivers relevant localized news to farmers and ranchers throughout the Plains states. *High Plains Journal* provides industry and production news on topics including crop and livestock management, business management, markets and weather.

DuPont (www.dupont.com) is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 90 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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