IT DOESN’T HAVE TO BE LONELY AT THE TOP
You’re part of a long, grand tradition. You are honored to call yourself a farmer or rancher and supply food to the world.

YOU’RE A PART OF AN ELITE GROUP. YOU’RE A TOP PRODUCER. YOU PRODUCE MILLIONS OF DOLLARS WORTH OF AGRICULTURAL PRODUCTS EVERY YEAR. YOUR OPERATION IS IN THE TOP 1%, COLLECTIVELY PRODUCING NEARLY HALF OF ALL AGRICULTURAL OUTPUT IN NORTH AMERICA.

Like every farmer or rancher, you work long days and wear many hats. Sometimes you are the tractor driver, the sprayer operator, the milker... you name it. All this, on top of being the one who manages your operation and plans its growth. But unlike most farmers and ranchers, you are truly the executive of a multi-million dollar operation. This comes with all the strategic complexities of running a large business, compounded by all the unpredictable and uncontrollable variables of farming – the weather, pests and disease, input costs, and the markets. Not to mention, the dynamics of working with the same people you call your parents, spouse, siblings, children and extended family too. The family dynamic can make for a tricky work environment, and you know this all too well.

YOU’VE GOT A LOT ON YOUR PLATE – AND VERY FEW PEERS WHO CAN RELATE.

Most producers in your area simply do not deal with the scope of issues that you face daily, so they can’t relate to what you’re going through. Or, if there are similar operations in the area, they are likely competitors – not the folks you want to share your issues with. And often, family issues that affect the operation are the last thing you want to discuss directly with your family. At least, not until you’ve had a chance to think things through and get some perspective. With nobody else to talk to, how can you gain that perspective?

It can often feel pretty lonely. In fact, the old adage, “It’s lonely at the top,” has never felt more true to you. THAT’S WHERE TPEN COMES IN.
WELCOME TO THE TOP PRODUCER EXECUTIVE NETWORK
TPEN brings together small groups of like-minded, non-competing farmers and ranchers – people at your executive level – to share new ideas, fresh perspectives, expertise and encouragement, several times a year. Each group is moderated by an experienced facilitator who is also an agriculture industry professional. Members of groups are carefully matched to ensure alignment of interests, needs and goals.

It’s like having your own personal brain trust of people who really get the strategic issues you’re facing, because they’re facing them too. At the same time, every operation has its own set of circumstances, so you can benefit from the unique perspectives that come from that.

TPEN helps end the isolation you have been feeling, with a group of peers that will take an active interest in helping you succeed, just as you will with them. TPEN gives you the tools and support you need to achieve the greatest possible success with your business and family life.

Most importantly, with TPEN, you finally have a safe place where you can actually talk with people about what you’re going through. Openly. Comfortably. And with honest, caring feedback from peers.

As a TPEN member, you’ll have online access to a trove of helpful resources researched and published by Farm Journal Media just for Top Producers – as well as ongoing access to your fellow members. You’ll also have year-round connection to your peers, and year-round strategic support to help you be the master of your success. Thanks to TPEN, you won’t feel on your own any more.
Since launching in 2012, TPEN has grown into twelve groups across North America, helping some 150 top producers improve their operations and their lives. Many of them repeatedly tell us they wonder how they got along before joining a TPEN group.

Over 90% of TPEN members renew annually. They consistently report a substantial return on their investment in membership. Gaining ideas and support from their groups helps them significantly improve their revenues, profits, productivity, and work/family balance. And while working closely with them, we continue to improve how we organize and support TPEN groups to provide members with the maximum possible benefit.
HOW AN IDEA SPROUTED INTO A MOVEMENT

At Farm Journal Media, we have been serving and supporting farmers and ranchers like you with news, education and advice since 1877. You probably read Farm Journal, Top Producer, and maybe some of the other Farm Journal Media publications too. Perhaps you also visit AgWeb for daily industry updates. We might even have met you at a recent Top Producer Seminar. You have come to rely on us as your trusted source of information and insight to help you with your operation.

A few years ago however, we couldn’t help noticing that something was missing for Top Producers like you. We understood the isolation that comes with running an operation like yours. We saw that there wasn’t an easy way for you to get the counsel, support and camaraderie you were missing to help solve the strategic issues that were getting in the way of your operation’s success.

WHEN WE FIRST ANNOUNCED THE LAUNCH OF TPEN AT THE 2012 TOP PRODUCER SEMINAR, OVER 75 TOP PRODUCERS IMMEDIATELY EXPRESSED INTEREST. WE KNEW WE’D STRUCK A CHORD. TPEN has experienced exciting growth in just a few short years. We’ll soon be celebrating our third annual Signature Event, bringing together all of our TPEN members for three days of networking with each other and learning from expert guest speakers.

AND WE’RE ONLY GETTING STARTED. The folks at Farm Journal Media are devoted to growing this much-needed resource for you. As with everything we do, Farm Journal Media is dedicated to helping you achieve the highest possible success – with your operation, your family, and your whole life.
LET'S TALK.

LEARN MORE ABOUT HOW TPEN CAN ENRICH YOUR OPERATION AND YOUR LIFE.

Speak with a TPEN representative: 888.605.7138

WWW.TPEXECUTIVENETWORK.COM