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For Immediate Release

Farm Journal Media Announces New Agriculture Retailer Database Including Links to Growers

Philadelphia, PA (April 8, 2011) Farm Journal Media announces a new database comprising 32,122 U.S. agricultural retail locations, plus a new link between producers and their primary ag chem dealer.

"We've gotten numerous requests for more data surrounding the ag retailer market, and we are often asked, 'Where are growers buying their ag chem?'" says Jeff Pence, President of Farm Journal's Database Strategies Division. "This expansion of our FarmReach database addresses both needs by offering a comprehensive retail file and identifying a producer's primary ag chem retailer."

The company reports that it has created a comprehensive ag retailer directory of chemical, equipment, seed, farm supply and multiproduct and service dealers. The data is multisourced from state commercial applicator files and company websites as well as grower direct responses. Each retail record includes address and phone and, in many cases, the contact name, URL and general email address. Records for certain categories are also unified by corporate entity or brand.

Pence continues, "Specific to chem, we also wanted to link producers to the retailer where they do most of their business. Data from our constant updating shows that a lot of growers buy from the large distributors. But we're also finding that nearly half of the growers—both large and small—buy their chem inputs from smaller, lesser-known retail locations. So just knowing the popular 'Top 100' [about 3,200 locations] isn't enough. You really have to identify the full universe, and we now have it."

The company reports that "primary chem retailer" links are already established on more than 35,000 large growers, with more added daily. Total linked records should hit 55,000 by late summer. Nearly 35 percent of these producers are on operations with 1,000-plus total acres.

The retail database is available for data license or list rental. Grower links can be purchased on a per-name basis complete with farm demographic profile.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn

College TV” and “Outdoors on the Farm” national TV programs. Its Web sites include the industry leader, *AgWeb.com*, and *MyMachinery.com*. Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.