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## **For Immediate Release**

### ***Farm Journal Launches MILK as the High-End Dairy Platform***

*Philadelphia, Pa.* (Jan. 7, 2016) – Farm Journal Media announced today the launch of MILK, a new suite of media products for the top-tier market of 500-plus milk cow operations and the only brand meeting the information needs of this growing segment.

The MILK platform launches a robust website and eNewsletter this month followed by an upscale print MILK magazine in April as well as regularly scheduled MILK television and radio segments on Farm Journal broadcast properties. In addition, Farm Journal's Dairy Elite Producer Business Conference becomes the MILK Business Conference, continuing to serve the largest operations and broadening to cover other aspects of the dairy market channel.

"The dairy sector is changing quickly and this progressive, innovative market segment is currently unserved," said Cliff Becker, Vice President of Farm Journal Media's Livestock Division. "In just two years, we've seen almost 13,000 dairy operations leave the market even though the number of cows has stayed about the same. Today, more than 70% of U.S. milk production is in the hands of the 500-plus cow dairies. Not only has production shifted, but industry integration allows for additional opportunities across the dairy continuum."

The launch of the MILK platform comes on the heels of Farm Journal's acquisition of Vance Publishing's assets. As part of an overall strategy, MILK replaces the Farm Journal Dairy Today franchise to join and strengthen Vance's Dairy Herd Management portfolio. Combined, MILK and Dairy Herd Management provide unparalleled reach and frequency opportunities in the dairy marketplace while reaching those who produce more than 90% of U.S. milk.

These large—and growing—dairy operations have unique, burgeoning information needs. "The MILK lineup of products will arm the nation's largest dairies with actionable, sophisticated information for their complex operations," explained Jim Dickrell, Dairy Editorial Director. "We understand what it takes to run a successful, sustainable large dairy in a rapidly changing industry—and we will make sure we deliver targeted content at the right time."

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#### **About Farm Journal Media**

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. The company serves the row crop, livestock, produce and retail sectors through more than 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; and an array of data-driven paid information products. Among the company's best-known brands are the pre-eminent 139-year-old Farm Journal magazine; television shows "AgDay" and "U.S. Farm Report; radio programs "AgriTalk" and "Market Rally;" the industry-leading web portal AgWeb.com; and Farm Reach, the premier database of producer and industry data. Other leading digital, print and data service brands include The Packer (No. 1 in produce), Drovers (No. 1 in beef), Dairy Herd Management (leading franchise serving dairy), GreenBook (the largest database of agricultural chemicals), Ag Professional (No. 1 to ag input retailers), RedBook (a credit rating service for the produce supply chain), Commodity Update (the leading provider of information directly to farmers' phones), the market advisory service Professional

Farmers of America and the Top Producer Executive Network, a national peer-to-peer executive producer advisory program. Farm Journal Media also is the majority shareholder of Machinery Pete LLC, which provides industry analysis and price data for the used farm equipment sector as well as an online marketplace for equipment shopping. In 2011, the company established the Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.