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# The Packer

## **For Immediate Release**

### ***The Packer Announces Major New Global Organic Show***

Lenexa, Kan. (March 27, 2017)—The Packer announced today plans for the world’s premier event for organic produce. The debut of the Global Organic Produce Exposition and Conference will be Jan. 25-27, 2018 in Hollywood, Fla., and will address the critical needs of those who grow, distribute, package and market organic produce.

“The Packer is the go-to thought-leader in the produce industry,” said Jeff Pence, Farm Journal Media Division President. “So it’s only natural that The Packer take the lead in a large-scale event focused on this highly important and rapidly growing segment of the market.”

The 2018 Global Organic Produce Expo will take place at the Diplomat Beach Resort. The Miami area was selected for its natural position as the international gateway connecting North, Central and South America.

As a full-scale international trade show, the Global Organic Produce Expo will also provide a range of valuable networking opportunities, the most up-to-date category research, business and marketing education, plus an exhibit floor with scalable opportunities to exhibit to leaders across the entire organic supply chain.

Shannon Shuman, Vice President and Publisher, added, “There’s an insatiable appetite for timely, high-quality research, content and data in the still-emerging organic category. Leveraging the data-centric and multi-media strengths of Farm Journal, we will continue to introduce important new initiatives to meet the information needs in this market—and to augment the content value of this new international event.”

Registration, exhibit and hotel information will be available in coming weeks.

#### **The Packer & Farm Journal Media ([www.farmjournalmedia.com](http://www.farmjournalmedia.com))**

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. The company was started 140 years ago with *The Farm Journal*, and now serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. The company also holds a majority stake in the online equipment marketplace, [www.MachineryPete.com](http://www.MachineryPete.com). In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.