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For Immediate Release

Neal Award Affirms Farm Journal Media's Agronomic Leadership

Lenexa, Kan. (March 31, 2017)—Farm Journal Media continued its long tradition of leadership in the agronomic space Friday by winning another prestigious Jesse H. Neal Award for its in-depth coverage of agronomic topics at the heart of production agriculture. Known as “the Pulitzer of business-to-business Media,” the award recognizes the best content across business-to-business stand-alone and multimedia channels in America.

Farm Journal magazine took home the 2017 Jesse H. Neal Award for Best Instructional Content for a collection of in-depth articles on protecting water quality by managing nutrients, including nitrogen and phosphorous. Reported by Darrell Smith, long-time Farm Journal team member, the content reached farmers in print and online, and featured the practical analysis of Farm Journal Field Agronomist Ken Ferrie, the mainstay of Farm Journal Media's agronomic leadership for 26 years.

Farm Journal Media was the only company serving agriculture to win a Neal Award during this week's recognition ceremony in New York City.

Friday's honor marks Farm Journal Media's 10th Neal Award, four of which have honored its agronomic coverage specifically, including the coveted Grand Neal in 2006 for a series on Asian Soybean Rust. The company was also honored in 2013 and 2015 with Neal Awards for Best Instructional Content for stories on detecting micronutrient deficiencies in soil, and optimizing water use by hybrid selection and planting population. Other Neal honors include a second Grand Neal, for the multi-channel, cross-platform Legacy Project, in 2011.

“It's fitting that this honor comes as Farm Journal Media marks 140 years of our commitment to service journalism,” said Charlene Finck, Executive Vice President and Chief Content Officer at Farm Journal Media. “We are proud and humbled because this honor both celebrates that commitment, and our leadership in agronomic coverage for farmers and retailers.”

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. 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.