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## **For Immediate Release**

### ***Greenbook Establishes New Standard as Crop Protection Resource***

*Lenexa, Kan.* (May 22, 2017)—Farm Journal Media has launched expanded features and capabilities to its well-known crop protection database tool, Greenbook—including an integrated relevant crop protection news and information feed, weekly eNewsletter and news and information delivered directly to users—in this ever-changing market.

Greenbook is the industry’s largest independent compilation of crop protection labels, with more than 20% more labels than any other database. With an intuitive, easy-to-use search functionality, users can find the label data and product information they need, then save frequently-used information to set customized preferences for relevant content.

“In crop protection, it’s essential for retailers, applicators and growers to stay current on label changes, news and trends,” said Scott McMurray, Greenbook Brand Manager. “*Greenbook.net* now provides all the product information with the largest label database in one easy-to-use tool.”

Greenbook is the first and only crop protection database platform designed with the user in mind. Robust search functionality helps users find labels and product information by issue, manufacturer or product.

For more than 25 years, Greenbook has worked directly with crop protection manufacturers to compile a versatile database of plant protection products. The addition of these new features keeps Greenbook at the forefront of the crop protection industry.

“The all-new features on *Greenbook.net* allow users to easily search for in-depth product solutions to solve pest problems and to ensure application rates are being applied correctly,” said Matt Morgan, Vice President, Digital & Retail. “We have built this tool to be the industry standard for crop protection.”

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

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 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.