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The Packer

For Immediate Release

The Packer's New Design Reflects Reader Preferences

Lenexa, Kan. (June 19, 2017)—The Packer, the most respected media brand in the fresh produce industry, has a new fresh look and content design with its June 19, 2017 issue. The new design is crisp, clean and modern with easy-to-read fonts and larger photos and graphics. From a content perspective, The Packer brings a stronger focus on retail news, people and market pricing information.

“Our comprehensive Readex reader survey showed us how trusted and valuable The Packer brand is to its readers,” said Greg Johnson, Editor of The Packer. “This fresh new look and editorial approach provides our audience even more of what they’re looking for in produce coverage.”

Some key features of the new focus in print are that pages A2 and A3 will be dedicated to retail news, including new products and consumer trends, a people page and expanded markets pricing. The design will also incorporate more charts, graphs and reader-friendly elements that allow today’s time-crunched readers a way to efficiently browse for the content they want—and then dive deeper into stories of special interest. Online, readers of The Packer will find even more news, plus videos and interactive infographics.

The Packer’s print redesign is the latest in Farm Journal’s Produce group’s multi-platform transformation with its fellow brands, the Produce Market Guide and Produce Retailer. The newly launched Produce Market Guide is the produce industry’s leading resource for produce company and commodity information. The Produce Retailer brand was redesigned last fall.

“We recognize that The Packer is the No.1 media brand in fresh produce and we want to build on that, with print, digital, the Produce Market Guide and the new look of Produce Retailer,” said Shannon Shuman, Vice President/Publisher of The Packer. “This dramatic step for The Packer is another example of Farm Journal’s investments in our portfolio—all aimed to better serve readers and businesses in the vital fresh produce market.”

About The Packer and Farm Journal Media (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. 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.