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For Immediate Release

Greenbook Invests For Dramatic Growth

Lenexa, Kan. (July 16, 2018)—Greenbook Data Solutions, the crop protection industry’s leading database, announces a new name, logo and tools on its website. The popular crop protection database will now be known as Greenbook, Your Crop Protection Source to reflect its growing status as not only a label information center but also a trusted news source for market trends in the crop protection industry.

The online value and importance of Greenbook’s accessibility is growing as the website experienced 125,000 new users in the last six months compared to the same timeframe in 2017. In May 2018 alone, Greenbook page views doubled compared to the previous month of April 2018.

Greenbook’s traffic will continue to grow as the brand builds additional tools to provide users and clients the most important and easily accessible information. Users will benefit from tools to help create efficient crop protection strategies. Agricultural companies will receive valuable information on the needs and interests of their customers.

“The new Greenbook offers data and insights that all crop protection marketers need to know to target their strongest prospects or return customers,” said Matt Morgan, Senior Vice President, Data and Digital for Farm Journal Media. “Greenbook is a valuable connecting point for buyers and sellers of crop protection products. We track interest and needs of the customer while making it easy for sellers to cater to our users’ specific crop protection needs.”

Producers recognize and value Greenbook’s unbiased and straightforward presentation of information. In a recent study conducted by Farm Journal Media, 65% of Greenbook users said they visit Greenbook when they are ready to purchase products.

Access Greenbook at Greenbook.net.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; events; 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 dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.