

# The Packer

## **For Immediate Release**

### ***The Packer Promotes Tom Karst to Editor-in-Chief, Announces Plans for Dramatic Content Group Expansion***

Lenexa, Kan. (July 18, 2018)—Farm Journal Media announced today the promotion of Tom Karst to Editor-in-Chief of The Packer as the first key move in significantly expanding the Farm Journal Produce Division content team.

Karst takes the helm of The Packer, the most trusted and respected produce media brand. With over 30 years of experience as a thought leader and journalist in the produce industry, Karst most recently served as National Editor covering key issues across the entire produce spectrum, creating the Fresh Talk blog, founding the popular LinkedIn “Fresh Produce Industry Discussion Group” and speaking at many industry events.

“Tom has been the industry face of The Packer for years and the driving force behind its award-winning relaunch this year,” said Farm Journal EVP/Chief Content Officer, Charlene Finck. “His well-deserved promotion is just the first of a number of key actions we’re taking to build on The Packer’s heritage, and to facilitate expansion of our expanded portfolio via The Produce Market Guide and the Packer’s Global Organic Produce Expo (GOPEX).”

According to Finck, the company is also launching a national search for a newly created position of VP/Chief Content Officer for the produce division. This new role will serve as the chief content strategist overseeing the company’s produce media portfolio, including The Produce Market Guide platform, The Packer Mobile News Alerts, a growing digital footprint, The West Coast Produce Expo and The Packer’s newest event, GOPEX, a large-scale international trade show for the organic produce industry.

In addition to the VP/Chief Content Officer position, the produce division is adding two other new key editorial positions immediately—one located in the Northeast and the other on the West Coast—as The Packer significantly ramps up its local markets coverage.

Former produce team members Greg Johnson and Pamela Riemenschneider are no longer with the company.

“These are exciting growth times for The Packer and our full produce portfolio. It’s great to see investment in best-in-class talent, platforms and products to serve the coast-to-coast and international produce audiences,” said Shannon Shuman, Vice President and Publisher, Produce.

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