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For Immediate Release

Farm Journal Feeds Hungry Podcast Appetite

South Bend, Ind. (July 25, 2018)—Coming off another record month of listenership, Farm Journal announced further expansion of the Farm Journal Podcast Network with the launch of “Farming the Countryside” hosted by veteran farm broadcaster, farmer and storyteller, Andrew McCrea. This new weekly podcast is a conversational agronomic deep-dive into what’s working—and what’s not—as farmers share their crop production experiences and expertise.

“The popular ‘AgriTalk’ leads the way in listeners. But every podcast is getting real traction, all together drawing nearly 75,000 downloads each month,” said Mark DePrez, Vice President of Broadcast Sales. “Considering the growing interest in podcasts from both listeners and clients, our line-up is just the beginning of agriculture’s largest and most-engaging portfolio of podcast programming.”

The Farm Journal Podcast Network currently features 11 programs fronted by a talented line-up of hosts including Chip Flory, Tyne Morgan, Clinton Griffiths, Ken Ferrie, Greg Peterson (AKA “Machinery Pete”), Jim Wiesemeyer, Anna-Lisa Laca, John Herath and now Andrew McCrea.

“Driving the success here is Farm Journal’s editorial and entertainment strength, plus our own multichannel promotion,” added Brian Conrady, Senior Vice President and General Manager Broadcast. “But what’s really fascinating is the feedback. Listeners are voting with their devices—and these programs are really resonating.”

Here’s just a sampling of listener feedback:

“It’s an easy way to listen to ‘AgriTalk’ anywhere, anytime!”

“I listen to a plethora of podcasts, both ag and no-ag, but none have been as invigorating as ‘No Man’s Land.’”

“I enjoy your stories on the first-generation farmers (‘The First Years’). I look forward to hearing more stories from farmers like me.”

All Farm Journal podcasts are available for download 24/7 on Apple Podcasts, Google Play and other popular platforms. “AgriTalk” Live plus all Farm Journal Podcasts are also available on the “AgriTalk” mobile app.

About Farm Journal

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, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.