

# The Packer

## **For Immediate Release**

### ***The Packer's Ashley Nickle Promoted to Retail Editor Role***

Lenexa, Kan. (July 26, 2018)—Farm Journal Media announced today Ashley Nickle as Retail Editor, Produce for a growing portfolio of media brands. Nickle will apply her experience with CBS Sports, the Associated Press and, mostly recently, Farm Journal to speak to one of The Packer's most important audiences – produce retailers.

“In her short time with Farm Journal and The Packer, Ashley has quickly captured the essence of our industry,” said Tom Karst, Editor-in-Chief of The Packer. “She understands how retailers think – and what kinds of news and information speak to their needs. That knowledge, coupled with the energy and initiative she pours into everything she does, will drive the valuable content she delivers via digital, print, social media, video and events.”

Nickle's promotion comes on the heels of the company's promotion of Tom Karst to Editor-in-Chief of The Packer, plus the announcement of the newly created position of VP/Chief Content Strategist, Produce. Two additional positions, a west coast and a northeast editor, were also recently announced, both aimed at ramping up local markets coverage.

Nickle will not only create retailer content for The Packer and Produce Retailer, but also provide critical input and editorial support for The Packer's Produce Market Guide platform, as well as the West Coast Produce Expo and the company's newest event, GOPEX, a large-scale international trade show for the organic produce industry.

Shannon Shuman, Vice President and Publisher, Produce, added: “I'm excited to see this promotion of Ashley to a more senior role on our content team. Her early enthusiasm has quickly turned into a passion for the produce industry. Our retailer audience will love her elevated voice.”

#### **About The Packer & 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 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; live events including conferences, seminars and tradeshow; 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.