



For more information, contact:

Mitch Rouda
President, eMedia
Telephone: (847) 318-0785
Email: mrouda@farmjournal.com

For Immediate Release

Farm Journal Announces OneSource Sales Activation Platform With \$100,000 Donation to CropLife Foundation

Lenexa, Kan. (Sept. 14, 2016) – Farm Journal will kick off a new channel strategy called the Farm Journal *OneSource Sales Activation*™ Platform at CropLife America's (CLA) annual meeting in New Orleans Sept. 25-28, 2016.

"*OneSource* is a proven and turnkey 'push-pull' multimedia platform designed to help move product into the channel and then into end-users' hands with speed, efficiency and accountability," stated Farm Journal CEO Andy Weber. "This is designed to satisfy a number of seller objectives, from annual bundling programs to rapidly deployed tactical programs, that stimulate quarterly sales. We've done a number of these 'one-offs' very successfully, but now the *OneSource* program templates and formalizes this approach."

To kick off the *OneSource* program, Farm Journal chose the annual CLA meeting because of its obvious importance in crop inputs and will donate a \$100,000 multimedia *OneSource* program as an auction item for CLA's annual Foundation auction. The \$100,000 value is to be recognized at the winning bidder's existing pricing with Farm Journal.

"Well, this is the largest single auction item we've ever had," said CLA CEO, Jay Vroom. "While we thank Farm Journal for its generous donation, we truly see the value of *OneSource* for our members and for the channel overall."

About Farm Journal Media

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five 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.

About Crop Life America

CropLife America (CLA), or the American Crop Protection Association (ACPA), is the national trade association that represents the manufacturers, formulators and distributors of pesticides. CLA's member companies produce, sell and distribute virtually all of the vital and necessary crop protection and biotechnology products used by farmers, ranchers and landowners.