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For Immediate Release

Farm Journal Announces OneSource Sales App Platform with \$50,000 Donation to CropLife of America Foundation Auction

Lenexa, Kan. (Sept. 20, 2017)—Farm Journal Media will launch a new extension of its *OneSource Sales Activation* platform at CropLife of America's (CLA) annual meeting Sept. 24–26 in Dana Point, Calif.

OneSource Sales Activation programs have proven to be a turnkey “push-pull” multimedia platform moving product into the channel and then into end-users’ hands with speed, efficiency and accountability.

“*OneSource* sales enablement tools are a prime solution for immediate and ongoing sales needs,” stated Farm Journal Media CEO Andy Weber. “This year we bring the evolution of *OneSource* to CLA—the new data-driven *OneSource Sales App* that puts prospects and complete product and customer support right in the rep’s pocket.”

Farm Journal has chosen the annual CLA meeting to launch the new *OneSource Sales App* and will donate a \$50,000 program for 2018 to the annual CLA Foundation auction. The \$50,000 value is to be recognized at the winning bidder’s existing pricing with Farm Journal Media.

“I truly see the value of *OneSource* for our members and for the channel overall,” said CLA CEO Jay Vroom. “We are excited to see the next generation of *OneSource* and the impact that it will have in our space.”

About Farm Journal Media

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent 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) 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.