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For Immediate Release

Farm Journal Launches OneSource Platform with a Bang—Receives Record \$100,000 Bid at the CropLife Foundation Auction

New Orleans, La. (Sept. 29, 2016)—Farm Journal launched its innovative new *OneSource Sales Activation™* platform to great fanfare at the annual CropLife America meeting in New Orleans this week.

Highlighting the launch, Farm Journal donated a *OneSource* package valued at \$100,000 to the CropLife Foundation for its annual auction—the highest-value item CropLife has ever had on their auction block. After active bidding Bayer CropScience won the auction by donating the full \$100,000 value, demonstrating their interest in the new *OneSource* program and their commitment to CropLife.

OneSource is a turnkey ‘push-pull’ data and communications platform designed to move product into the channel and then into end-users’ hands with speed, efficiency and accountability.

“The *OneSource* platform helps drive product through the channel and onto the field using Farm Journal’s unique data, segmentation and messaging capabilities,” said Andy Weber, CEO. “The platform helps companies quickly address situational product sales opportunities and challenges throughout the distribution chain for crop chemicals and seeds, supporting and enhancing relationships between manufacturers, retailers and growers.”

About Farm Journal Media (www.farmjournalmedia.com)

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 CropLife Foundation

The CropLife Foundation serves to raise funds to advance their mission and vision to meet the increasing demand for a safe and abundant food supply through the science of sustainable agriculture and public health. The Foundation includes the Crop Protection Benefits Research Institute (CPBRI), committed to fostering a societal dialog about the role that crop protection tools play in enabling the work of those who provide our food and fiber.