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## **For Immediate Release**

### ***Reimagined Produce Retailer Speaks to Today's Savvy Professionals***

*Lenexa, Kan.* (Oct.12, 2016)—Readers of the October issue of Produce Retailer magazine will see a fully reimagined brand designed to meet the information demands of today's retailers.

Leading up to its 30-year anniversary, the brand delivers on a new positioning statement "For the Savvy Professional" through a modern designed magazine and digital look and feel.

"We are produce," said Pamela Riemenschneider, Editor of Produce Retailer since 2009. "That's our mission and promise. This is a magazine that reflects a commitment to growing the category's dollar share in retail, and of course, it's about the people. So in each issue, we're telling stories about how leading-edge retailers are bringing customer-focused innovation into their stores."

The October issue celebrates the magazine's retailer of the year, Paul Kneeland, Vice President of Fresh Marketing for bfresh, a division of Ahold Delhaize. "The bfresh stores have amazing energy, and so does Paul," Riemenschneider said, noting he was the perfect personality to coincide with the Produce Retailer brand relaunch.

"In the produce space, the retailer sets the tone," said Greg Johnson, Editor of The Packer and Editorial Director of Produce Retailer. "It's the retailer who has to connect the demanding and shifting tastes of the consumer with the right products, creative displays, unique packaging, in-depth product information and more. As we look across the produce publishing landscape, we see a real need to meet these produce professionals' information needs in a fresh, unique way."

Accompanying the new publication are a redesigned website and eNewsletter. Both digital products feature responsive design for easy viewing on tablets and mobile devices.

The circulation of Produce Retailer has also been analyzed and refocused to reach a concentrated list of the most influential producer buyers, and it's the only publication in the fresh produce industry focused on this segment with an audited audience.

"This re-launch of Produce Retailer is the first of several steps aimed at boosting our lead and commitment to produce industry news and business information," said Shannon Shuman, Vice President and Publisher of Produce. "Closely linked with The Packer, this Produce Retailer rebranding communicates our dedication to speaking to the very top of the market with important useful content that drives the success of produce. It's very exciting, and there's a lot more to come."

The Packer, Produce Retailer and the RedBook comprise the Produce Division of Farm Journal Media, who acquired these properties from Vance Publishing in December 2015.

**About 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 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; six 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.