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For Immediate Release

The Packer Unveils All-New Produce Market Guide at PMA

Orlando, Fla. (Oct. 14, 2016)—The Packer will announce and demo its all-new 2017 Produce Market Guide this weekend at the annual PMA Fresh Summit in Orlando. As already one of the most popular reference books in the produce industry, The Produce Market Guide now expands to serve the entire food-chain as “The Guide” for all commodities, companies and people who do business in produce.

“Based upon significant industry and user research, we found—or confirmed—that at the core of the produce industry is connecting people to produce,” said Shannon Shuman, Vice President of Produce. “From the beginning to end of the food chain, people need to be able to quickly search for who has what. And we’ve heard loud and clear that users don’t want a ‘limited view’ but rather all products and all stakeholders.”

The new Produce Market Guide launches this weekend with a comprehensive database with detailed information on over 600 commodities—including photos, detailed descriptions, production and shipping calendars, nutrition and sales data—plus the popular “Fresh Trends” commentary by The Packer.

These commodities will link to the industry’s most comprehensive database with over 100,000 companies and 200,000 contacts. Company listings will include full detail and contact information. Users will be able to quickly search by commodity to find the growers and suppliers who supply them. Conversely, users can also search for growers and suppliers to see the full list of commodities they bring to market.

Pulling these two iconic brands together, the new Produce Market Guide will soon incorporate The Packer’s Redbook credit score data. The company will be previewing a Beta version of these features at the PMA Fresh Summit.

The new Produce Market Guide can be found at www.producemarketguide.com. The site features a new contemporary responsive design for easy viewing on tablets and mobile devices.

“For the first time ever, anyone in the produce value chain can go to one place to search and find all produce and all companies, for free. The data and content we’re providing is second to none,” noted Greg Johnson, Editor of The Packer and Editorial Director of Produce Retailer. “This is the produce industry’s most comprehensive business information resource, and it’s only fitting that it’s brought to you by The Packer.”

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; 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.