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## **For Immediate Release**

### ***Produce Marketers Have Access to New Tools to Manage Their Brand on The Packer's Produce Market Guide Platform***

*Lenexa, Kan.* (Oct. 17, 2017)—New features on The Packer's Produce Market Guide (PMG) put buyers and sellers in control of their marketing presence on the emerging go-to resource for the fresh fruit and vegetable industry. The new "Claim Your Company" feature allows a business to build and manage its own comprehensive directory listing.

"The produce industry is all about 'people finding produce' and 'produce finding people,'" said Shannon Shuman, Vice President and Publisher, Produce. "What we've just launched within PMG is a robust platform where companies can finally take control of how they're portrayed to the market. We're setting tools in motion for users themselves to create the most comprehensive directory ever available."

The "Claim Your Company" feature allows any business to build a comprehensive business profile—including one or more locations, all staff and detailed contact information, unique business offerings and direct reference links to the 400 produce commodities and varieties on the platform.

For a detailed explanation and sample complete listing, go to [www.ProduceMarketGuide.com/Claim-Your-Company](http://www.ProduceMarketGuide.com/Claim-Your-Company).

"Our customer success team is available to coach companies on how to enhance their profile," said Angelo Grant, Sales Manager. "In addition to our lead generation packages, some clients have mentioned their PMG listings page can easily do everything they need in a website. We're moving the power of listings from the provider to the user."

The new Produce Market Guide can be found at [www.ProduceMarketGuide.com](http://www.ProduceMarketGuide.com). The platform features a new contemporary responsive design for easy viewing on tablets and mobile devices.

For more information about the Produce Market Guide or information on how to claim your company, contact Angelo Grant at (913) 438-0746.

**About The Packer and Farm Journal Media** ([www.FarmJournalMedia.com](http://www.FarmJournalMedia.com))

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. The company was started 140 years ago with The Farm Journal, and now serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. The company also holds a majority stake in the online equipment marketplace, [www.MachineryPete.com](http://www.MachineryPete.com). 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.