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For Immediate Release

Farmer-Journalist Joins Dairy Today, Top Producer Magazines

Philadelphia, Pa. (Oct. 26, 2015) – When she’s not helping to run her family’s operation, accomplished agriculture journalist Anna-Lisa Laca (@AnnaLaca1) reports about all things agriculture—online, in social media and in print. Farm Journal Media is pleased to announce starting today, Laca will report exclusively for the company’s *Dairy Today* and *Top Producer* brands as Online and Business Editor.

“Anna-Lisa’s insightful reporting won’t be seen only on the pages of those industry-leading magazines, but across all of Farm Journal Media’s platforms—online, on television and radio, at events and in apps,” said Susan Skiles Luke, Farm Journal Media’s Editorial Director. “That’s just as important as Anna-Lisa’s ‘dirty boots and rural roots.’ She’s equally at home sharing information in the multiple ways farmers want to get it.”

Laca, who served as Social Media Editor for Farm Journal early in her career, owns and runs a dairy with her husband, Scott, and grew up on a West Coast cow-calf operation.

“I am honored to join the *Dairy Today* and *Top Producer* teams and feel a great responsibility because I can tell stories differently than many journalists because of where we live and what we do,” said Laca. “I look forward to serving Farm Journal Media readers, viewers and listeners again, especially at such a challenging time in agriculture.”

- Follow Anna-Lisa on Twitter at @AnnaLaca1
- Follow Dairy Today at @DairyToday
- Follow Top Producer at @TopProducerMag
- Follow Farm Journal at @FarmJournal

About Farm Journal Media

Farm Journal Media is the nation’s prominent agricultural media company. Its magazines include the 139-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs “AgDay,” “U.S. Farm Report,” “Farm Journal College TV” and “Machinery Pete TV” and daily radio programs “AgriTalk,” “American Countryside” and “Market Rally.” The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.