

*For more information contact:*  
**Steve Custer**  
**Executive Vice President/COO**  
**Telephone: (215) 557-8974**  
**Email: [scuster@farmjournal.com](mailto:scuster@farmjournal.com)**

## **For Immediate Release**

### **Melissa Sanders Carroll Joins Farm Journal as GM of Top Producer Network**

*Philadelphia, Penn.* (Nov 2, 2015) — Farm Journal Media announced today it has named Melissa Sanders Carroll to the new position of General Manager of Top Producer Executive Network (TPEN) – Farm Journal’s three year-old, rapidly growing peer-to-peer network for executive level producers.

Sanders Carroll will manage all aspects of the TPEN business, not only driving the continued growth of the existing network, but also developing new peer-to-peer models for the agricultural market. She will report to Steve Custer, Executive Vice President/COO of Farm Journal, who has directed TPEN since its inception in 2012.

“Judging by its rapid growth, TPEN has clearly filled an industry need,” said Custer. “More importantly, the peer groups have led to important changes and improvement within members’ operations. We’re fortunate to have someone with Melissa’s experience and passion for agriculture to take TPEN to new heights.”

Most recently, Sanders Carroll served as General Manager for Adayana’s government-focused consulting service in Washington DC. Prior to Adayana, she worked in account management for several agricultural marketing agencies, including Ad Farm, McCormick and Fleishman Hillard. In addition to experience working with several Fortune 500 agribusiness clients, Sanders Carroll grew up on an Ohio diversified farming operation – in which she is still actively involved.

“I’m really excited to join Farm Journal and especially, to focus on such a valuable and exciting program like TPEN. These producers are the lifeblood and future of agriculture,” said Sanders Carroll. “And it’s great to return to a core focus on agriculture at a company that’s 100% dedicated to ag.”

#### **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.