



*For more information, contact:*

**Mark Green**  
**Vice President and General Manager**  
**Produce Market Guide**  
**Telephone: (314) 479-2835**  
**Email: [mgreen@farmjournal.com](mailto:mgreen@farmjournal.com)**

## **For Immediate Release**

### ***The Packer's Produce Market Guide Launches New Tools for Organics***

*Lenexa, Kan. (Dec. 20, 2017)*—The Packer announced today the launch of several powerful new features on its industry-leading Produce Market Guide (PMG) online platform—all related to the growing and valuable organic produce category.

The platform now includes more than 60 unique organic commodities, The Packer's Fresh Trends information that lists PLUs, shipping and handling instructions, sales strategies and more. The Advanced Search feature includes 9,000-plus companies who are "USDA Certified Organic." In addition, buyers and sellers can now link specific organic crops to their updated company profile page.

To see the platform in action, visit [ProduceMarketGuide.com/Category/Organic-Produce](http://ProduceMarketGuide.com/Category/Organic-Produce).

"At the core of the produce industry is a fundamental need for 'people to find produce' and for 'produce to find people,'" said Mark Green, Vice President and General Manager, Produce Market Guide. "We continue to enhance our platform to make it easier and easier to search and filter our massive database of produce-industry stakeholders. Adding this organic data is a huge step forward."

Recently released, through PMG's "Claim Your Company" feature, is the ability for a user to edit the full profile of their organization, including locations, products, staff, contact information and more. Using that feature, a company now can link its organic product offering to PMG's expanded produce database, plus indicate if they are registered by USDA as "Certified Organic."

To claim your company, go to [ProduceMarketGuide.com/Claim-Your-Company](http://ProduceMarketGuide.com/Claim-Your-Company).

"This new PMG toolset is yet another example of The Packer's commitment to a full-portfolio offering of organic-centric content," added Shannon Shuman, Vice President and Publisher, Produce. "These organic offerings will be showcased at the Global Organic Produce Expo [GOPEX], so we're expecting a lot of on-site interest and product demonstrations. Stay tuned—more to come."

The PMG platform is open to all users. For more information, contact Angelo Grant at [agrant@farmjournal.com](mailto:agrant@farmjournal.com) or (913) 438-0746.

For more information on GOPEX, visit [GlobalOrganicExpo.com](http://GlobalOrganicExpo.com).

**About The Packer & 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 Farm Journal magazine and now serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters; apps; business publications; events; 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.