

For Immediate Release

AgWeb Launches Section Focused on Pest Prevention and Management

Philadelphia, PA (July 5, 2012) – Across the nation, farmers are taking advantage of the early crop season, and so are insects. To help farmers prepare for and battle these nuisances, AgWeb recently introduced “[2012 Pest Watch](#),” a section focused on readying farmers with the tools and awareness they need to combat this year’s crop of insects.

“The weather this year created a breeding ground for insects early on in the season—which we haven’t seen in a while—and we need to arm farmers with as much knowledge and resources on pest control as we can,” said Charlene Finck, Senior Vice President of Editorial and Content Development for Farm Journal Media.

“2012 Pest Watch” offers information in one central location on AgWeb.com to assist farmers with monitoring and scouting their crops. Resources within the section include:

- Pest management apps
- Latest pest news
- Scouting tools (including several field and pest guides that contain descriptions and photos)
- A weekly Pest Watch Report, as reported by Farm Journal editors and “AgDay”
- Interviews with agronomists, entomologists and insect diagnosticians offer insight and awareness of the challenges occurring in fields, as well as how farmers can stay ahead of the insect population

“We might see second generations of insects this summer, and if we don’t help farmers now, there could be a significant impact on harvest yields, and consequently the global crop supply,” Finck said.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV” and “Leave a Legacy TV” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show “Consumer Ag Connection.” Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.