

For more information contact:

Jeff Pence

Telephone: 765.449.8000

Email: [jpence@farmjournal.com](mailto:jpence@farmjournal.com)

## For Immediate Release

### ***Farm Journal Announces New Certified Organic File***

Philadelphia, PA (January 20, 2011) Farm Journal Media today announces release of a new data set of all growers and companies registered as "USDA Certified Organic."

"In the growing organic industry, there are a number of companies that want to reach this very specific segment of agriculture," says Jeff Pence, President of Database Strategies at FJM. "Many operators claim to be 'organic' – but only those registered by one of the 70 certifying agencies receive the official designation. And while many of these operations are small in scale, the value of their crop production, plus their unique production techniques, make them a valued target audience."

The company reports that the number of certified growers has been increasing at a rate of roughly 20% per year.

The file includes 18,200 records with grower and/or company name, address, phone and some basic crop production information; 2,200 records are for Canadian producers. Designations are by:

- Crops
- Dairies
- Livestock
- Handlers
- Other (farm, processor, wild crops, etc.)

More than 2,400 types of commodities are reported.

This new file is available for list rental or license. A listing of the "Certified Organic" registering agencies is included in a file license.

For more information, please contact your Farm Journal Database Strategies representative.

#### **About Farm Journal Media**

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-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," "Leave a Legacy TV" and "Outdoors on the Farm" 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.