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For Immediate Release

Farm Journal Invests in Two Livestock Hires to Drive Content Momentum

Lenexa, Kan. (Sept. 17, 2018)—Farm Journal Media announced today the hire of two award-winning journalists for the company’s Livestock Group to further fuel the momentum of the company’s iconic livestock brands. Portia Stewart, a digital-first pioneer who has 19 years of experience in the animal health care market, will serve as the Director of Content Strategy for the entire livestock content group while Jennifer Shike joins as the Editor/Brand Leader of Pork.

“Portia and Jennifer are outstanding additions to our livestock team and great examples of our commitment to provide best-in-class content talent to serve our industry’s and audiences’ omnichannel needs,” said Cliff Becker, Vice President and Publishing Director. “Both bring inherent skills that give them a solid foundation and head start as we continue to expand our investment and commitment to the pork, beef, dairy and veterinary markets.”

In her role, Stewart will provide creative innovation, leadership and success management for the entire Farm Journal livestock content team. This new, vital and high-profile role is responsible for directing the creation, curation and execution of cross-platform media content on both the editorial and marketing services fronts. Prior to joining Farm Journal, she was a content leader on the dvm360 veterinary media team, a finalist in the Jesse H. Neal awards, presented by American Business Media, and a winner in the AZBEEs, produced by the American Society of Business Publication Editors (ASBPE, the organization for which she served as national vice president).

Shike, who is no stranger to livestock circles and the show ring, will use her multimedia skills and experience to lead and expand the overall Pork content offering. A storyteller at heart who makes complicated topics meaningful and actionable, she brings a strong skill set and passion for pork to the brand. She joins Farm Journal after serving as the Director of Communications and Marketing for the University of Illinois College of Agricultural, Consumer and Environmental Sciences. Shike also spent nine years with the National Swine Registry, as their Director of Junior Activities, where she created, organized and led the nearly 12,000-member National Junior Swine Association. She will continue to be an active leader in American Agricultural Editors Association and Livestock Publications Council.

These hires are just one more investment in a long line that Farm Journal has made to its Livestock Group, following an extensive expansion of the circulation and footprint of Drovers magazine; publication and website redesigns for the entire suite of livestock brands; and the addition of a robust stable of experts and columnists.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business

magazines; events; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.