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## **For Immediate Release**

### ***Farm Journal Expands Data and Analytics Capabilities with Latest Acquisition***

*Lenexa, Kan.* (Jan. 17, 2018)—Farm Journal announced today the acquisition of Market Research Data Service (MRDS). Owner and CEO Matt Yaske has joined Farm Journal as Senior Data Architect. The acquisition significantly enhances Farm Journal’s market-leading data analytics capabilities and integrates proprietary MRDS algorithms directly into Farm Journal’s Farm Reach database. It also adds the MRDS Turf and Ornamental database, the industry’s most complete and comprehensive database of golf course, lawn-care, landscape and greenhouse/nursery professionals.

Matt Yaske and MRDS add substantial expertise to Farm Journal’s already expanded data team of professionals who acquire, cleanse and interpret market information to help agribusinesses better understand and target their customers using one-to-one and account-based marketing techniques. “The MRDS acquisition is the latest in a series of investments in our data science, machine learning and sales activation capabilities,” said Matt Morgan, Senior Vice President, Digital and Data.

“I have worked in a consulting capacity with Farm Journal for 10 years,” Yaske said. “The Farm Journal acquisition brings together the industry’s most trusted data with the best data analytics talent in the marketplace. With the leadership of Farm Journal and the tools available to the team, Farm Journal is in a position to offer the most innovative data solutions for years to come.”

Farm Journal now has the largest, most detailed and most sophisticated datasets serving agribusiness and related industries including: FarmReach, the FSA Farm Subsidy, California Product Use database, Certified Organics, Retail, Livestock, Crop and Livestock Insurance Agent-Agency and Turf/Ornamental. In addition, Farm Journal appends emails, mobile contacts and the aggregation of complex behavioral data.

#### **About Farm Journal Media ([farmjournalmedia.com](http://farmjournalmedia.com))**

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 140 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.