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The Packer

For Immediate Release

The Packer Introduces Mobile News Alerts

Lenexa, Kan. (Oct. 25, 2017)—The Packer now offers a news alert service, The Packer Mobile Alert, that delivers daily top produce news to the industry on smart devices.

“Our recent analytics show 30% of the produce industry relies on their mobile devices for news, weather and other business tools—and that number is growing rapidly,” said Shannon Shuman, Vice President and Publisher, Produce. “According to our 2017 Readex research, 63% of produce professionals see mobile as a valuable resource to get their news and information. This new offering leverages Farm Journal’s mobile technology—and literally puts The Packer’s award-winning daily news in our audience’s pocket.”

Via MMS texts, the new Packer Mobile Alert delivers headlines and links to the top produce news stories of the day. Users are no longer required to go to the web on their mobile device to find up-to-the-minute news.

“We clearly have an audience that is on the go and often away from their desktop or laptop,” said Greg Johnson, Editor of The Packer. “In this mobile world, we’re really excited to offer this new channel to reach The Packer audience.”

To date, more than 1,100 users have signed up for this service. Using the company’s demographic data capabilities, advertisers can add messages targeted to buyers, retailers and other key recipients.

The Packer Mobile Alert is a free service to the user. Simply text “Packer” to 31313 or sign up at www.FJ-Mobile.com/PackerSignUp.

About The Packer & Farm Journal Media (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 The Farm Journal, and now serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six 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. 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.