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Growing Produce Announces Launch of New GrowingProduce.com

Enhanced Search, Focused Navigation, Interactive Features Hallmarks of New Site

WILLOUGHBY, OHIO (January 11, 2012) – New interactive features, more focused navigation built around crop category, and superior search capability are just a few of the highlights of the all-new, completely redesigned GrowingProduce.com, which launches this week. Users will now be able to easily drill down to what's important to them via topic-focused subsections, multiple windows to related content and deeper, more accurate and more refineable search results.

The new site draws content from integrated, cross-market resources, as well as *American Fruit Grower*, *American Vegetable Grower* and *Florida Grower* magazines, and is designed to provide the immediate access to information that fruit, vegetable and citrus growers need to improve their businesses.

Categories such as Latest News, Most Viewed and Most Commented quickly allow users to see what is current and the most talked-about topics. Interactive elements include videos from Growing Produce TV distributed throughout the site, and the most recent posts to the Produce Community online network and #GrowingProduce on Twitter. The topical navigation categories – Vegetables, Fruits & Nuts, Citrus, Production, Crop Protection, and Farm Management – each contain articles on the latest products, news and research in those areas. Of course, content from both archived and the latest issues of *American Fruit Grower*, *American Vegetable Grower* and *Florida Grower* magazines is available for viewing on the website as well.

"Farmers and the wholesale produce industry in general are increasingly turning to the Web for information they need to run their businesses," says Jim Sulecki, Director of eMedia for Meister Media Worldwide, the parent company of *American Fruit Grower*, *American Vegetable Grower* and *Florida Grower*. "This website is the most visible part of a deeper investment in the technology that is being used by our editors to produce not only the website but also the print magazines. Now the editors are using one single platform from which flows content for all other media platforms, such as the magazines and newsletters. GrowingProduce.com is the third launch on this new platform; eventually all of Meister Media's brands will be using this format."

The new interface was applauded by the audience that tested the beta version of the new site. "I like the listing of related articles," one user said. "I have accessed the brand new GrowingProduce.com for several hours," said another tester, "and find the website very functional and easy to use."

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About Growing Produce: *American Fruit Grower*, *American Vegetable Grower* and *Florida Grower* represent the best interests of the wholesale produce industry with a focus on the knowledge and tools to sustain and enhance the industry's vitality and profitable growth. Readers are growers of crops ranging from large scale operations such as citrus, tomatoes and tree fruits to specialty crops. GrowingProduce.com is the digital location

to find what's new in the wholesale produce industry. The site features top content from the print magazines and newsletters, featured video and content and viewpoints of our columnists and bloggers.

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.