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Productores de Hortalizas Announces Launch of New Hortalizas.com

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

WILLOUGHBY, OHIO (May 3, 2012) – New interactive features, more focused navigation built around vegetable crop category, and superior search capability are just a few of the highlights of the all-new, completely redesigned Hortalizas.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 *Productores de Hortalizas* magazine, and is designed to provide the immediate access to information that Spanish-speaking vegetable growers throughout the Americas need to improve their businesses.

Categories such as Latest News, Most Viewed and Most Commented quickly allow users to see the most current and talked-about topics. Interactive elements include an online seed variety showcase, videos from HortiTV distributed throughout the site, and the most recent posts to the eDialogo online network. The topical navigation categories – cultivos (Vegetable Crops), semillas (Seed Varieties), protección de cultivos (Crop Protection), nutrición vegetal (Vegetable Nutrition), horticultura protegida (Protected Horticulture), irrigación (Irrigation), poscosecha y mercados (Postharvest and Markets) and eventos (Events) – each contain articles on the latest products, news and research in those areas. Of course, content from both archived and the latest issues of *Productores de Hortalizas* and *Fresh Americas* is available for viewing on the website as well.

“Growers 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 *Productores de Hortalizas* magazine. “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. Hortalizas.com is the fifth 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 really like the new website; it's more dynamic and interactive," one user said. "There is more information, and it's better organized in the new Hortalizas.com," said another tester, "keep moving forward; you are the first source of information for vegetable growers and consultants in Latin America."

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About Hortalizas: *Productores de Hortalizas* represents 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 open field and greenhouse operations such as tomatoes, peppers and cucurbits to specialty crops. Besides producing specialized trade magazines and websites, this group organizes industry events such as the International Tomato Congress. Hortalizas.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 industry experts.

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.