

---

## Smart Marketing and Sales Solutions for the Fresh Produce Supply Chain





# What's Inside

01	Fresh Produce Market, Buyer and Sales Insights
02	Solutions to Find, Engage and Activate Your Next Customers and Partners
03	Marketing Resources, Specifications and Brand Details

# 01

## Fresh Produce Market, Buyer and Sales Insights



# Fresh Produce: An Evolving Market

These are the drivers and forces impacting the fresh produce industry today that will provide the opportunities of tomorrow if you plan for and embrace them.



**Increasingly Competitive Marketplace**

**Volatile Global Political Landscape**



**National Organic Program's Strengthening Organic Enforcement Rule**

**Food Safety Modernization Act, Section 204**



**The Role of Technology and AI in Ag Operations**

**The Impacts of Controlled Environment Agriculture (CEA)**



**Climate Change, Labor, Economics and Sustainability**

# The World of Fresh Produce

*The vast and varied fresh produce industry is vital* as it promotes sustainability, supports communities, and inspires ingenuity while supplying nutritious, safe food to the world.

16MM

Total Acres\*



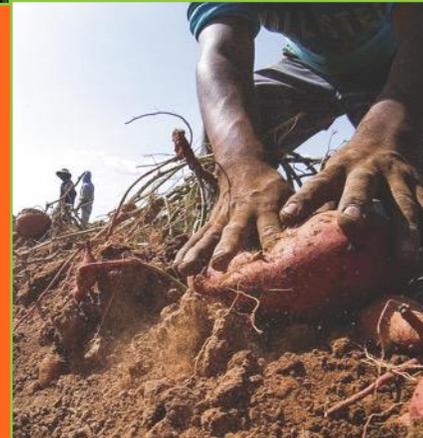
240K+

Specialty Crop Farms/  
Operations in the U.S.\*



435K+

Total Number  
of Producers\*



1.2MM

Hired Labor\*



\$7.5B

Total Monthly  
Retail Sales\*\*



# Delivering and Connecting the Fresh Produce Supply Chain

From growers and service providers to the buyers whose organizations serve as the last stop before consumption, it takes a collaborative effort to feed the world fresh, nutritious products.

Farm Journal's family of fresh produce brands, including **The Packer** and **Produce Market Guide**, connect and support these groups every step of the way with service-focused journalism, intelligence-backed platforms and in-person experiences.



# Our Mantra: No one grows alone.

From growers and service providers to the buyers whose organizations represent the last stop before consumption, it takes a collaborative effort to feed the world fresh, nutritious products. Farm Journal's fresh produce division and our portfolio of trusted, multi-channel brands serve to advise, educate and connect all of these vital players every step of the way.

Market intelligence is at the heart of everything we do. Strengthened by decades of proprietary data, custom research capabilities and an experienced team of professionals who are passionate about fresh produce, we understand the complexities of a perishable supply chain. This knowledge and understanding inform our role as trusted advisors to our customers.

A dynamic industry requires consistent and credible sources of information. Through our commitment to service-focused journalism and sought-after education we reach and inspire more than 100,000 decision makers and influencers via publications including The Packer newspaper and Produce Market Guide magazine, in-person events like West Coast Produce Expo and East Coast Produce Expo and platforms such as [ProduceEDU.com](https://ProduceEDU.com).

Our mission of connecting buyers and suppliers is the common thread that runs through all of our product and service offerings. Whether online via [ProduceMarketGuide.com](https://ProduceMarketGuide.com) or BizMatch Plus, or face-to-face at our trade shows and conferences, we facilitate meaningful relationships that inspire alliances and boost business.

All our brands are backed by the power and tradition of Farm Journal – because no one grows alone.

# A Produce Retail Buyer's Story

## Meet Madison



"I was recently hired as a fresh produce buyer for a regional retail chain and in my interview I mentioned that I excel in fast-paced environments. I'm not sure that I fully understood what that meant until day one in this job. Working with perishables means that, no matter the day's tasks, I'm always mindful of a quickly expiring countdown clock.

The retail industry is highly competitive, and staying ahead of the curve requires continuing, on-the-job education about market trends and consumer preferences. I spend hours researching and I regularly attend industry events so that our selection reflects the latest demand, whether it's the surge in organic produce or the growing interest in exotic fruits.

I then pair that knowledge with my primary responsibility of vetting and securing new suppliers to guarantee that our shelves are always stocked with products that adhere to our company's social impact and growing standards.

Considering all the variables involved – price, seasonality, growing regions, shelf life and more – my job can feel like a constantly changing math equation and I must ensure the numbers always add up.

I still have so much more to learn about this vibrant, flavorful and exciting world and so many more connections to make within it.

Despite these daily challenges, it's incredibly satisfying to know that I play a crucial role in bringing fresh, healthy produce to our customers' tables. Every negotiation, every quality check and every decision I make contributes to the success of our stores and the satisfaction of our customers."

Fresh Produce Marketing Solutions

# A Produce Grower's Story

## Meet Dan



“...Mother Nature starts the dominoes falling but the direction and velocity are always at her whim – the unpredictability of which seems to be increasing year after year. The late frost and enduring cold this spring have impacted all the apple growers in the region. Smaller than anticipated fruit means a complete rework of our sales plan – identifying and connecting with retailers that have more flexible specs all while our fellow growers are going after the same targets. We must determine new packaging solutions that check all the boxes – customer expectations, consumer preferences, cost effectiveness. And navigating the ever-changing promotional landscape can be daunting but is necessary to stand out among the competition.

Even as all these decisions about the current crop must be made, future seasons are never far from my mind. What mood will Mother Nature be in next year? Should I plant additional acreage and, if so, which varieties? In which areas of my operation should I invest to become more sustainable and move the needle on sales?

I want to tackle these challenges with the same degree of technical sophistication that my apples are grown, but my expertise and attention is focused on the growing side.

That’s why I need a partner with strong connections throughout the supply chain who can deliver know-how backed by market intelligence. Someone who can provide not just tactical recommendations but an understanding of the complexities of a perishable product and respect for the falling dominoes I’m managing throughout every season.”

# A Produce Service Provider's Story

## Meet Mayra



“Every week we’re faced with a new challenge – whether it’s a berry customer launching a new snacking line or a lettuce grower searching for fully-compostable salad bags. And even though my business card says, “Packaging Account Executive,” I feel like I’m an all-around solutions provider as packaging is vital to every part of a successful supply chain.

To serve an industry as dynamic as fresh produce, I must understand my customers’ businesses as completely as I do my own. I’ve got to stay informed about the latest sustainability initiatives and innovations, food safety requirements, laws that govern what’s on a label and much more – all while delighting my current customers and prospecting for new ones.

There’s a lot of information out there, but in my job accuracy is very important.

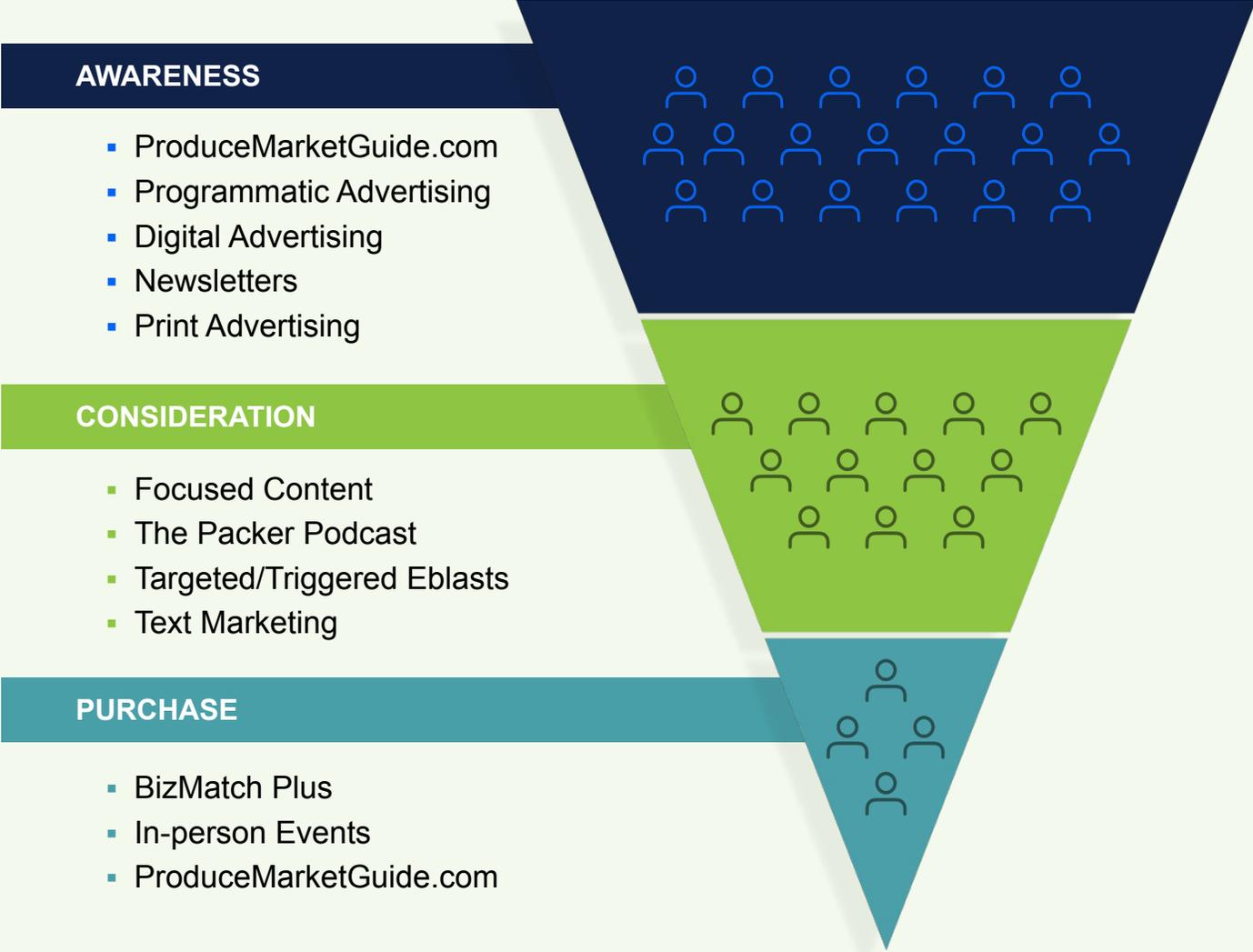
I need to trust my sources so I don’t waste valuable time by working with bad data.

At the end of the day, navigating this ever-evolving, complex supply chain is worth it. Building strong relationships is one of the most rewarding aspects of my job and is a testament to the collaborative spirit of the fresh produce industry.”



# Full-Funnel Marketing Solutions

Farm Journal's family of fresh produce brands offer solutions to reach buyers throughout their decision journey to successfully achieve your marketing objectives.



# Audience Snapshot

**Farm Journal's Fresh Produce Brands** deliver the largest, most engaged audience in the fresh produce industry and reach more retail, wholesale and foodservice decision makers than any other brand.

**33%**  
more retail employees including executives, buyers, store managers and more.



**155%**  
more distributors, resellers, importers and exporters.



**209%**  
more foodservice employees from restaurant groups, institutions, distributors and more.



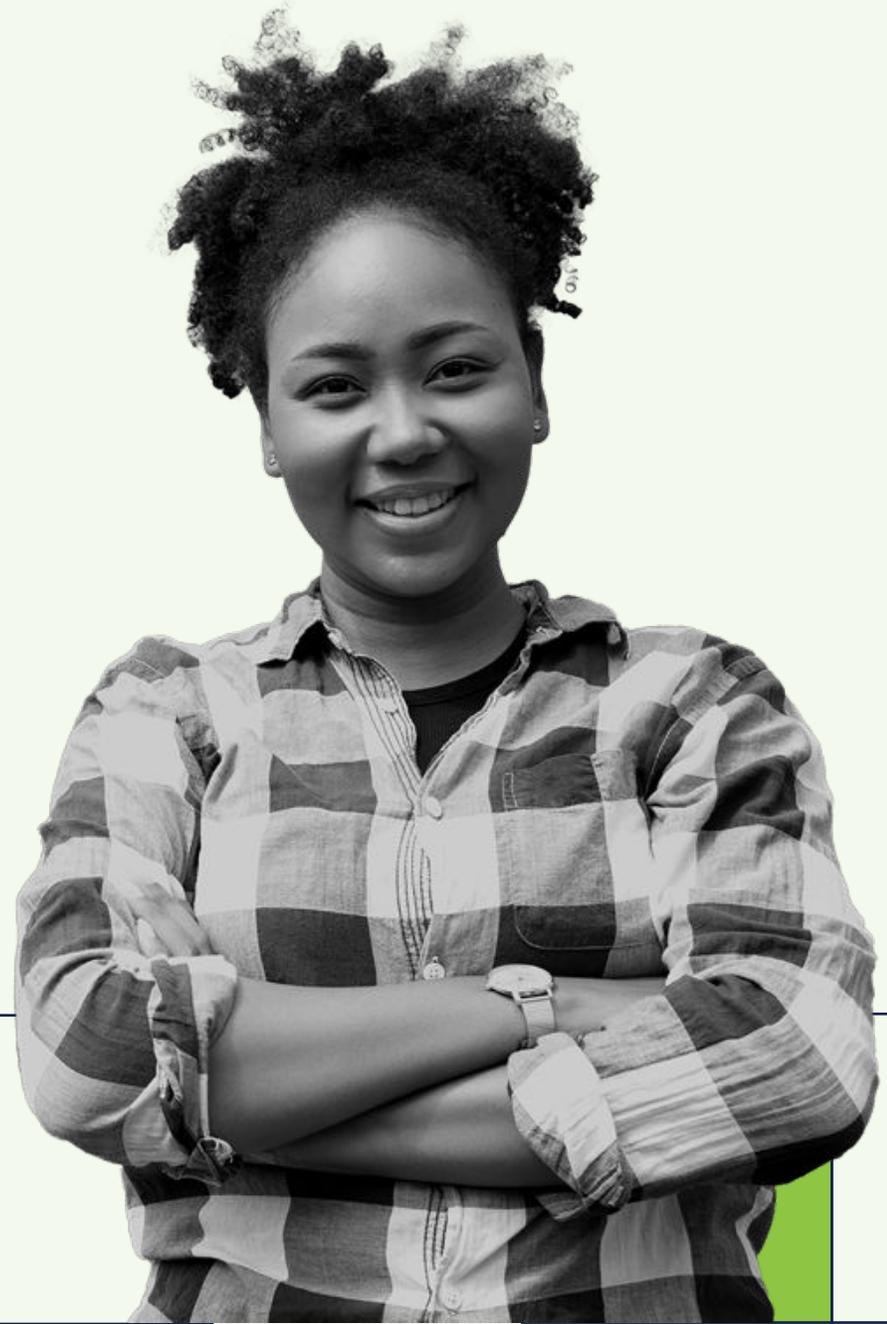
**89%**  
more professionals from companies that supply fresh produce from farm to shelf.

# Find Your Next Customer

Farm Journal's comprehensive first-party agriculture audience data helps you pinpoint the people most receptive to your message, product or solution.

## How we deliver:

- Audience segmentation
- Look-alike audiences
- Programmatic advertising
- BizMatch & BizMatch Plus



“We are committed to being the leading source of news, information, data, insights and inspiration for the fresh produce industry, with the goal of empowering players across the supply chain to grow their businesses into the future.”



**Jennifer Strailey**

**The Packer and Produce Market Guide**  
Editorial Director

# PRODUCE MARKET GUIDE

Stay connected with buyers throughout their entire decision-making process.

**Produce Market Guide** is the 24/7/365 directory designed to deliver lasting and profitable partnerships between fresh produce buyers and suppliers.

Put to work diverse data subscriptions and marketing packages that will meet your objectives and grow your business.

[Click here to preview ProduceMarketGuide.Com](https://www.producemarketguide.com)



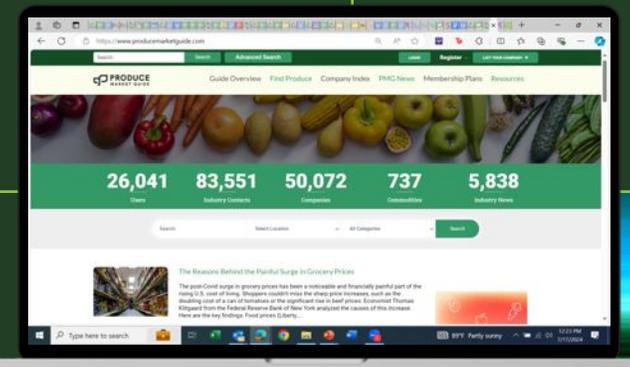
**49K+**  
Companies

**25K+**  
Users

**83K+**  
Industry  
Contacts

**730+**  
Commodities

**5K+**  
Industry  
News Stories



# The Power of Creative:



Click to access the infographic

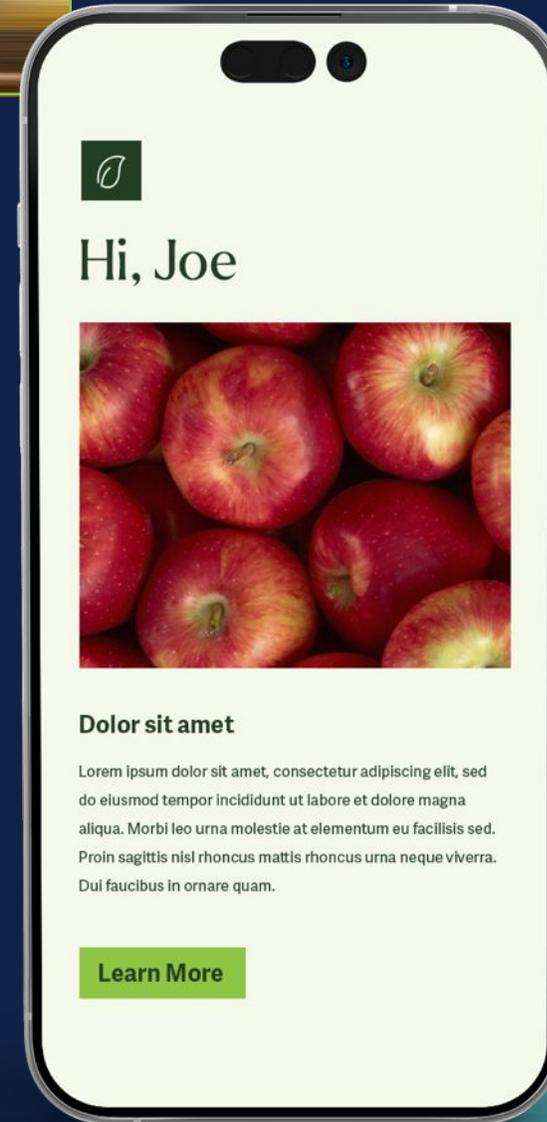
## Three ways to gain an edge and strengthen your marketing strategy:

- 1. Competitive Analysis:** Start by understanding what others in your space are doing. Free tools like the Facebook Ad Library and Google Ads Transparency Center let you see active ads in the market.
- 1. Omni-Channel Approach:** Your audience isn't on one platform, and your message shouldn't be either. A consistent, multi-channel strategy keeps your brand top of mind and ensures you reach decision makers wherever they are — online, on social or in the field.
- 1. Timeliness:** You should strategically increase your branding efforts to stay top of mind during key seasons, but you also need to maintain a consistent presence year-round to stay ahead of the curve and be recognized as an industry leader. [Ex: Seed and Planting Study](#)

# Marketing Powered by Intelligence

Smart marketers no longer need to rely on kitchen sink outreach plans that may reach the masses but don't see massive results.

**The Packer and Produce Market Guide** capture dozens of data points on each opted-in contact. That information, supplemented with third-party data and knowledge gained through tailored research, enables you to reach exactly those who are most likely to respond to your message.



# Newsletters

**Meet buyers in their inbox,  
on their timeline.**

The Packer AM and PM newsletters condense the top stories from the day into an easy-to-read format for produce industry professionals who need to know the news NOW.

Focused-content newsletters with a qualified audience are also available for topics including sustainability and organics.

**Total Audience**



**The Packer AM**

**61K+**

**The Packer PM**

**54K+**

**Spotlight on  
Sustainability and Organics**

**82K+**

# Print Advertising

The power of print advertising remains strong as an important piece of your marketing plan.

82%

82% of customers trust print ads versus 43% for social media ads and 39% for online banner ads.



Print ads have been found to elicit a higher recall than digital ads a week after being seen.

400%

When combined with print ads, digital campaigns are 400% more effective.



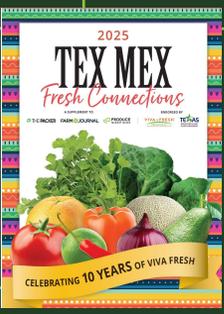
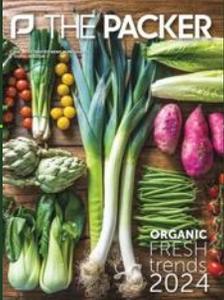
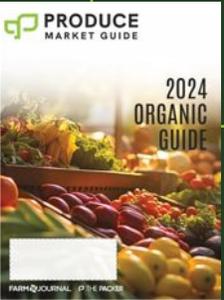
## The Packer Bi-weekly Newspaper

Audited circulation of **16,248** as of June 2025

- 58% Retailers
- 6.5% Foodservice
- 15% Wholesalers
- 18% Growers/Packers/Shippers

# Focused Content & Actionable Resources

The Packer and Produce Market Guide publish more than a dozen special issues, supplements and guides annually, giving you even more opportunities to align your brand and messages with relevant, trusted content.



# FRESH PRODUCE FRIDAYS

Your direct line to the produce industry — coast to coast.

Airing every Friday morning on AgDay Television and reaching an audience of

**250,000+.**

*Fresh Produce Fridays* is a weekly segment focusing exclusively on the headlines and newsmakers impacting the domestic and international produce industry.

Click to watch the latest segment:



AGDAY

# THE PACKER PODCAST

For more than four years and over 120 episodes, **Tip of the Iceberg** served as a trusted platform bringing first-hand insights from the fresh produce industry's most engaged voices. From growers to foodservice operators, the podcast tackled the opportunities and challenges shaping produce, offering listeners a taste of the complex issues impacting the supply chain — just the tip of the iceberg.

Now evolving into **The Packer Podcast**, the show builds on this strong foundation with an elevated focus on thought leadership. Listeners will hear from even higher-profile guests — the leaders and disruptors who are reimagining how we grow, move and deliver fruits and vegetables in a changing world. Expect deeper dives into topics like social responsibility, innovation and policy, all crafted to spark fresh ideas and drive meaningful conversations across the industry.



## THE PACKER PODCAST

[CLICK TO VIEW THE LATEST EPISODES](#)

**200+**  
Qualified  
Listeners per  
Episode

Specifically  
Targeted to  
Fresh Produce  
Audiences

**20%**  
Increase in  
Listeners in  
2023/2024

Episodes Continually  
Promoted Alongside  
Relevant Content

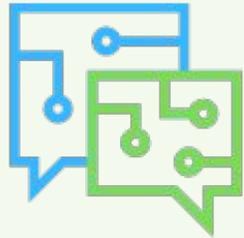


**ProduceEDU** is the online platform that delivers fresh produce supply chain education for retail, foodservice and wholesale buying audiences – enabling YOU to deliver a solution that the profession is desperately seeking.

- Collaborate with The Packer editors to create valuable education modules
- Receive one full year of exposure via the platform and associated promotions
- Gain access to data from all participating produce buyers

 [Produceedu.com](https://www.produceedu.com)





# BizMatch+

**BizMatch Plus** is an online program that connects and coordinates meetings between fresh produce suppliers and the right retail and foodservice buyers.

[Click here to preview BizMatchPlus.com](#)



Guaranteed online meetings with

**3**

commodity-specific buyers of your choice.



Direct delivery of sales materials to

**15+**

retail and foodservice buyers.



New sales secured by more than

**85%**

of past supplier participants.

## 2025 Session Schedule:

FEBRUARY 13

Dragon Fruit

MARCH 13

Stone Fruit

APRIL 17

Grapes

JUNE 19

Berries

AUGUST 14

Potatoes/  
Sweet Potatoes

SEPTEMBER 11

Citrus

OCTOBER 9

Onions

NOVEMBER 6

Tomatoes

DECEMBER 11

Avocados

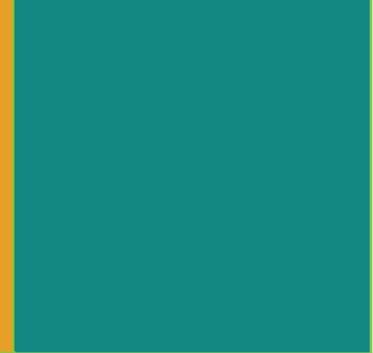
# Personal Connections

Our in-person events deliver **exhibit and sponsorship opportunities, invaluable face-to-face meetings, action-oriented education and unparalleled fun** throughout the year.

- More than 20 hours of educational content
- A 3-to-1 buyer-to-supplier ratio
- 2,200+ attendees
- 150+ coordinated meetings
- One-of-a-kind networking events

**West Coast Produce Expo** is The Packer's annual fresh produce conference and tradeshow that brings together national retail, foodservice and wholesale buyers with top suppliers and service providers to experience unique and exciting networking events in an intimate setting, which is perfect for making and growing connections.

**East Coast Produce Expo** is the event where fresh produce and conscious consumerism meet. Earn and maintain the trust and buying power of the growing conscious consumer demographic through empowering education and a networking schedule that is focused on creating and growing connections.



# Custom, Targeted & Triggered Emails

Exclusively reach your target audience with branded messages.

- Achieve broad brand awareness or drill down to reach specific audiences for more targeted objectives.
- Feature the content of your choice – perfect for new product launches and more.
- Send once or schedule to send automatically (triggered by contacts' content interactions on thepacker.com and producemarketguide.com).
- Flexible deployment dates to align with industry events or company milestones.
- Reach tens of thousands of opted-in contacts.\*

\*Number varies based on audience selection. Contact your representative for the latest audience numbers.



## Now Available Nationwide:

The Precision Application System That Pays Off

The SharpShooter from Verdant Robotics is now available to specialty crop growers across the U.S.—bringing precision application technology to farms from California to New York.

Designed for real farming conditions, the SharpShooter uses Aim & Apply technology to **weed, thin, and apply beneficials with pinpoint accuracy**. It adapts to a wide range of crops—like lettuce, carrots, onions, and beets—and performs reliably across crop systems, field types and regions.

Growers are using it to reduce labor pressure, cut input costs, and get more value out of every acre—without slowing down. The system adapts to your operation. It can run day or night, in damp or breezy and it fits easily into your existing cropping system.

- **Up to 85% labor savings**
- **Up to 99% reduction in chemical inputs**
- **ROI in as little as 6–18 months**, depending on crop, acreage, and utilization

Learn more about how the SharpShooter can **maximize control, savings and ROI in your operation.**

**Talk to our team to learn more**

[Get in Touch](#)

# Custom Content that Moves Produce Businesses Forward

Partner with Farm Journal Studios to create branded storytelling that speaks directly to the fresh produce industry. Our team of agricultural and creative experts understands the unique challenges and opportunities facing **growers, packers, shippers and allied service providers.**

## What We Deliver:

- **Engaging Stories:** Video, podcasts, blogs and social content that capture attention and build trust.
- **Produce-Driven Strategy:** Content that aligns with your brand and elevates your presence in the marketplace.
- **Full-Service offerings:** Expertise in agriculture and produce supply chains, proprietary, first-party audience data to target the right buyers, high-impact creative designed to inform, inspire and drive action.



[CLICK TO WATCH HOW THE FARM JOURNAL STUDIO CUSTOM CONTENT PROCESS WORKS](#)



---

# 03

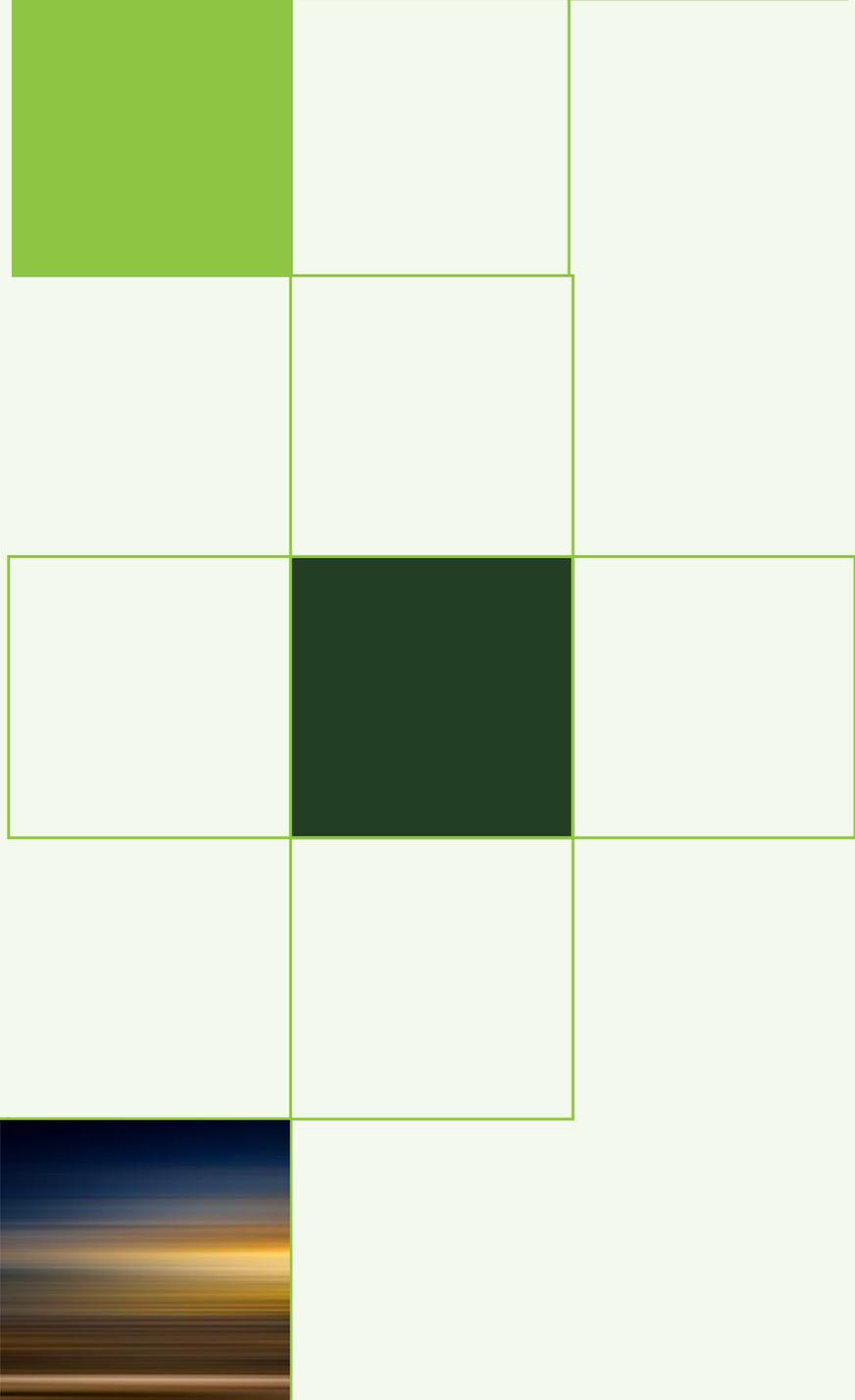
## Resources, Specifications & Brand Details



# 2026 Production Calendars:

Click here for 2026  
Editorial Calendars

[Click here for Farm  
Journal Print Specs](#)



The letters 'BCA' are rendered in a large, bold, serif font with a gold-to-brown gradient and a 3D effect. To the right of the 'A' is a small logo for 'PRODUCE MARKET GUIDE' featuring a stylized green 'P' and 'M' icon and a registered trademark symbol (®).

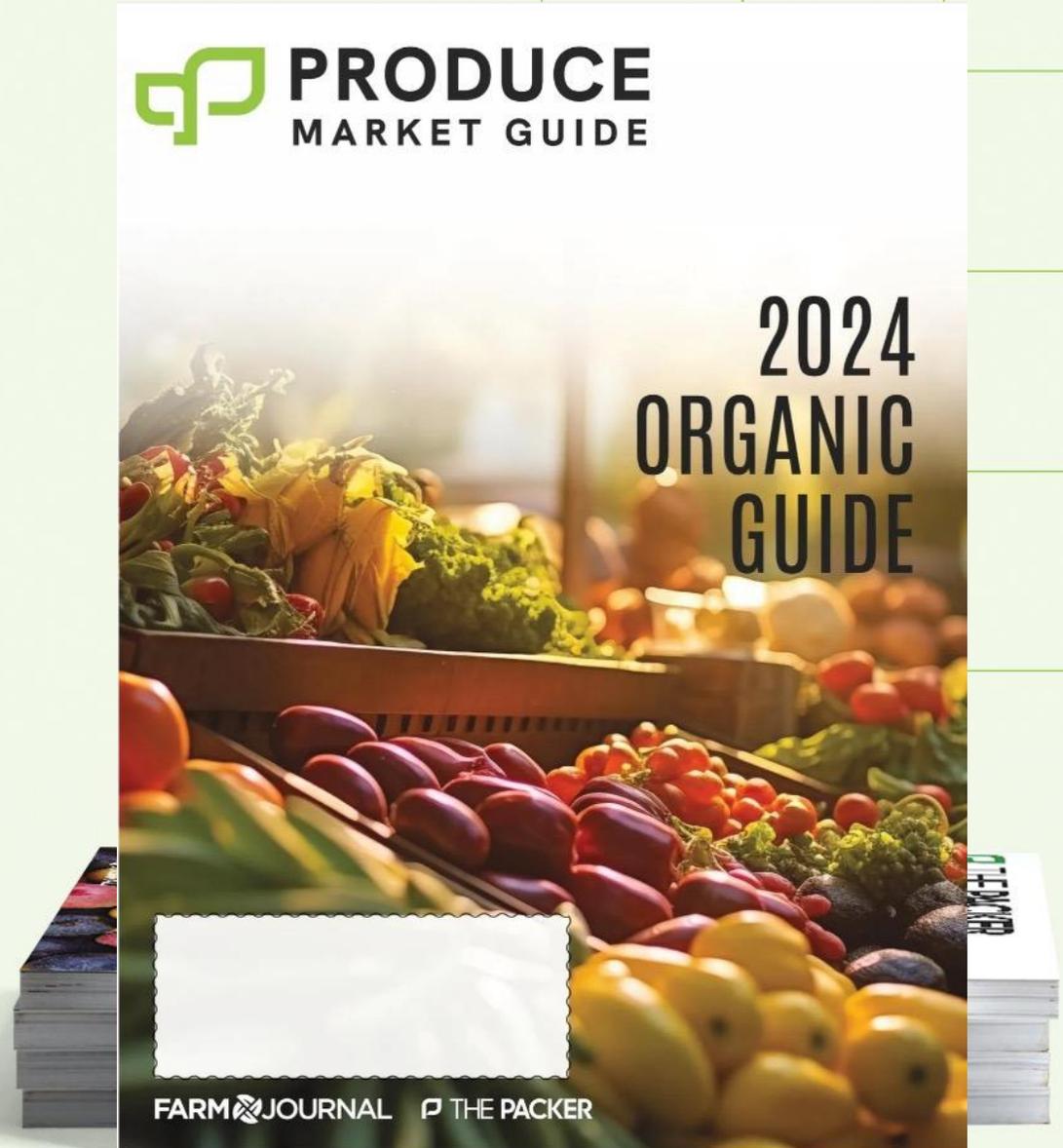
**Business Character Award**

The Business Character Award (BCA) logo is awarded without charge to members that establish and maintain a reputation of high ethical trading practices, business competence and financial stability. Performance is reviewed annually or more frequently if warranted by trade reports.

\*Companies qualified for the BCA award at time of print of the annual guide are eligible. Review the most current BCA status for these companies on [producemarketguide.com](http://producemarketguide.com).

# Produce Market Guide Organic

**Produce Market Guide Organic** provides buyers with tools to source, promote and merchandise organic fresh fruits and vegetables – publishes in July.



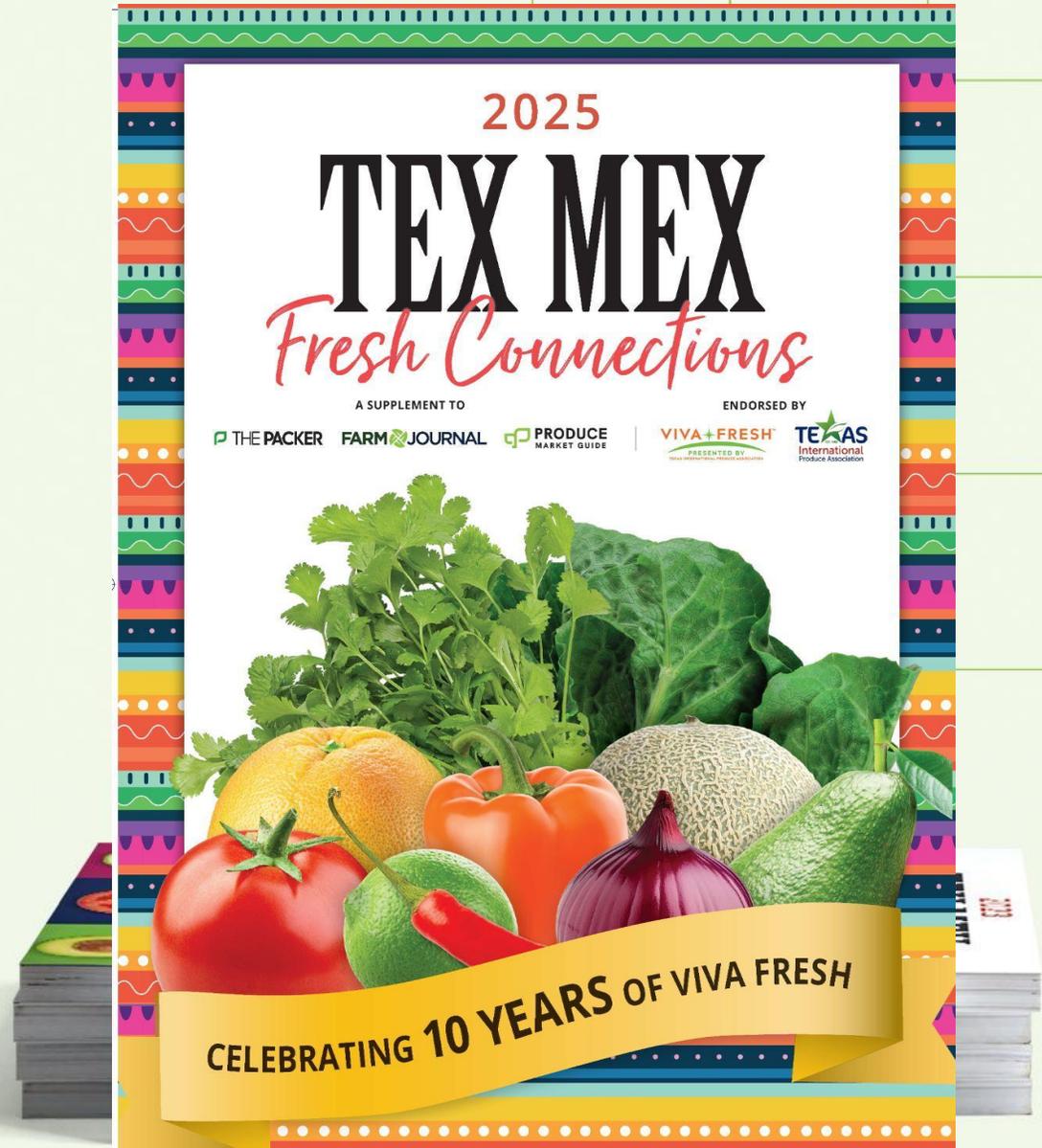
# Fresh Trends

**Fresh Trends** magazine highlights The Packer's annual consumer research study, which details consumer buying habits and attitudes toward fresh produce, providing retailers the insights they need – publishes in January.



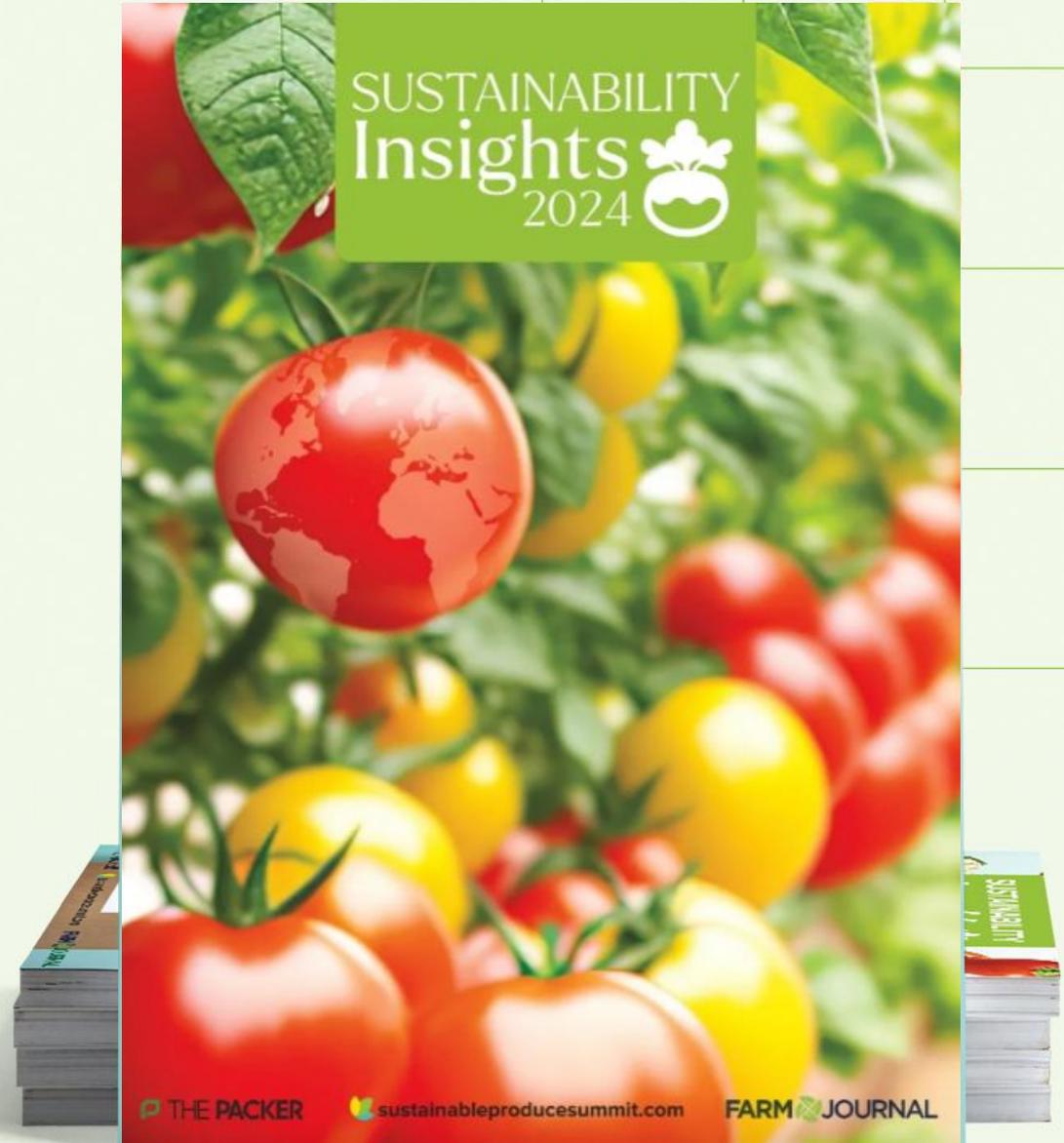
# Tex Mex Fresh Connections

**Tex Mex Fresh Connections** magazine covers educational topics of regional importance such as growth of Mexican imports/exports, key commodities from Texas and Mexico, Texas-based suppliers, service providers and retailer updates – publishes in April.



# Sustainability Insights

**Sustainability Insights** magazine details results from The Packer's annual sustainability survey of retailers, consumers, and growers – publishes in May.



# Our Team

## **The Packer and Produce Market Guide** team

serves the fresh produce industry with experience, passion and a commitment to excellence.

## **Trusted Advisors – Sales Team**

**Lance Burditt** | Senior Vice President, Food & Agricultural Sustainability Sales  
lburditt@farmjournal.com

**Lauren Haines** | Customer Success Team Lead  
lhaines@farmjournal.com

**Brian LaForce** | New Business Development  
blaforce@farmjournal.com

**Tal Leiderman** | New Business Development  
tleiderman@farmjournal.com

**Eddie Ramirez** | New Business Development  
eramirez@farmjournal.com

**Leslie Germain** | Produce Account Manager  
lgermain@farmjournal.com

**Caleb Peterson** | National Account Manager  
cpeterson@farmjournal.com

**Denise Sundvold** | Midwest Sales Rep  
dsundvold@farmjournal.com

**Janice Wilson** | Operations Coordinator  
jwilson@farmjournal.com

## **Industry Experts – Editorial Staff**

**Jennifer Strailey** | Editorial Director  
jstrailey@farmjournal.com

**Christina Herrick** | Produce Editor  
cherrick@farmjournal.com

**Jill Dutton** | Associate Editor  
jdutton@farmjournal.com

**Kerry Halladay**  
khalladay@farmjournal.com

**For general inquiries:**  
news@farmjournal.com