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FOR IMMEDIATE RELEASE

AG PROFESSIONAL magazine launched by Doane

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ST. LOUIS, MO — Doane Agricultural Services Co. announced today that it is launching AG PROFESSIONAL magazine. Beginning with its inaugural in July, the nationally circulated magazine will be sent to 22,000 qualified retailers and distributors of crop inputs, crop consultants, Certified Crop Advisers (CCA) and professional farm managers.

“AG PROFESSIONAL will combine the best of its predecessor publications AG RETAILER and CROP DECISIONS,” said Doane President Lynn Henderson.

“The new publication is the result of extensive research and discussions with our audiences about the opportunities they see in the future of their businesses,” Henderson continued. “Clearly, we are entering a new, much more professional age in agriculture that marketers of products and services to this market must view in an entirely new light.”

Henderson cites the following trends, and the resulting opportunities that are shaping the new age of agriculture:

- The changing marketplace and special care required in the prescription, sale and service of biotech crops,
- The emergence of certification and accrediting requirements,
- The need to move from product margin-based to service fee-based revenues,
- Increasing government regulations, and
- Value-added crops and alternative uses.

“AG PROFESSIONAL will be published 10x/year in the high quality format that Doane’s publications are known,” Henderson said. “The magazine will be published monthly from September through April with a combined Spring (May/June) issue and Summer (July/August) issue.”

The audiences served are critically important to marketers of crop protection products, plant nutrients, seed, machinery, facilities, site-specific equipment and other suppliers.

“Now with one magazine, marketers can reach the all-important channel, those professionals who prescribe products, and the highest-end users in agriculture — the professional farm manager.

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The 13,000 retailers and distributors receiving the magazine represent the universe of those in the industry who sell, service, and apply crop inputs.

The 2,500 independent crop consultants receiving the magazine are hired and paid a fee by ag producers to prescribe crop inputs on their farms. The 50 largest crop consulting firms, alone, provide service to over 8,700 farmers, representing 7.1 million acres of crop land.

The 2,000 professional farm managers receiving the magazine are responsible for developing and implementing the crop plans developed for their absentee-owner farm owners. A recent USDA study reported that for the first time ever, over half of the U.S. farmland is now owned by non-farmers. The 75 largest management firms, alone, manage 13.5 million acres.

“The editorial needs of the AG PROFESSIONAL audience are very complex,” Henderson adds. “Their livelihoods depend on providing profitable crop production, marketing, and business management decisions for their clients, so they are intently interested in new products, services and successful methods of crop production and marketing.”

The mission of the magazine is to provide information and business solutions for this highly skilled audience of agriculturalists. Editorial content of the magazine will include:

- New products and services,
 - Industry news,
 - Agronomic updates,
 - New business development and client retention,
 - Personnel management,
 - Legal/tax updates,
 - Regulatory news,
 - Company profiles,
 - Market outlook,
 - End-user relations,
- and many other topics of specific interest to each sector of the audience.

Geographic and demographic breakouts will be available for advertisers. In addition, the magazine's database will be available to marketers for their direct marketing activities. The magazine's accompanying website, www.AgProfessional.com, will be launched on July 1, 2003.

Doane is a leading provider of information and business solutions and has been serving the agricultural market for 80 years. Its other products include AGRIMARKETING and AG LENDER magazines, “Doane's Agricultural Report”, AgServ Economic Forecasts, the AGRITALK radio program and “Doane's Commercial Advisor”.

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