

## Hoosier Ag Today Launches Energy Update and Expanded Weather Coverage

(March 5, 2008 -Clermont, IN) Hoosier Ag Today, Indiana's premier provider of broadcast and on-line agricultural information, has announced the creation of anew programming dealing with the energy sector. The cost of energy is a major factor in the farm economy; and, with the rise to pre-eminence of the renewable fuel industry in Indiana, energy has also become a market for Hoosier farmers. The daily *Energy Update* will include crude oil, gasoline, e-85, and ethanol prices, along with analysis and trends in the energy market. In addition, the prices being paid by Hoosier ethanol and biodiesel plants for corn and soybeans will also be included.

Those interested in keeping up with the energy market can listen to this report on HAT radio stations across the state as well as on-line at [www.hoosieragtoday.com](http://www.hoosieragtoday.com). A special web page will feature energy prices updated throughout the day as well as news about the energy and renewable energy industries. "The energy market impacts not only farmers but consumers, motorists, and manufacturers," said Gary Truitt, President of Hoosier Ag Today. HAT is the only agricultural media organization in the state offering this kind of information.

In addition to energy, the weather is another major factor in Indiana agriculture. With soybean and wheat supplies at historically low levels, the weather this growing season will have a major impact on commodity prices. To better track the critical weather developments this growing season, HAT was expanded its coverage to include two *Indiana Farm Forecasts* per day. Designed specifically for Indiana by meteorologist Rob Wasson, these reports feature long range projections and vital climatological data such as soil moisture levels, growing degree days, and evaporation rates. "This will add a new dimension to a radio station's weather programming," said Andy Eubank, Vice President of Operations for HAT.

Hoosier Ag Today was founded in 2006 for the specific purpose of serving the information needs of the Hoosier agricultural community. HAT currently has 33 radio stations broadcasting its programs. In addition, HAT operates a multi-media web site and publishes a daily e-mail newsletter.

### For More Information

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