



Hoosier Ag Today Partners with Purdue Extension for Field Crop Advisories

(Clermont, IN, June 10, 2008) Hoosier Ag Today, Indiana's premier agricultural information service, has partnered with Purdue Cooperative Extension Service to produce a special series of advisories to assist Indiana growers. The Field Crop Advisories are produced each week featuring a different Extension specialist. Topics covered include field crop management, marketing, precision technology, insect and weed control, business management, and more. The advisories are designed to be extremely timely and practical, focusing on the issues growers are facing at the time of release. Using broadcast and internet technology, these advisories are delivered to growers in a quick and convenient manner.

"This is information that is extremely important to producers, and we are thrilled to bring these advisories directly to our farmer listeners and readers," said Gary Truitt, President of Hoosier Ag Today. The advisories are broadcast each Friday within regular Hoosier Ag Today programs. In addition, an in-depth interview with a Purdue specialist is available on a special page on the Hoosier Ag Today web site, www.hoosieragtoday.com. Farmers can listen on-line or download the audio to their own computer or mobile storage device. A link to the advisories is also included in the HAT daily e-mail newsletter.

"We hope this relationship will be beneficial to all, and help better reach audiences throughout the state," said Bruce Erickson, Director of Cropping Systems Management, Department of Agricultural Economics. Purdue specialists who will participate in the program represent some of the top experts in their fields and some of the most popular resources for Indiana growers. They include: Robert Nielsen, Chris Hurt, Mike Boehlje, Ellsworth Christmas, Alan Miller, Greg Shaner, and many others.

The advisories began in early June and will continue to be issued until the end of harvest. They are scheduled for release each Friday, but special bulletins will be issued if emergency conditions warrant. "This program is consistent with our mission to serve Indiana farmers and advance Indiana agriculture," said Andy Eubank, Vice President of Operations for HAT. This is the only program of its type in Indiana.

For more information

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