

Hoosier Ag Today Adds Market Meteorologist and Expands Weather Programming

Hoosier Ag Today, Indiana's premier agricultural communications company, has appointed Ryan Martin as Chief Meteorologist. Martin's training as both a Meteorologist and agricultural commodity broker will allow him to bring a new depth to weather content from Hoosier Ag Today (HAT). Beginning Monday, January 5, 2015, Martin will produce weather content for HAT radio stations as well as the digital platforms operated by HAT. Martin will focus on weather trends for the Hoosier State and incorporate how these trends will impact farming operations and market prices. He will also report on international weather trends in key agricultural production areas of the world. These factors are major influences on US corn, soybean, and wheat prices.

"This kind of market-oriented weather is unique and is not available any place else in Indiana," said Gary Truitt, President of Hoosier Ag Today. Martin graduated from Purdue University in 1996 with a B.S. Degree in Applied Agricultural Meteorology. However, being raised on a small in North Central Indiana on a small diversified livestock farm, Martin has been involved in operational forecasting all his life. He has worked in the private weather sector for over 18 years, providing information to a wide range of clients. Based in Warsaw, IN, Martin has developed a weather, risk management tool using weather derivatives to mitigate the problems that weather brings to all market sectors, not only the agricultural industry.

Hoosier Ag Today will be offering several new weather radio programs to its affiliates, as well as expanding the weather content provided on its web site, mobile app, and daily e-newsletter. Several of these offerings will be available for local, regional, or national sponsorship. Martin joins the broadcast team of Gary Truitt, Andy Eubank, and Cayla McLeland.

About Hoosier Ag Today

Hoosier Ag Today was founded in 2006 for the specific purpose of serving the informational needs of the Hoosier agricultural community. HAT currently has 55 radio stations broadcasting its programs. In addition, HAT operates a multi-media web site, a mobile app, and publishes a daily e-mail newsletter. In 2008, 2010,

and 2012 Hoosier Ag Today was rated the most listened to farm radio network in Indiana by Ag Media Research. Hoosier Ag Today is represented nationally by J.L. Farmakis, Inc.