

INFORMA ANNOUNCES NEW STAFF, PRODUCT OFFERINGS IN COMPANY'S WASHINGTON, D. C., OFFICE

Informa Economics is excited to make several announcements relative to its Washington, D.C., office, including new staff and two new product offerings.

"These efforts underscore Informa's commitment to its Washington office and to the area of farm, trade, energy, economic and commodity policy and perspective," said Informa Chairman of the Board and Chief Executive Officer Bruce Scherr. "It's virtually putting our Washington office in an active position during these dynamic times in the development of the next round of US farm policy and beyond. I am confident that Informa customers will be well served by this combination of efforts and I expect that our customers will reap the benefits of these efforts for years to come."

Informa announces the addition of Roger Bernard as policy analyst. "Roger brings nearly 25 years of experience to Informa in the area of agriculture and trade policy and the impact those policies have on markets for several important commodities," announced Informa President and Chief Operating Officer Tom Scott. Bernard joins Informa on April 25, coming from Farm Journal Media, where he spent much of his career working with *Pro Farmer Newsletter* and *Farm Journal Magazine*, both of which are respected farm publications. Bernard, who will work from his office in rural Iowa, will be paired with Informa Senior Vice President Jim Wiesemeyer, "with the team considered one of the best journalistic and analytic duos in farm and trade policy," added Scott.

The Wiesemeyer/Bernard combination will play a key role in a new product that Informa also is pleased to announce: Informa Economics' *Issue Monitor*. The web-based product (<http://www.iemonitor.com>) will provide customers with a mix of information on key areas relative to agriculture, trade, energy, economic and commodity policy. The service contains indexed information that will be updated throughout the day and also will include perspectives from Informa's respected commodity analysts.

In addition, Informa is pleased to announce a new Informa service focused on the next farm bill. This product will combine the expertise of Informa Chief Economist William Motes, Wiesemeyer, Bernard, and former USDA Chief Budget Officer Scott Steele. This service will include monthly, one-hour briefings, issue briefs as well as special discussions in response to client requests.

For more information about Informa's new *Issue Monitor* and farm bill service, contact Scherr at (901)766-4511 or Scott at (901)766-4586.

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