

# News Release to The Business Ledger

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## **Barton Marketing Group Announces New Client**

Barton Marketing Group has added the American Society of Animal Science (ASAS) to its client list which also includes American Society of Agronomy (ASA), Soil Science Society of America (SSSA), and Crop Science Society of America (CSSA). BMG brings its best talents to the area of agricultural marketing, specializing in life sciences and agriculture. This includes exhibit sales/sponsorships for client expositions, advertising for a variety of publications, and general product promotion for corporate clients.

Alexander Barton, president of the Park Ridge based marketing firm with a proven track record in the field, who serves as Director of Business Development for the four international societies, has developed many relationships with leaders in the agricultural industry. They include private corporations such as Monsanto and Pioneer, government agencies such as the United States Department of Agriculture (USDA), the Environmental Protection Agency (EPA), and the Department of Education (DOE) as well as with professors at universities with a focus in agriculture education.

According to Barton, when most people in America think about the food supply, they think of the produce section at their local grocery store. "The drought this year has increased public awareness of the tenuousness of our food supply and how it is related to weather and agricultural practices," said Barton.

"Crop failures in the United States mean higher prices at the grocery store," said Barton, who added that crop failures in underdeveloped nations mean malnutrition. "Members of these four associations are the frontline warriors in the fight for a civilization where all people may one day be free of malnutrition and the diseases that it causes," said Barton.

BMG founder and CEO Dick Barton said that the agency is passionate about the cause and also looks forward to continuing to bring its proven track record in communications and client relationships to these agriculture groups as well other corporate and not-for-profit organizations.

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