

Meister Media Worldwide Announces New CEAg World Business Venture

Meister Media Worldwide announces the launch of CEAg World, the new and innovative multi-media global business "Advancing Food Under Cover."

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Media Worldwide announces the launch of CEAg World (TM), the new and innovative multi-media global

business "Advancing Food Under Cover (TM)." This global brand will represent and unify all the emerging industry segments of crops grown in controlled environments, including greenhouses, hoop houses and high tunnels, operations using shading or netting, vertical farms, container farms, and more.



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CEAg World is the only national multimedia brand to fully represent the innovative businesses, leaders, and industry segments developing the emerging sector of produce grown in protected environments.”

Karen Varga

The new CEAgWorld.com is the central hub for growers, produce companies, food retailers, academia, private industry, and other allies for insights and intelligence to advance this new generation of food grown under cover.

“Local, fresh produce grown in controlled environments connects the food value chain from growers to final consumers and offers many economic, sustainability-related and consumer advantages,” Karen Varga, CEAg World Content Lead said. “Our mission is to fully connect and engage all these innovators, online and in person, to lead this new industry forward.”

CEAg World’s initial focus will be on greenhouse-grown produce, the largest and most rapidly expanding controlled environment industry segment, in the United States and Canada, under the brand CEAg World Greenhouse Produce. With support from Charter Partners Berger, BioSafe Systems, BioTherm, Greener Solutions International, Legacy Labor and Philips, CEAg World Greenhouse Produce is mobilizing the industry to help it fully realize the unique opportunities for greenhouse-grown produce.

“CEAg World Greenhouse Produce fills the market void to fully engage all greenhouse-grown produce operations, whether they are a dedicated greenhouse business or integrating greenhouse production into their outdoor farming operation,” said Tony D’Avino, CEAg World Business Lead. The new CEAg World Greenhouse Produce newsletter debuts on Tuesday, Feb. 27. [Sign up to receive the weekly sends.](#)

New companion products and services for related emerging controlled environment agriculture sectors will follow later this year, serving vertical farms, urban agriculture, and other industry segments such as aquaponics and more. All sectors will convene at the inaugural CEAg World Conference & Expo this August in Raleigh, N.C., at the heart of the industry.

CEAg World is the premier gateway to build your business in the controlled environment agriculture sector. Meister Media Worldwide’s decades of experience with fruit and vegetable production and greenhouse businesses – with leading national brands American Fruit Grower, American Vegetable Grower, and Greenhouse Grower – paired with strong support from strategic industry collaborators such as Agritecture, GLASE and IFPA, positions CEAg World for experience-backed thought-leadership and expert insight into this rapidly emerging market.

CEAg World is the only national multimedia brand to fully represent the many innovative businesses, leaders, and industry segments developing this new generation of produce grown in protected environments. Join us in Advancing Food Under Cover. [Reach out to us today for advertising opportunities.](#)

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About Meister Media Worldwide

Meister Media Worldwide is the leading global media company serving specialty agricultural markets around the globe. With a vision of cultivating a sustainable world through the power of knowledge, Meister U.S. and international brands advance these markets with print and digital media, events, data intelligence products and custom business solutions. Meister Media Worldwide is based in Willoughby, Ohio, USA, with presences in Beijing, China, and Mumbai, India. To learn more, visit www.meistermedia.com.

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