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## GLOBAL AGRICULTURE FIRM H.J. BAKER PROMOTES NICOLE BARTLETT TO DIRECTOR OF GLOBAL MARKETING

### Nicole Bartlett to direct all Corporate and Divisional Marketing Efforts at Global Agriculture Firm H.J. Baker

WESTPORT, CT USA – (September 30, 2013) – Global agriculture firm, H.J. Baker today announced that Nicole Bartlett has been promoted to the newly established position of Director, Global Marketing. In this new role, Ms. Bartlett will design, implement and direct corporate and divisional marketing objectives on a global basis. She will also be responsible for identifying new target markets, product opportunities and expanding market share in existing markets.

Christopher V. B. Smith, President and CEO of H.J. Baker stated: “As our company continues to expand domestically and internationally, it became apparent that we needed someone who could manage and direct our marketing efforts on a global scale. Nicole has an in-depth knowledge of the agriculture industry, how our business units operate within their sectors, and a keen sense of what challenges our industry faces in the future. She was the perfect choice for this newly created position.”

Ms. Bartlett joined H.J. Baker in 2012 as Director of Feed Product and Market Development. She was previously at Alltech, Inc. where she held a series of increasingly responsible marketing positions including Global Brand Manager and North American Marketing Manager. Ms. Bartlett holds a Bachelor of Arts degree in Public Relations and Agriculture from Western Kentucky University.

Steve Azzarello, EVP of Sales and Marketing stated: “Nicole has done a great job since she joined H.J. Baker. She understands the markets and has an imaginative and fresh approach to positioning our products. Our industry is a competitive one. In order to be an industry leader, we must constantly evaluate our marketing efforts and make sure we are well positioned to take advantage of opportunities as they arise. Nicole will be at the forefront of that effort, helping guide H.J. Baker’s growth domestically and internationally across all our business units.”

Ms. Bartlett will report directly to Steve Azzarello and will work from Louisville, Kentucky.

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Nicole Bartlett commented: "I am thrilled to be taking on these new responsibilities. As we expand into domestic and international markets, we need to ensure that our existing products are well positioned and branded. We need to address future industry needs while keeping H.J. Baker's core values of integrity, superior products and outstanding customer support. H.J. Baker is an incredible company with a remarkable story and I am proud to be a part of that."

## About H.J. Baker:

H.J. Baker is a name synonymous with quality for more than 160 years. With more than 20 locations throughout the United States and globally, H.J. Baker has been mobilizing resources and providing outstanding products and services to the agriculture industry throughout the world. The company's strategically located processing plants, offices and warehouses create a superefficient pipeline for the vital commodities and products that it sources, manufactures and markets. H.J. Baker & Bro., Inc. is headquartered in Westport, Connecticut USA.

For more information on H.J. Baker & Bro., Inc. visit their website at: [www.HJBaker.com](http://www.HJBaker.com).

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