

**(Neb.)- Agriculture Dept. Boosting Farm Promotion Efforts**

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LINCOLN, Neb. (AP) - The Nebraska Department of Agriculture is stepping up its efforts to promote farming and ranching to the public.

Department officials and Gov. Dave Heineman unveiled a new, yearly agriculture magazine on Friday that's aimed at a general audience.

The magazine, "Nebraska Agriculture and You," will be distributed in doctor and dentists' offices, hair salons, and other locations. It also will be direct-mailed to locations in Lincoln, Omaha, and Grand Island, and circulated in public libraries.

The magazine is sponsored by the department, but produced by a private publisher and supported by ads.

Department of Agriculture director Greg Ibach says the magazine targets audiences that aren't intimately familiar with the industry.

The magazine was launched as part of "National Ag Week."