

Ag Credit Launches New Web Site; Expanded Information, Easy Use are Hallmarks

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Lexington, KY – Central Kentucky Ag Credit has introduced a new web site that is designed for easy use, quick navigation, and it contains an immensely expanded universe of information. The site officially went online during mid-August, but has not been announced until start-up technicalities were finalized. The web site is now fully operational and content is steadily expanding.

Jim Caldwell, President of Central Kentucky Ag Credit, said the association's Board of Directors approved the budget necessary to create the new web site as part of the 2009 marketing program.

Caldwell went on to explain that, "Ag Credit's new web site provides a wealth of financial information, but it also contains many new features, including weather, national news, crop and livestock reports and Ag Credit association news." He also explained that, "as a member-owned financial cooperative, we have a broad responsibility to do all we can to provide meaningful financial and rural-related information that makes it better to live and work in the country."

Robert Anderson, Ag Credit's Technology and Administrative Vice President has directed and supervised development of the web site. He points out that, "the web site will continue to evolve as a broader service for Kentucky agriculture." Anderson continued, "we know the World Wide Web and its many components are being used on an ever-increasing basis by full-and part time farmers and rural residents ... and Ag Credit is dedicated to making "one-stop financial and information shopping easy through our new web site."

The new web address is www.AgCreditOnline.com. The association's former web address was www.ckaca.com. Anderson said in order to assure convenience, either address will take you directly to the association's new web site.

Services Growing to Accommodate Expanding Public

Jim Caldwell said launch of the new Ag Credit web site is one of many expanded activities that the association is currently developing. "We will soon announce a public education program that will focus on helping to make country living affordable and enjoyable; many of our professional staff has already attended the Farm Credit University to expand their knowledge about country living and country lending; and the administrative staff and Board of Directors are already looking to programs that will be enhanced or developed in 2010."

Anderson noted that, "our Ag Credit Branch Offices in Lexington, Paris, Richmond, Danville, Lebanon and Stanford are already equipped with the latest technology and the association's expanded web site is a giant step forward in use of the association's technical capabilities." Members of Ag Credit are already able to use online, web-based services to transfer loan funds, make payments, request loan services and more. - end -