



Data Elements

- ✓ Complete contact information
- ✓ Age
- ✓ Estimated Gross Farm Income
- ✓ E-Mail available indicator
- ✓ Mobile number available indicator
- ✓ Role on Farm (operator, manager, etc.)
- ✓ Total farm acreage by crop
- ✓ Total generated farm acres
- ✓ Beef, Swine and Dairy herd size
- ✓ Preferred corn seed brand
- ✓ Farming practices
- ✓ Preferred tractor brand
- ✓ Preferred retailer
- ✓ 10 year farm history
- ✓ More...

KNOWING HIS BUSINESS — IS OUR BUSINESS.



Meet John • DeKalb, IL

| | |
|--------------------------|----------------------------------|
| • 2,651 corn acres | • 12 beef cows |
| • Plants 58% Dekalb Corn | • Age 55-60 |
| • 1,849 soybean acres | • New technology adopter |
| • Uses seed treatment | • Preferred tractor - John Deere |

... over 300 more demographic fields

So, what can FarmReach™ do for you?

Only FarmReach™ gives you the power to select the right producer, just like John . . . everytime.





Data Point Menu



Acres

| | |
|---------|---------|
| 1-49 | 178,203 |
| 50-99 | 110,558 |
| 100-249 | 195,267 |

| | |
|---------|---------|
| 250-499 | 169,355 |
| 500-749 | 96,437 |
| 750-999 | 61,394 |
| 1,000+ | 247,772 |

Decision Make Type*

| | |
|------------------|---------|
| Owner Operator | 554,133 |
| Own and Rent Out | 203,930 |
| Farm Manager | 214,217 |
| Employee | 2,478 |
| Crop Consultant | 713 |

Subscription Type*

| | |
|--------------|---------|
| Subscribers | 344,993 |
| Farm Journal | 327,148 |
| Top Producer | 118,249 |
| Dairy Today | 19,723 |

Age

| | |
|-------|--------|
| <34 | 6,295 |
| 35-44 | 18,339 |

| | |
|-------|---------|
| 45-54 | 48,372 |
| 55-64 | 91,349 |
| 65+ | 137,062 |

Gross Farm Income

| | |
|---------------------|---------|
| <\$99,999 | 403,228 |
| \$100,000-\$249,000 | 199,598 |
| \$250,000-\$499,999 | 163,827 |
| \$500,000-\$999,999 | 154,631 |
| \$1,000,000 | 181,043 |

Operations Practices

| | |
|-------------------------|---------|
| Adapts New Tech Early | 89,298 |
| DTN Subscriber | 35,561 |
| Practice Min or No-Till | 160,360 |
| Sell Seed | 14,172 |
| Succession Plan | 77,596 |

Specialty Crops

| | |
|---------|-------|
| Almonds | 256 |
| Apples | 639 |
| Beets | 5,912 |

| | |
|-----------------|---------|
| Blueberries | 315 |
| Broccoli | 75 |
| Buckwheat | 232 |
| Cabbage | 433 |
| Cantaloupes | 733 |
| Cherries | 185 |
| Christmas Trees | 580 |
| Cucumbers | 810 |
| Fallow | 129,870 |
| Flax | 4,696 |
| Flowers | 314 |
| Grapes | 735 |
| Home Garden | 3,907 |
| Lettuce | 82 |
| Millet | 6,509 |
| Nursery | 786 |
| Onions | 781 |
| Oranges | 30 |

| | |
|-----------------------------|--------|
| Other Fruits And Vegetables | 31,512 |
| Peaches | 448 |
| Peas | 5,269 |
| Pecans | 2,853 |
| Potatoes | 4,422 |
| Pumpkins | 2,203 |
| Safflower | 1,916 |
| Strawberries | 581 |
| Trees Timber | 10,833 |

Crops

| | |
|---------|---------|
| Alfalfa | 188,962 |
| Barley | 131,966 |
| Corn | 757,933 |

| | |
|------------|---------|
| Cotton | 128,001 |
| Hay | 230,008 |
| Oats | 200,653 |
| Rice | 43,214 |
| Sorghum | 228,192 |
| Soybeans | 623,030 |
| Sunflowers | 36,783 |
| Tobacco | 3,406 |
| Wheat-All | 644,729 |

| | |
|-------------------|--------|
| Hogs & Pigs | 16,656 |
| Horses | 33,293 |
| Milk Cows (Owned) | 68,878 |
| Sows | 7,108 |

Livestock

| | |
|--------------------------|---------|
| All Beef | 534,786 |
| Beef Cows (Owned) | 168,130 |
| Calves Backgrounded (Sr) | 79,845 |
| Dairy Cows | 73,286 |
| Fed Cattle (Sold Annuall | 56,575 |
| Heifers Grown | 2,630 |
| Heifers Owned | 28,385 |

| | |
|---------------|-------|
| Animal Health | |
| Veterinarians | 1,484 |
| Beef Vets | 2,929 |
| Dairy Vets | 2,088 |
| Nutritionists | 310 |

Corn Seed Brand

| | |
|----------------|--------|
| Dekalb | 55,283 |
| Golden Harvest | 7,822 |
| Northrup King | 6,964 |

| | |
|-----------|--------|
| ProAccess | 359 |
| Garst | 4,793 |
| Mycogen | 9,927 |
| Pioneer | 69,621 |
| Other | 53,961 |

Primary Tractor Brand

| | |
|----------------|---------|
| Agco | 7,561 |
| Case/IH | 60,316 |
| Challenger | 1,892 |
| John Deere | 111,165 |
| Massey Ferguso | 5,199 |
| New Holland/Fc | 14,002 |
| Other | 10,480 |

Equipment Dealer

| | |
|--------------|-----|
| Ace Hardware | 44 |
| Agco | 978 |
| Bobcat | 181 |

| | |
|-------------|-------|
| Case | 835 |
| Caterpillar | 92 |
| Ford | 54 |
| John Deere | 1,531 |
| Kawasaki | 19 |
| Komatsu | 2 |
| Kubota | 1,040 |
| Mahindra | 90 |
| New Holland | 957 |
| True Value | 28 |
| Vermeer | 19 |

Insurance

| | |
|----------|--------|
| Agents | 18,742 |
| Agencies | 5,875 |

Retailer Location Type

| | |
|--------------------|--------|
| Aerial Applicators | |
| / Flying Service | 207 |
| Agronomy | 427 |
| Auto | 333 |
| By-Products | 56 |
| COOP | 3,612 |
| Crop Protection | 12,735 |
| Dairy | 235 |
| Elevator | 500 |
| Equine | 1,671 |
| Equipment | 8,453 |
| Farm Supply | 3,572 |
| Feed | 2,880 |
| Feed and Seed | 390 |
| Fertilizer | 5,538 |
| Fuel Services | 109 |
| Garden | 165 |
| Grain | 2,021 |
| Irrigation | 76 |

| | |
|-----------------|--------|
| Landscaping | 217 |
| Livestock | 255 |
| Pest Control | 43 |
| Pet | 235 |
| Repair | 336 |
| Retail | 939 |
| Seed | 5,489 |
| Services | 5,187 |
| Sod | 165 |
| Tack Saddle | 234 |
| Turf | 129 |
| Total Retailers | 37,776 |



FARMREACH™ MAILING LISTS

Choose your target audience using one or more of our demographic selections and isolate your geography by state, county, ZIP code, or radius.

- 100% deliverability guaranteed or we refund you first class postage
- Append phone numbers
- Email lists available through AgWeb.com

ADDITIONAL SERVICES

Customer Profiling

Let us define your customers' demographic profile to generate the most qualified prospect list possible.

- We run your best customers through a secure software program and create your unique customer profile. Try your top 10 customers free of charge or free with merge/purge services!

Radius Mapping

Target your prospect list to the mile. Tell us your starting ZIP code and the distance you would like us to map.

- Only reach prospects within your designated sales territory
- Perfect for farm shows, dealerships, or regional sales representatives

Merge/Purge

Update your client list by matching it with our subscriber database. Receive the latest mail-to information for matches and receive only new prospects.

- Cleans by: de-duplicating, removing deceased, updating names and addresses
- Comes with a customer profile FREE OF CHARGE!

Data Harvester

The fastest way to plan projects - don't wait to get the numbers you need!

Allows you access to real-time counts using a seat on our database.

- Pay a reduced cost per record rate
- Eliminates minimum orders

Data Planter

Appends information to prospects you already have! Learn more about who your best customers are.

- Two-part process, merge/purge and data append
- Select the fields you desire to have appended for a fee

FarmReach™ Mini-Database

One-year unlimited use and updates to a specific list rental containing multiple coded fields. You choose the selects you need coded. Have access to our information on your own computer.

- Gain additional information on new prospects
- Use many features of a customized database for a fraction of the cost