

U.S. FARM REPORT



Program Overview

One the air for more than 30 years, U.S. Farm Report is the nation's only weekly national television program focusing on agriculture and rural America. The program is a mix of news, business and rural lifestyle segments that attracts half a million viewers each weekend. U.S. Farm Report is hosted by Illinois farmer and long-time Farm Journal columnist John Phipps. Program distribution includes a national network of broadcast affiliates (166 stations in 42 states), satellite distribution via RFD-TV (DIRECTV and DISH Network), and online (www.usfarmreport.com).



Host John Phipps on set.



Live Taping at Commodity Classic.

- Nielsen: 500,000 weekly households
- On the air since 1975
- Nation's longest running television program focused on agriculture
- 52 new 60-minute episodes are produced annually programs distributed via satellite

U.S. Farm Report Viewers

- 83% report viewing two or more times per month
- 65% watch weekly
- 68% are farmers or farm owners
- 58% are full time farmers
- 42% own/lease a large tractor (more than 50 HP)

