

For more information contact:  
Rob Boling  
Telephone: (847) 268-3294  
E-mail: [rboling@farmjournal.com](mailto:rboling@farmjournal.com)



## **For Immediate Release**

# ***Farm Journal Database Links Retailers to Producers on 75 Million Acres***

Rosemont, Ill. (November 20, 2013)—Farm Journal announced today that growers representing more than 75 million corn and soybean acres are now linked to their primary ag chemical retailer through the FarmReach database and projects to link 90% of U.S. corn and soybean acres within the next 18 months. This unique visibility into the customer supply chain relationship provides agribusinesses with powerful buyer intelligence for precision targeting, retailer trading area and productivity analysis, and deep customer insights.

“Rapid consolidation continues at the retail level, shaking up some long-standing producer-retailer relationships and adding volatility and uncertainty to this critical piece of the ag supply chain,” said Rob Boling, vice president of Farm Journal Media’s audience development group. “Especially given these dynamics, these links offer marketers critical insights into producers’ trade relationships.”

The retailer-producer link is developed through Farm Journal’s in-house audience development group, which compiles deep, critical primary-source data on hundreds of thousands of producers nationally. Retail-producer links are available for license or as a data-append to client-supplied records. Full grower and retailer contact information, along with producer demographics, can also be supplied.

Boling added, “Given retailer consolidation, combined with a potentially softer ag economy on the horizon, it is even more important to know where producers buy. And especially for those companies who already know their customers, our database layers in the high-value prospects.”

The company’s multisource agricultural database is marketed under the FarmReach™ brand. Clients can select from more than 100 points of crop, livestock, demographic and psychographic data. FarmReach™ is the most current, accurate and relevant ag database, representing more than 2 million U.S. farms and roughly 1.4 million landowners, owner/operators and operators associated with those farms. Enhanced data such as corn seed planted, custom seed treatment, “early adopters” and primary equipment brand information can also be provided.

Farm Journal Data also licenses a number of specialty datasets including organic growers, retailers, ag applicators, California producers, *Pro Farmer* Midwest Crop Tour data, and crop insurance agencies. Contact your Farm Journal data representative for more information.

### **About Farm Journal Media**

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 137-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes “AgDay,” “U.S. Farm Report,” “Corn College” and “Leave a Legacy” national TV programs. The company produces the industry-leading website *AgWeb.com*, the syndicated radio show “AgriTalk” and recently launched a new division, Farm Journal Mobile. Additionally, Farm Journal Media launched Top Producer Executive Network™, the first national peer-to-peer advisory

program for executive farmers. Farm Journal Media licenses detailed industry data through its FarmReach database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom-publishing services.