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## **For Immediate Release**

### ***Farm Journal Releases Online Purchasing Behavior Study for Crop Inputs***

Lenexa, Kan., (Jan. 3, 2019) — Farm Journal Media released a new proprietary study to understand farmers' online purchasing behaviors. The company implemented the market research to capture the advancement of e-commerce on crop input transactions.

More than 1,000 AgWeb subscribers completed the survey conducted in September. Initial results were shared at a CropLife America event in October and are now available on [www.FarmJournalSales.com](http://www.FarmJournalSales.com) under the "Research" tab.

A key finding shows 8% of farmers surveyed bought some crop inputs online in 2018. Every crop input category from seed to fertilizer is poised for online growth in 2019 with 13% of respondents planning some online purchases. Online retailers mentioned most frequently in the study included Farm Business Network, AgVend and CommoditAg. Respondents gave reasons for purchasing and not purchasing online and some data sets are available by state.

"Our crop input partners want knowledge about these trends and how farmers are changing their buying habits," said Charlene Finck, President, Producer Division. "We will be a leader in providing insights and then help our partners act on the information across our platforms."

The behavior study for online crop input purchases will become an annual focus for Farm Journal. Other annual market research studies on machinery, equipment, crop protection, trucks, mobile phone use and more can be found at [www.FarmJournalSales.com](http://www.FarmJournalSales.com).

#### **About Farm Journal Media ([farmjournalmedia.com](http://farmjournalmedia.com))**

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.