

For Immediate Release

Grower-Chem Retailer Data to Surpass 100,000 Linked Growers

Philadelphia, PA (January 13, 2012) Farm Journal Media announced today that more than 100,000 growers will be linked to their primary ag chem retailer within the FarmReach database by early spring.

“With approximately 90,000 growers already linked, we continue to add immense density to our FarmReach database for grower-retailer buying relationships,” said Jeff Pence, President of Farm Journal’s Database Strategies Division. “The grower–chem retailer data already represents 36 percent of corn and 31 percent of total soybean acres. By early spring, we will be at more than 100,000 linked growers and our coverage will be approaching half of the corn and soybean market.”

By linking growers to their primary ag chem retailer, the FarmReach database can provide key demographics to manufacturers who can then communicate directly with prospective buyers. Typically, a manufacturer captures this data at point-of-sale via rebates and special offers, but that identifies only active customers who buy the manufacturer’s products and ignores prospects walking into the same location and purchasing other manufacturers’ products.

Access to the retail-grower relationship data is available for list rental, license or as a data-append to third-party files. With a license arrangement, full contact information and base farm demographics are also available.

The company also reported, based upon proprietary research at its Webster City Research Center, that 50 percent of growers purchase their seed at these same locations.

These grower links are to the FarmReach Ag Retailer database, which includes over 15,000 locations for crop inputs (seed and/or chem). Over 11,000 of these locations are cross-referenced by growers. The Ag Retailer file is also available for data license or list rental.

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 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV” and “Leave a Legacy TV” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show “Consumer Ag Connection.” Farm Journal Media also 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.