

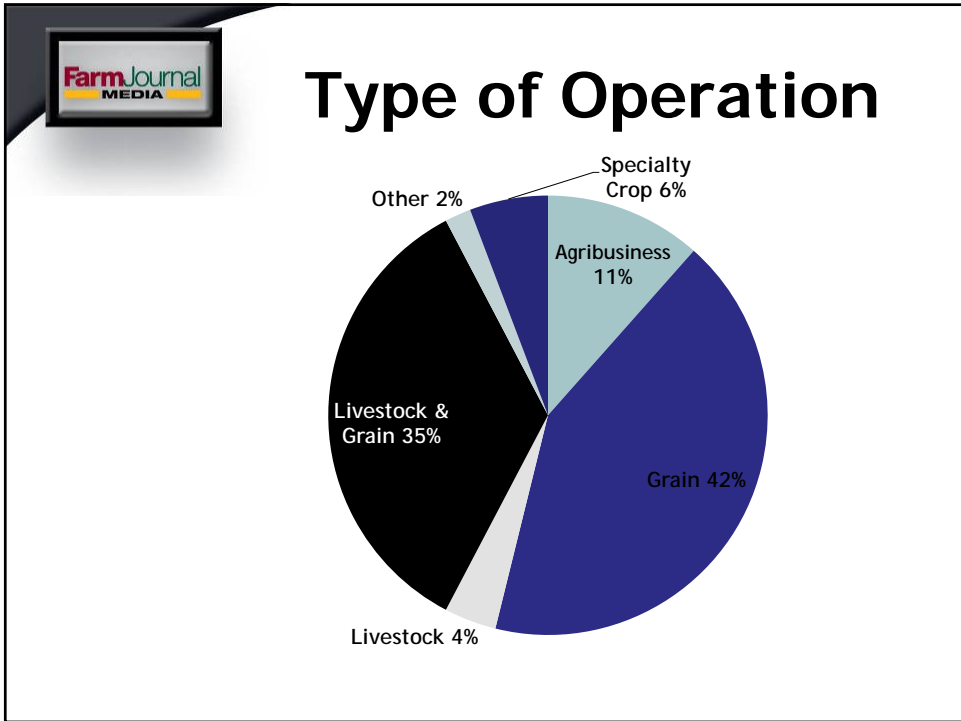
FarmJournal
MEDIA

YOUR CUSTOMER'S CHOICE
Then ■ Now ■ Tomorrow

AG DAY
Top Producer
Dairy
Pro of Farmer
AG WEB
FARM JOURNAL
U.S. FARM REPORT
F TODAY
KRYNOSLANWAY.COM

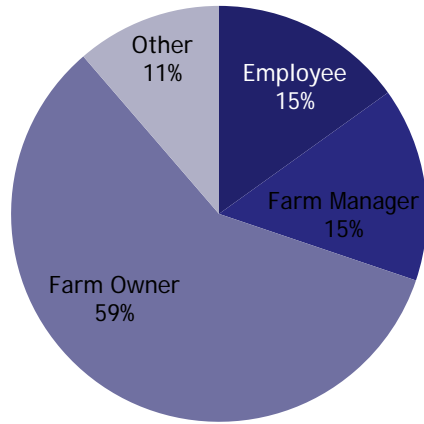
Who Are You?

Tomorrow's Top Producer 2013 Survey Results

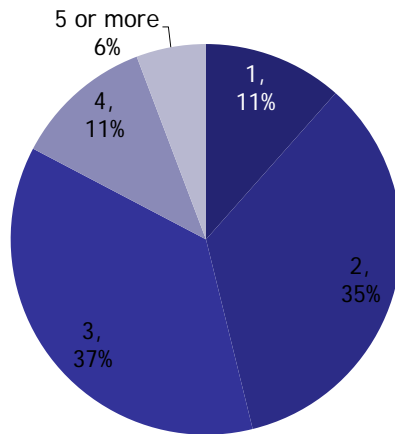




Owner, Manager, Employee?

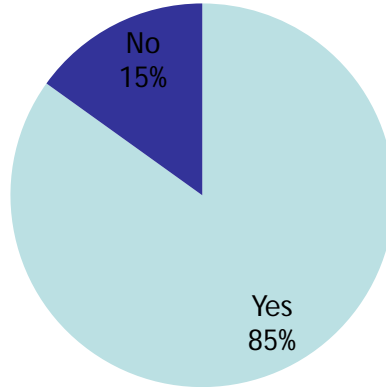


Number of Generations Involved on Farm?

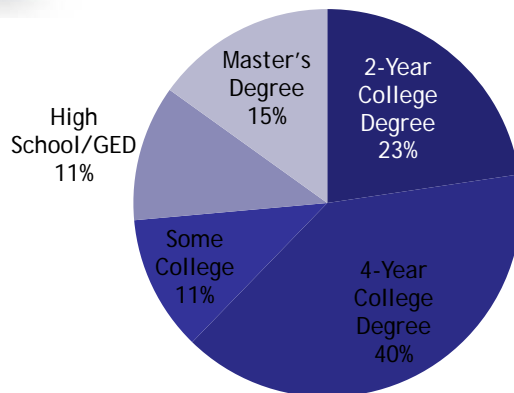


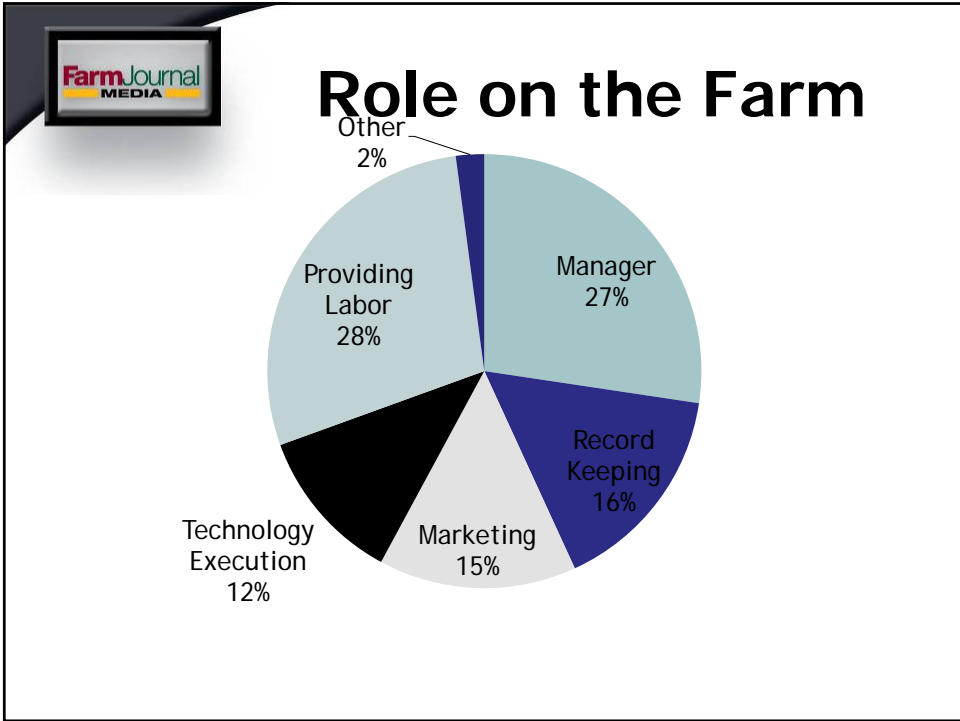


Are You A Key Decision Maker?



Education Level





-
- Biggest Challenges**
1. Securing Land
 2. Marketing & Business Planning
 3. Succession Planning
 4. Access to Capital, Technology, Input Decisions
 5. Health Care



Social Media

1. Facebook
2. YouTube
3. Google+
4. Twitter
5. LinkedIn
6. Other
7. Pinterest & Instagram (tie)

