

A Force Behind the **Ag Economy**

Media

**american
business
media** 

The Association of Business Information Companies

Agri Council

From the members of the American Business Media Agri Council, who believe that the integrity of our media benefits all of us.

AgriMarketing magazine; Country Journal Publishing; DTN/Progressive Farmer; Farm Journal Media; Farm Progress Companies; High Plains Journal; Hoard's Dairyman; Lee Publications, Inc.; Meister Media Worldwide; Penton Media; Sosland Publishing Company; Successful Farming; Vance Publishing Corp.; Watt Publishing

It's a GREAT Time to be in Agri-marketing!

source: *AgriMarketing* magazine

1. Crop producers are financially healthy:

USDA forecasts:

- 2007 Net Farm Income to total \$92.3 Billion...56% increase over 2006
- 2008/09 Crop receipts to total \$115 Billion...16% increase over 2007/08

Sample Corn Budget:

	2005	2008
Acres	2,000	2,000
Yield	x 180	x 190
Total bushels	360,000	380,000
Selling price	x \$2.20	x \$4.70
Total Income	\$792,000	\$1,786,000
Variable costs (excluding land)	\$197/acre	\$260/acre
Total Variable costs	\$394,000	\$520,000
Net before land costs	\$398,000	\$1,266,000
Rent	\$150/acre	\$250/acre
Total rent	\$300,000	\$500,000
Net Income	\$98,000*	\$766,000*

*Before capital purchases including machinery, storage facilities, etc.

2. Agri businesses are financially healthy

AgriMarketing's Agribusiness Portfolio

(composed of 28 publicly traded companies with significant presences in ag)

	Value	Change (prev. year)
Jan. 1, 2006	\$10,000	N/A
Jan. 1, 2007	\$13,400	+34%
Jan. 1, 2008	\$24,400	+82%
March 24, 2008	\$23,424	(4%)*

*S&P 500 down 9% during same period.

3. Present ag economy is sustainable

- New Energy Bill mandates doubling the usage of ethanol by 2009,
- Mandates 26 billion gallons of biofuel usage by 2022,
- Exports are BOOMING!

4. New technology is being introduced

- Monsanto CEO Hugh Grant: "The seeds and traits segment is today where the computer industry was in the 1950's."
- Average of 3,000 new products introduced each year (farm equipment, seed varieties, crop protection, animal health, water management, etc.)

The 2008 Print Ad Campaign

As seen in
AgriMarketing magazine

There are many ways to reach the ag market. We don't recommend just one.



The research by Harris Interactive is conclusive.* The best way to sell to farmers and ranchers is by utilizing a broad mix of Ag Media – including magazines, newspapers, websites, trade shows, conferences, TV and radio. In fact, integrated business media plans have been proven to lead to a better ROI.

Here are other important facts from these landmark studies:

- On a weekly basis, the typical farmer and rancher spends 1/2 a workday or more with Ag Media.
- 50% of younger farmers and ranchers are spending more time with Ag Publications and Internet Sites when researching and purchasing new products and services.

To learn more about this valuable research and the benefits of using a comprehensive mix of Ag Media in your marketing plan, visit www.AgriCouncil.com. Ag Media. We Grow Business.



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*Harris Interactive research studies conducted in 2007 and 2008.

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The key to reaching the ag market is planting many seeds.



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Key findings from research*

- Farmers and ranchers use many sources of agriculture media for information and most are used with a high degree of frequency.
- Ag media are as important as ever. Most farmers and ranchers are using the same amount or more agricultural media than they did 3 or 4 years ago and expect to spend similar amounts of time in the next 3 to 4 years.
- Most farmers and ranchers rely on Ag media to help them make purchase decisions and the youngest among them indicate the greatest reliance.
- Media sources serve different purposes at different points along the purchase process.
- The Internet is growing in importance as a source of information used by farmers and ranchers as majorities are online or plan to be in the future.

*2005 Harris Interactive research.

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