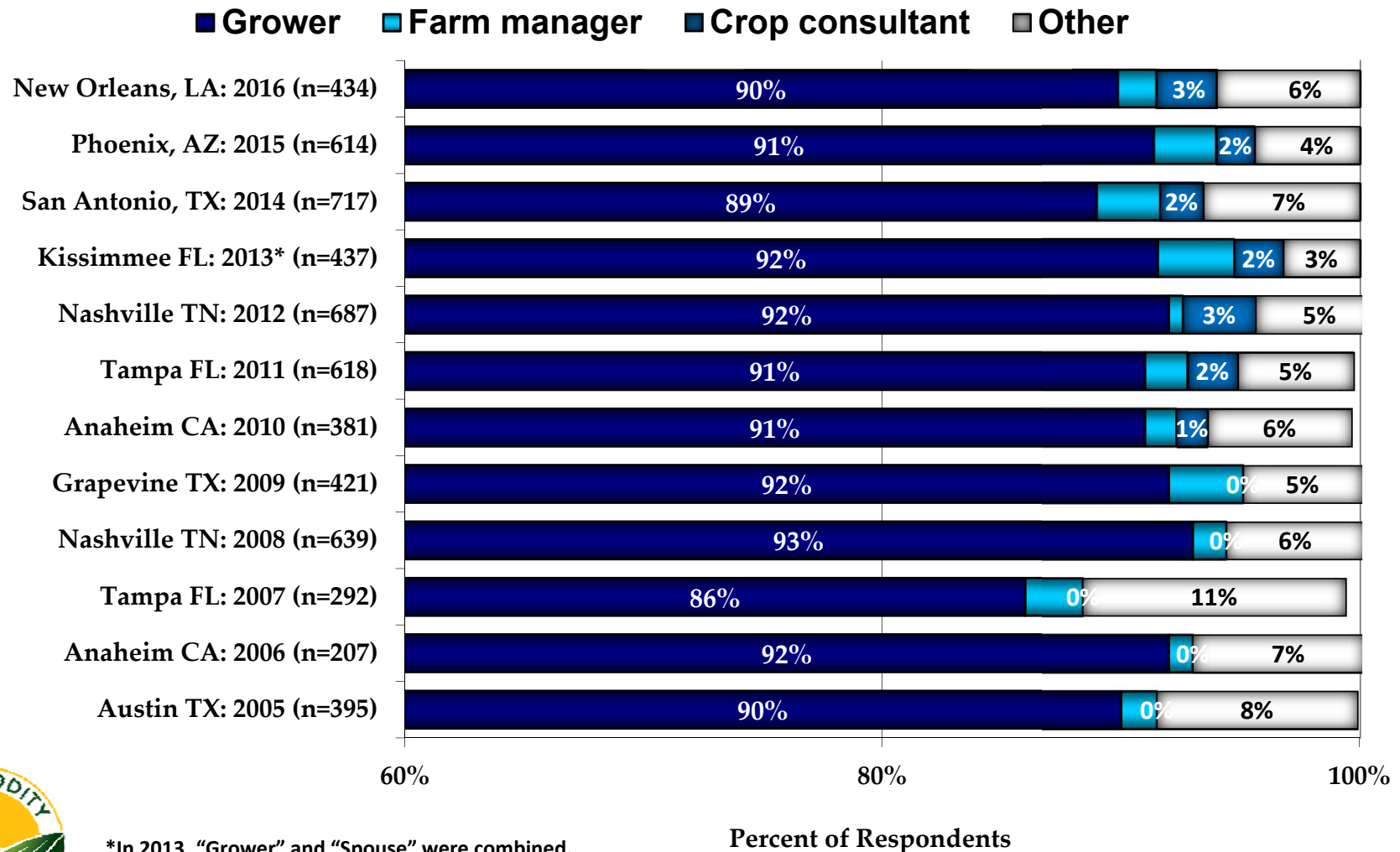


Onsite Survey



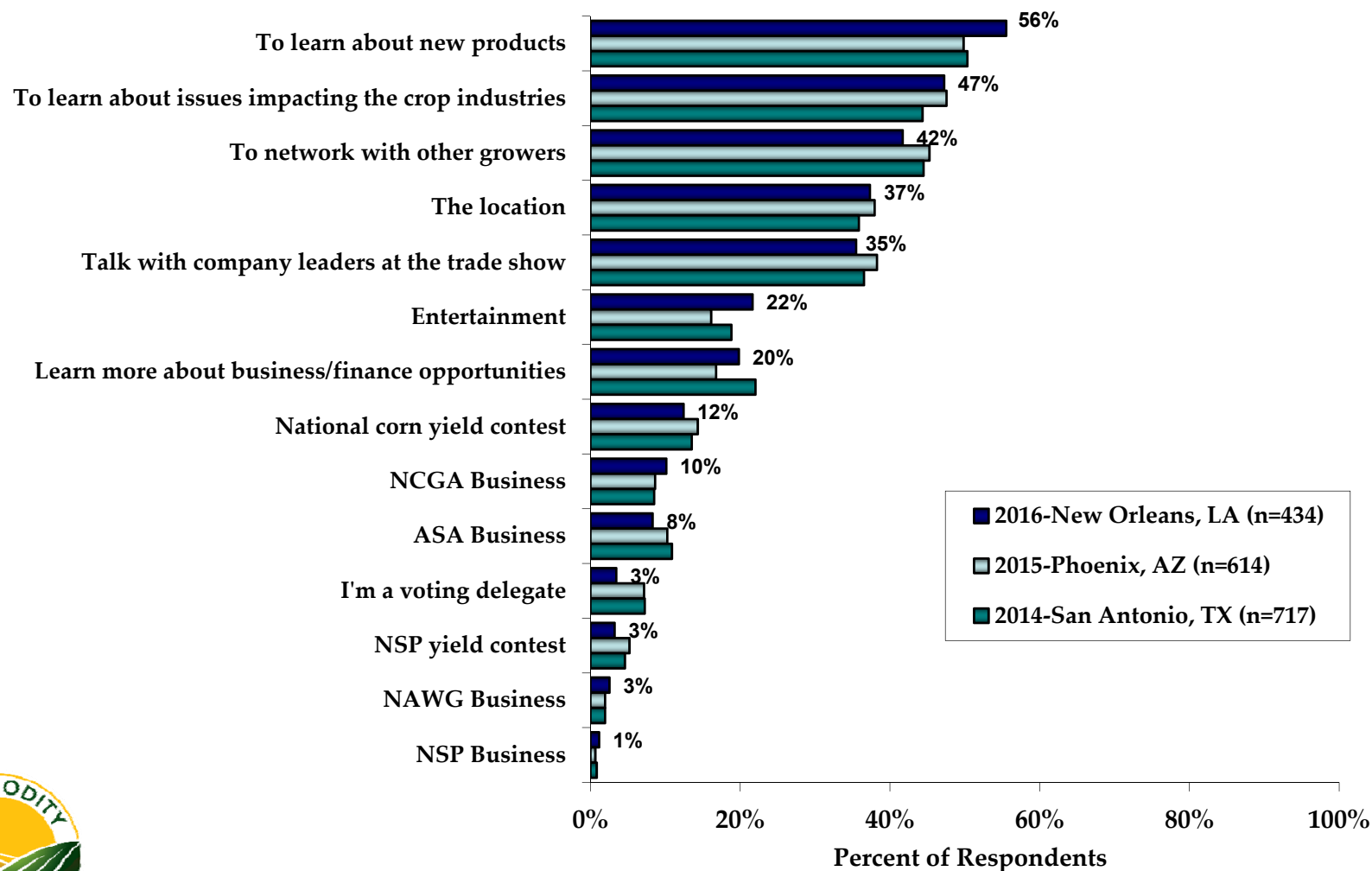
Type of Attendee



*In 2013, "Grower" and "Spouse" were combined.

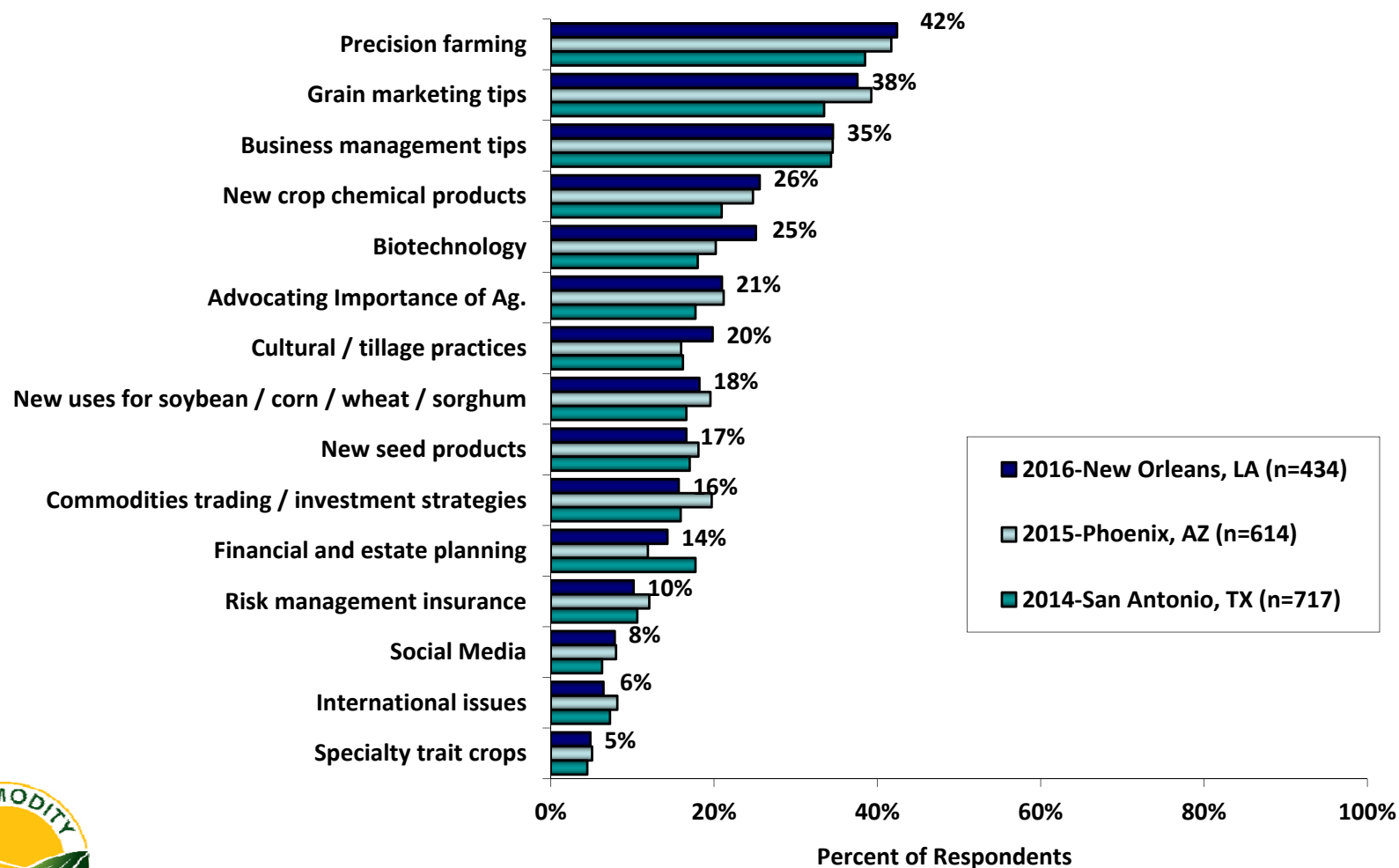


Main Reasons for Attending



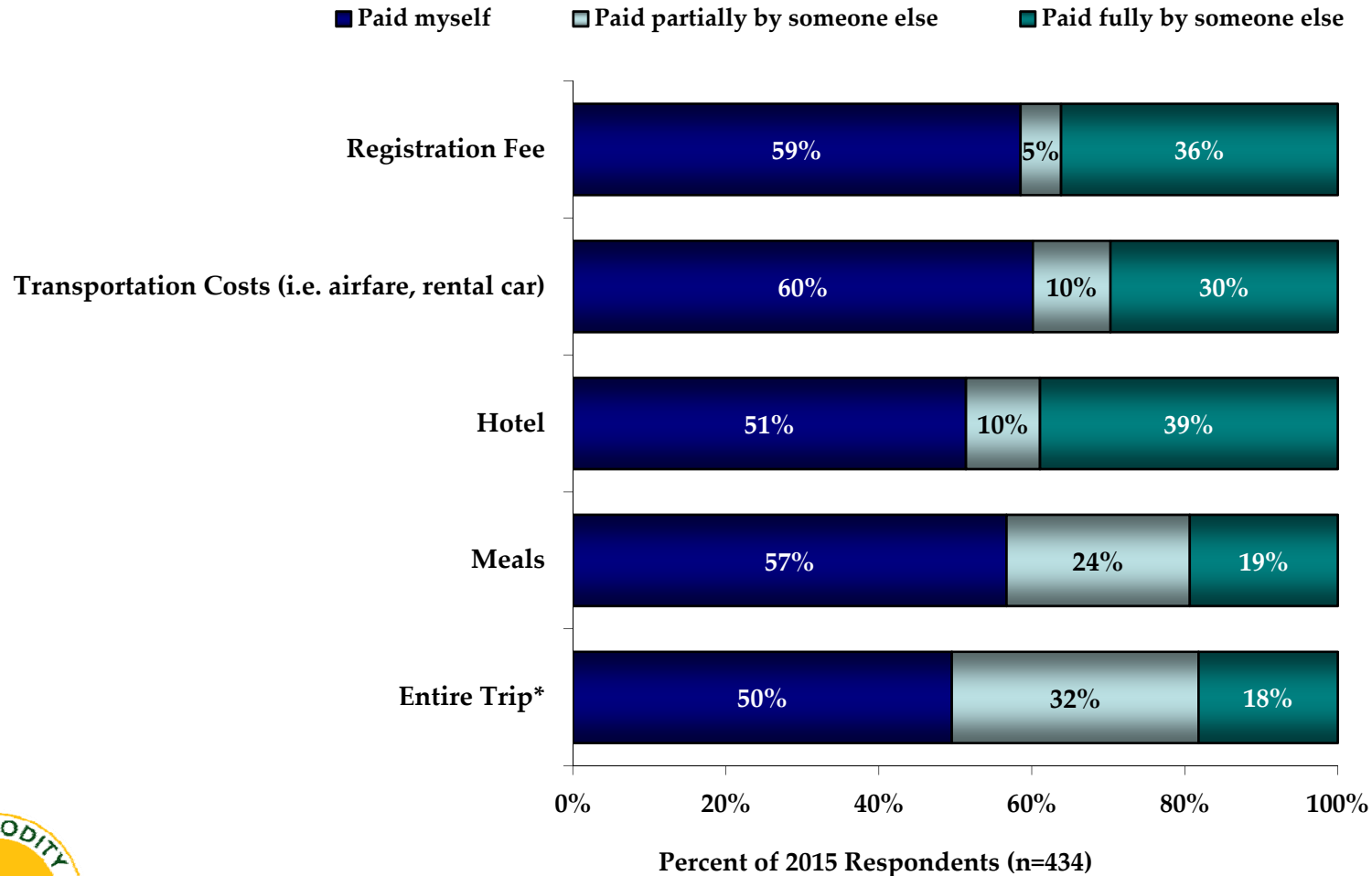
Q2. What was the main reason you decided to attend Commodity Classic? Q3. What was the second main reason you decided to attend Commodity Classic? Q4. What was the third main reason you decided to attend Commodity Classic?

Education Most Interested In



Q5. What was the main type of education you are most interested in getting at the Commodity Classic? Q6. What was the second type of education you are most interested in getting at the Commodity Classic? Q7. What was the third type of education you are most interested in getting at the Commodity Classic?

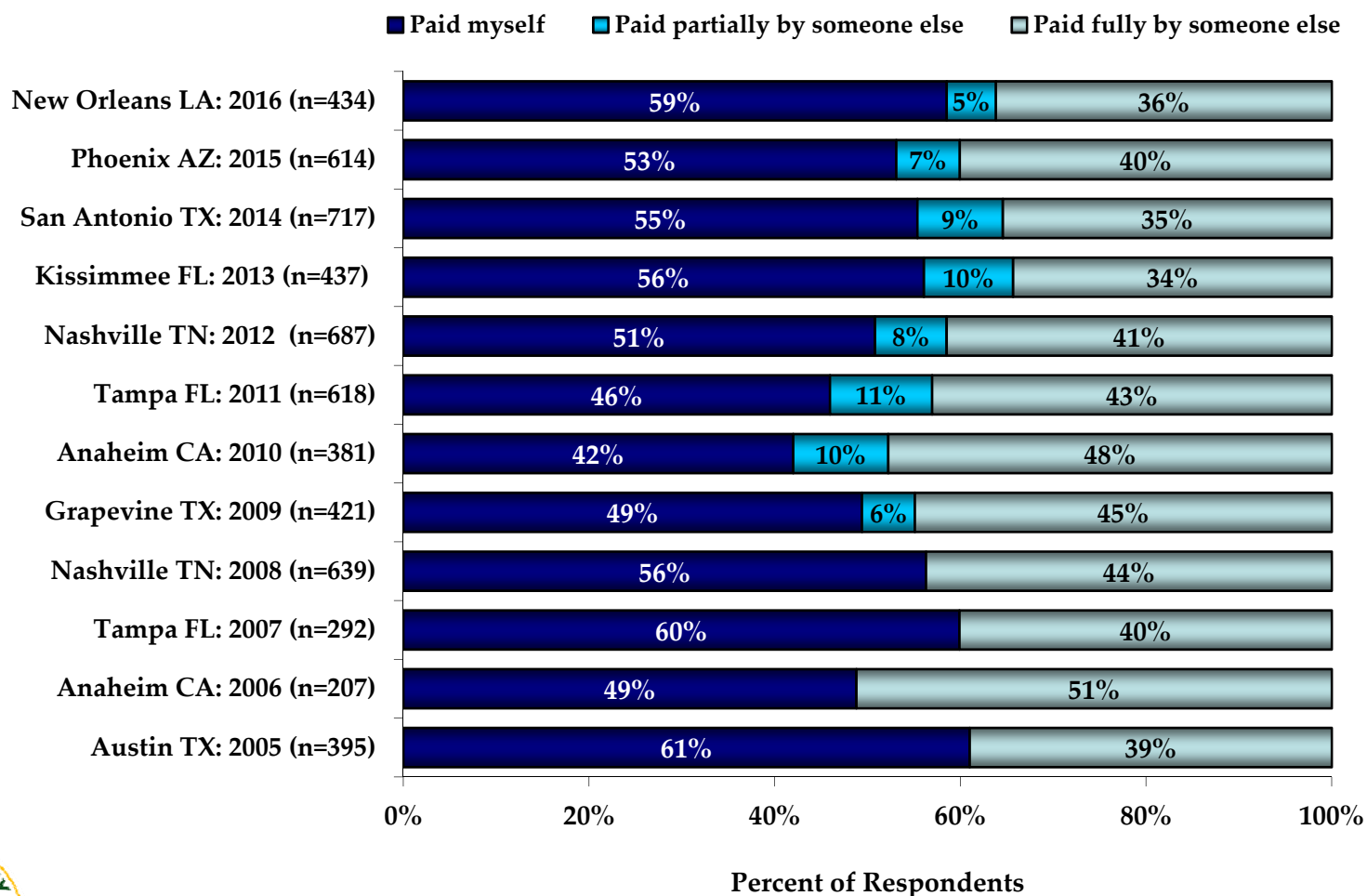
Commodity Classic Costs



*Added in 2015

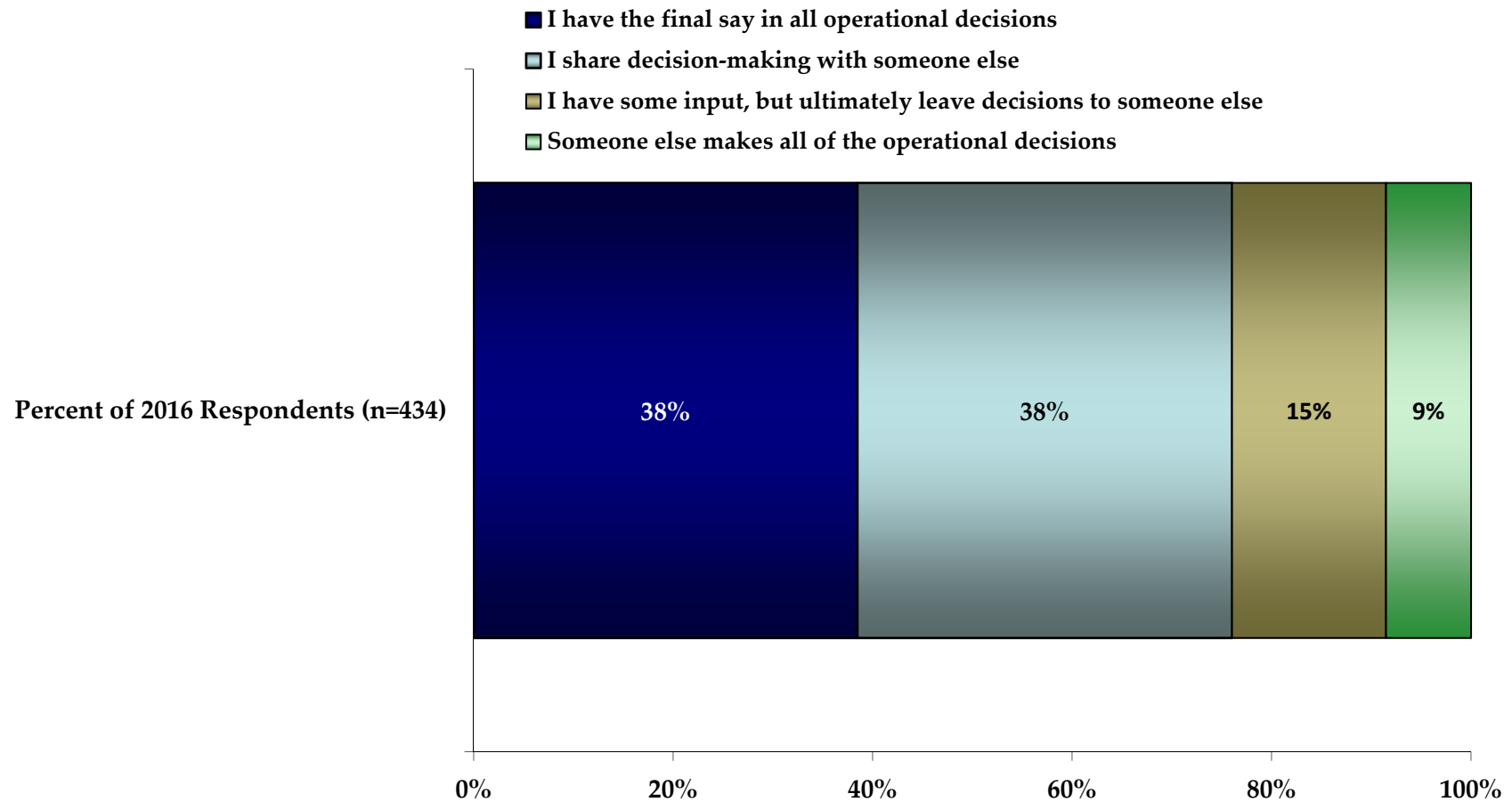
Q10. Were the following Commodity Classic expenses paid for by you (or your farm/business) or paid for in part or in full by someone else such as a supplier or your state association?

Registration Fee



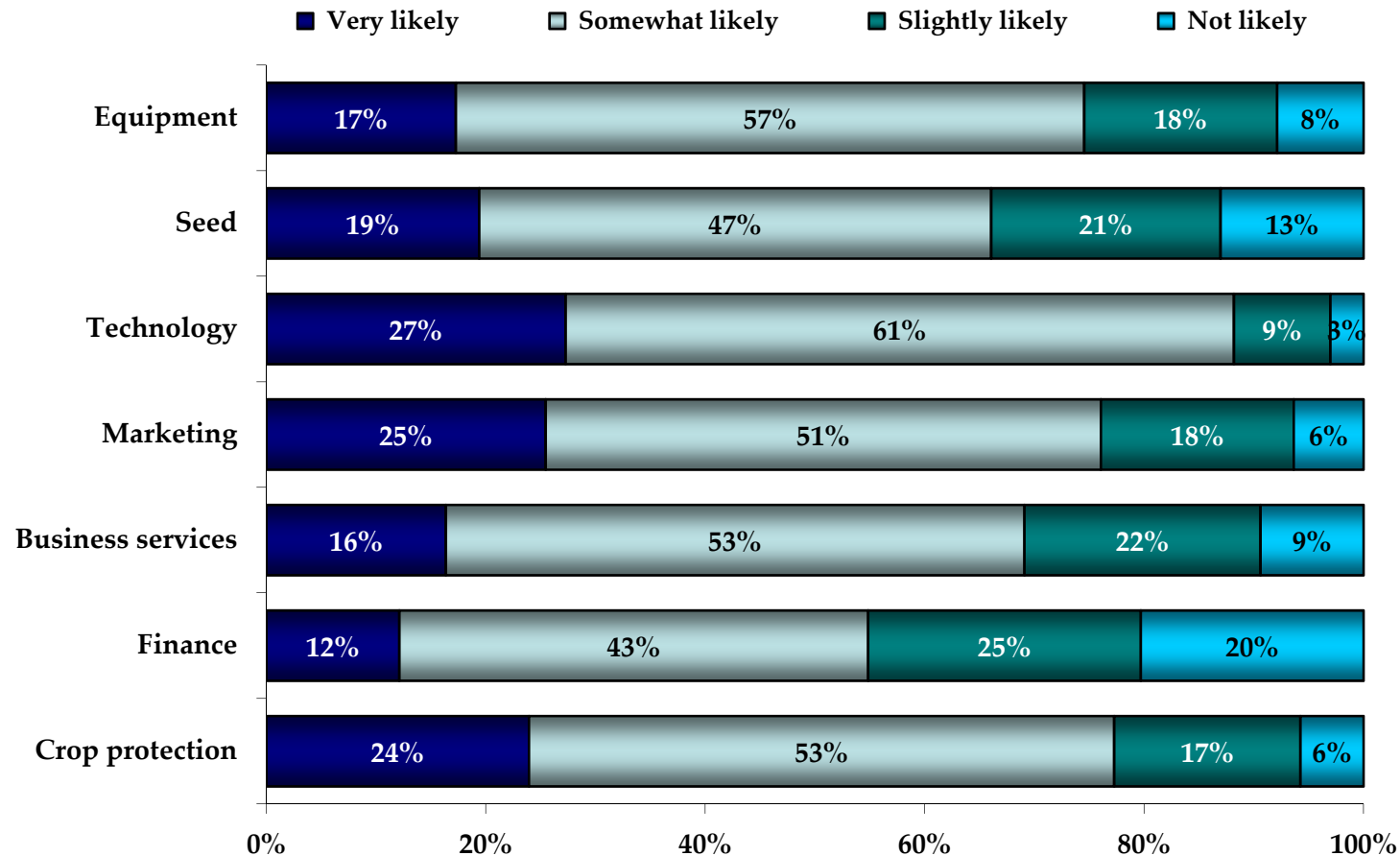
Q10. Were the following Commodity Classic expenses paid for by you (or your farm/business) or paid for in part or in full by someone else such as a supplier or your state association?

Role in Operation



*Added in 2015

Likelihood to Make Decision Based on C.C. Information

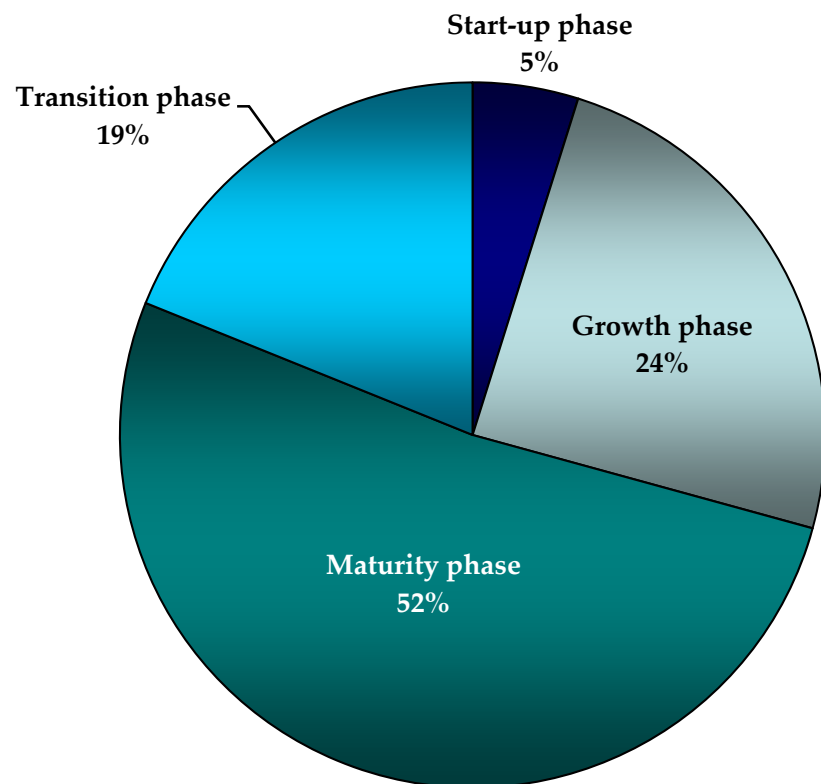


Percent of 2016 Respondents at least sharing in operational decisions (n=330)



Q13. For each of the following topics, how likely are you to make production decisions based on information you receive at Commodity Classic?

Farming Phase Demographic



Percent of 2016 Respondents (n=434)

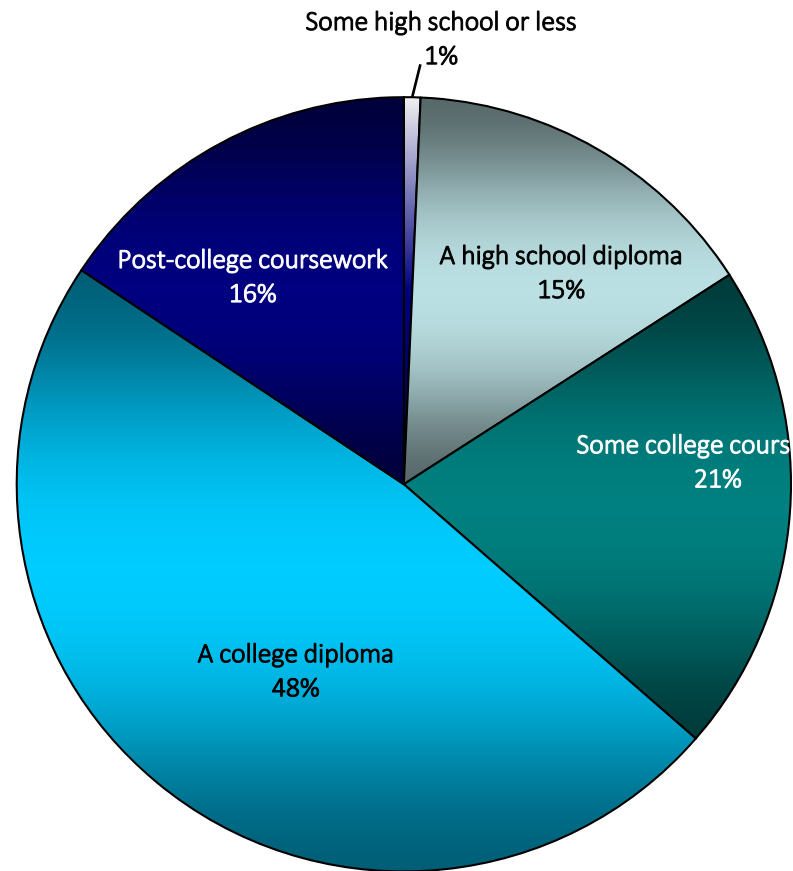
Phase	Definition
Start-up	Recently began buying into a farming operation or starting a new operation
Growth	In the process of purchasing equipment and capital, working to increase the size in the next few years.
Maturity	Focusing on maintaining size of the operation, not intending to greatly increase or decrease size in the next few years.
**Transition	Focusing on downsizing, passing the farm onto another grower, and/or planning to retire in the next few years.



**In 2013, "Decline" changed to "Transition."

D2. Which of the following best describes your role in the farming operation?

Level of Education

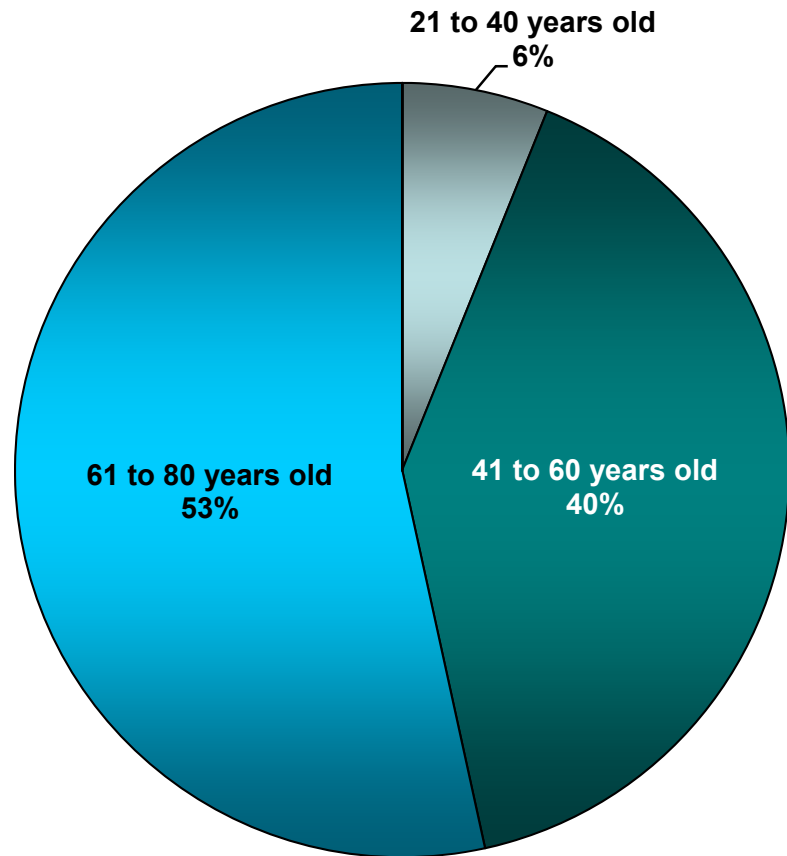


Percent of 2016 Respondents (n=434)



D3. Which of the following best describes your level of education?

Age of Respondents

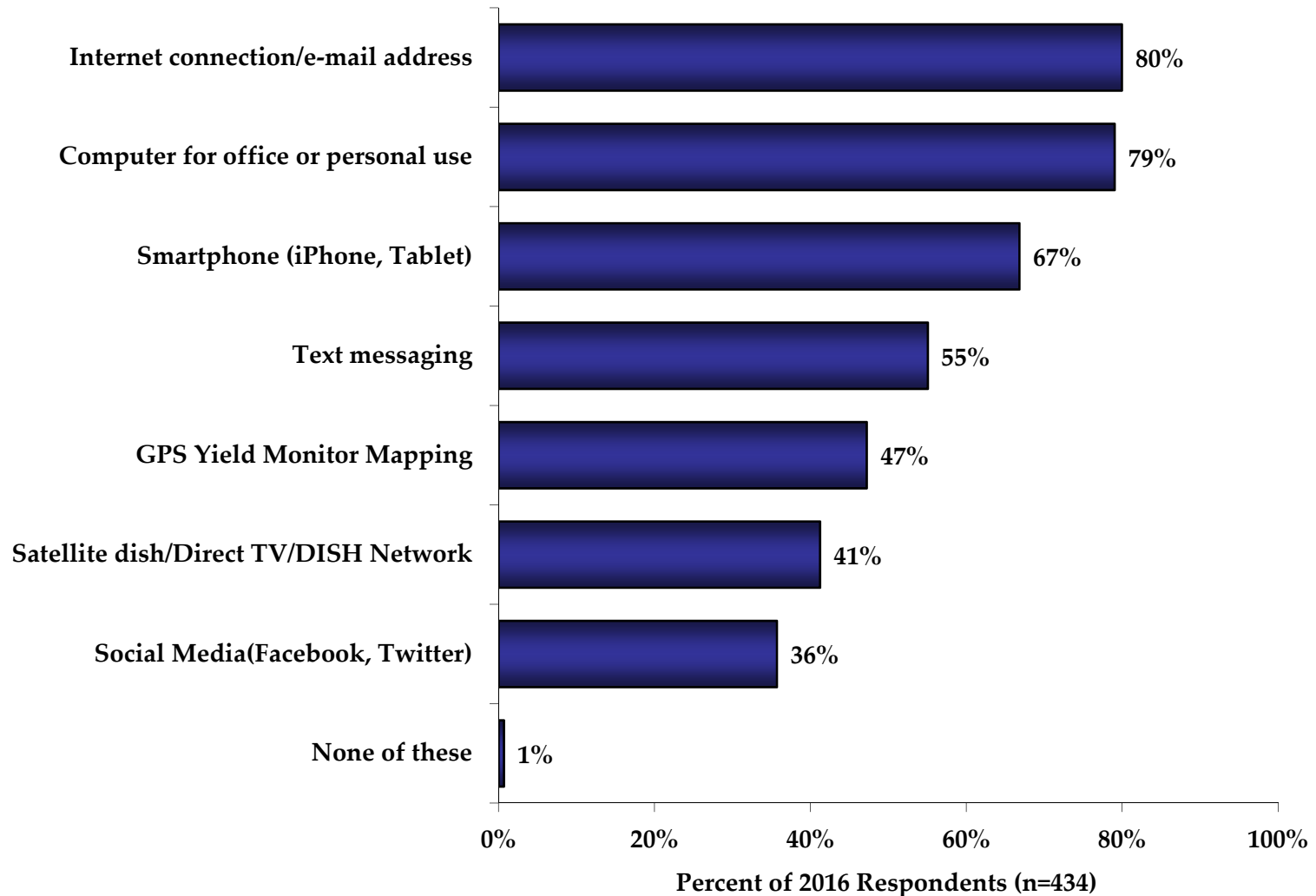


Mean Age	Median Age
56	65



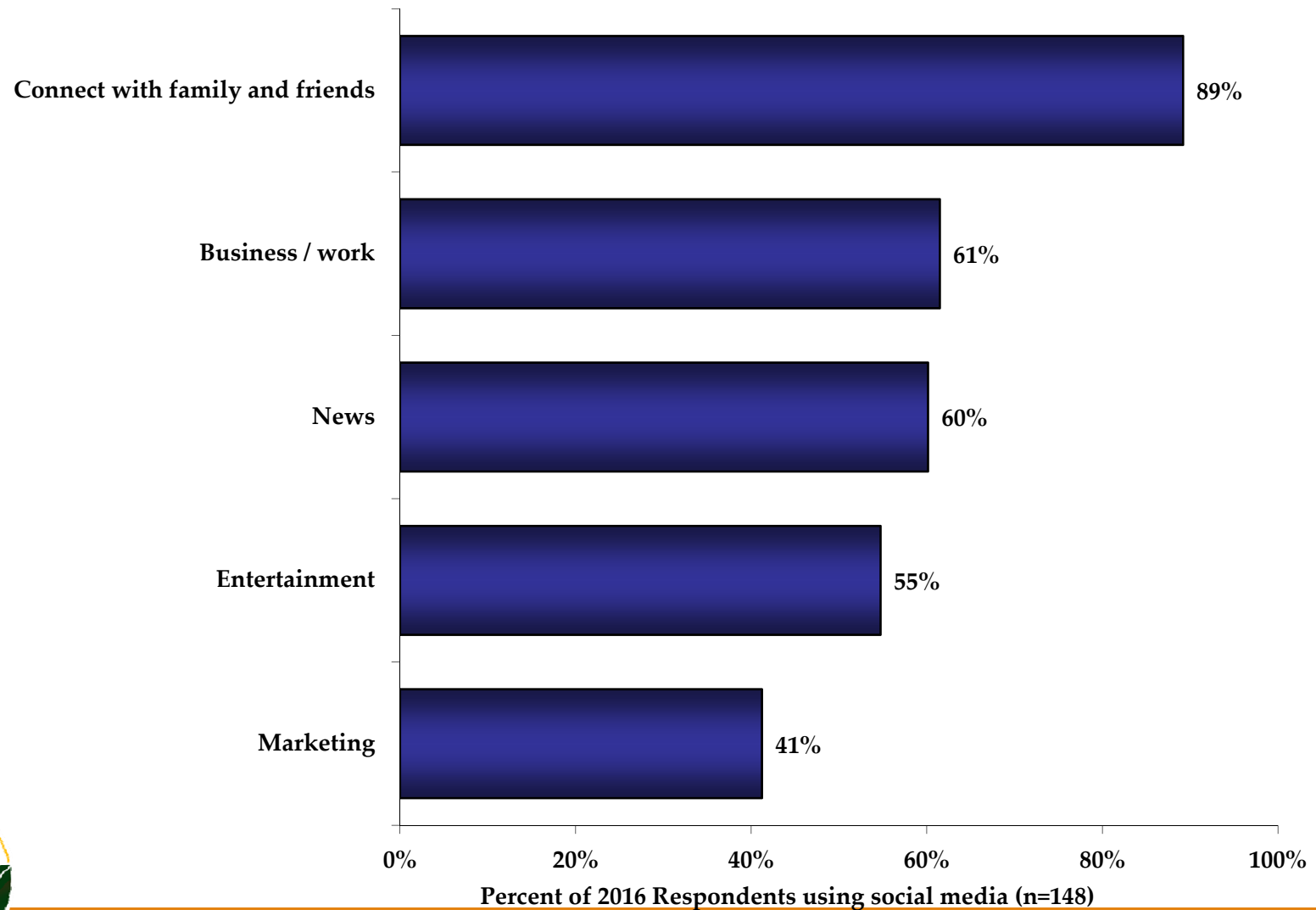
Percent of 2016 Respondents Providing Age (n=262)

What Do You Use to Receive Information on Farming?

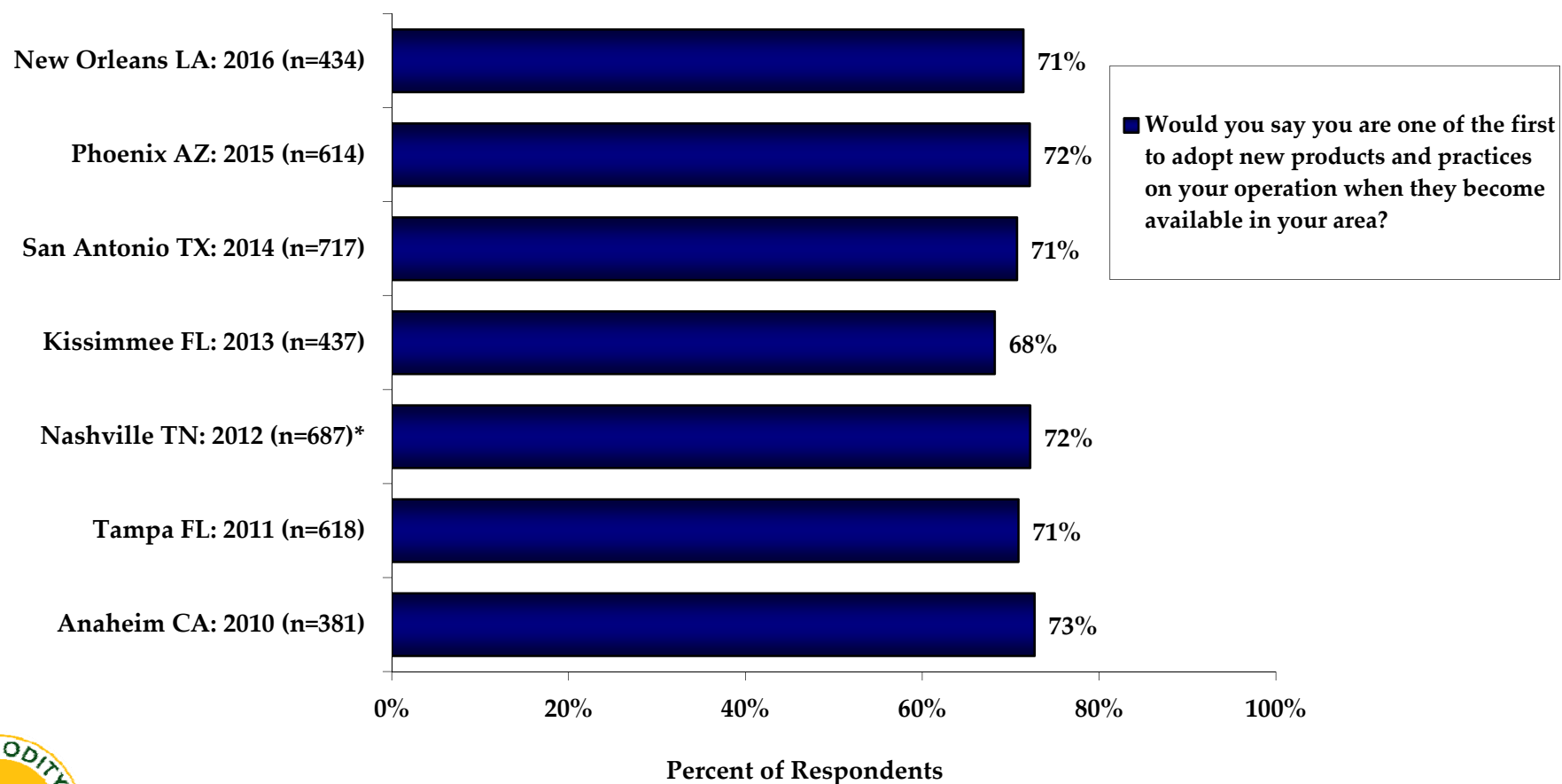


D5. Which of the following items do you currently use to receive information on production techniques and practices? **24**

Why Do You Use Social Media?



Early Adopters

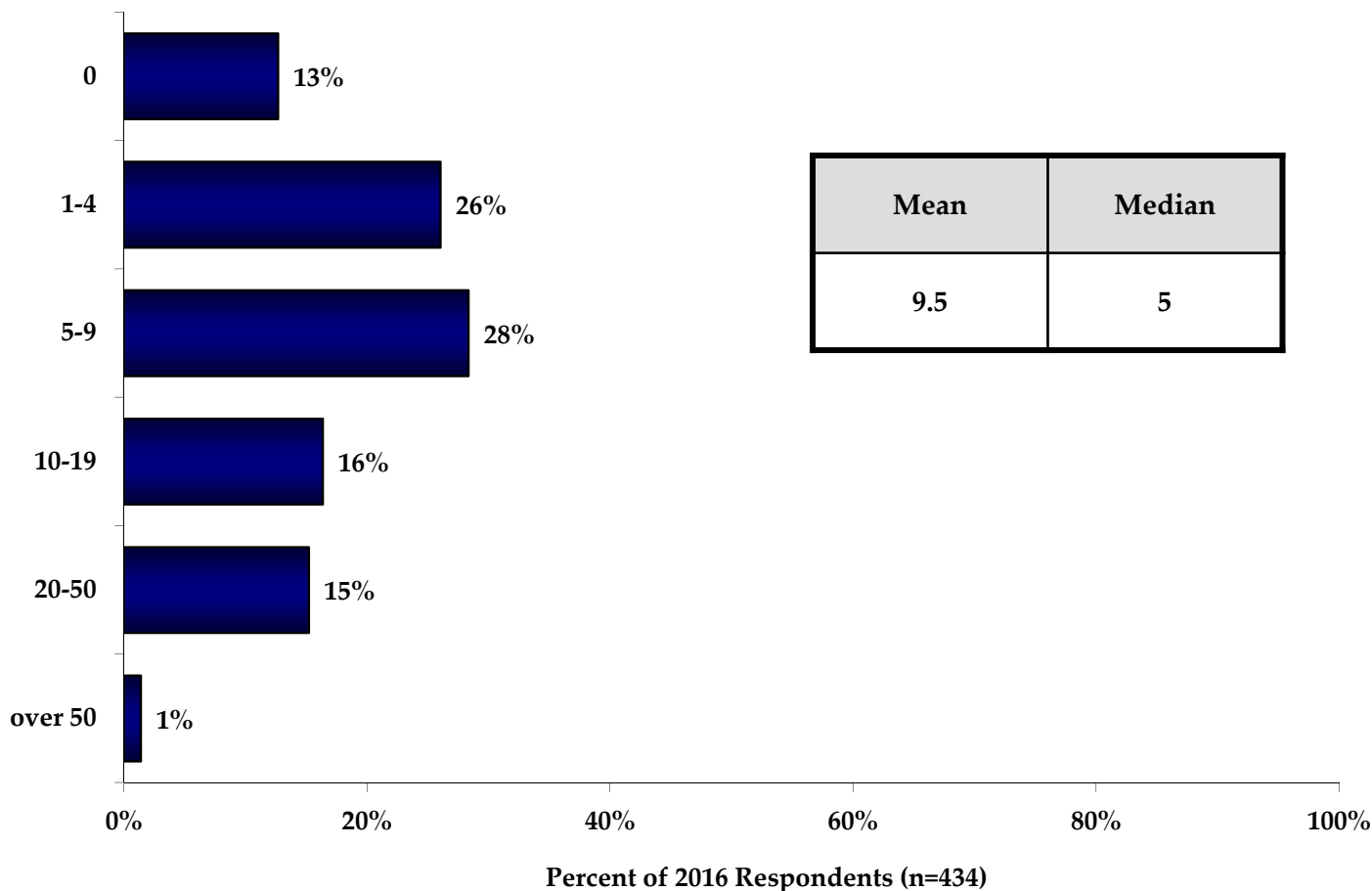


* D9 was revised into a numeric question in 2012 (D9A-see next slide).



D8. Would you say you are one of the first to adopt new products and practices on your operation when they become available in your area?

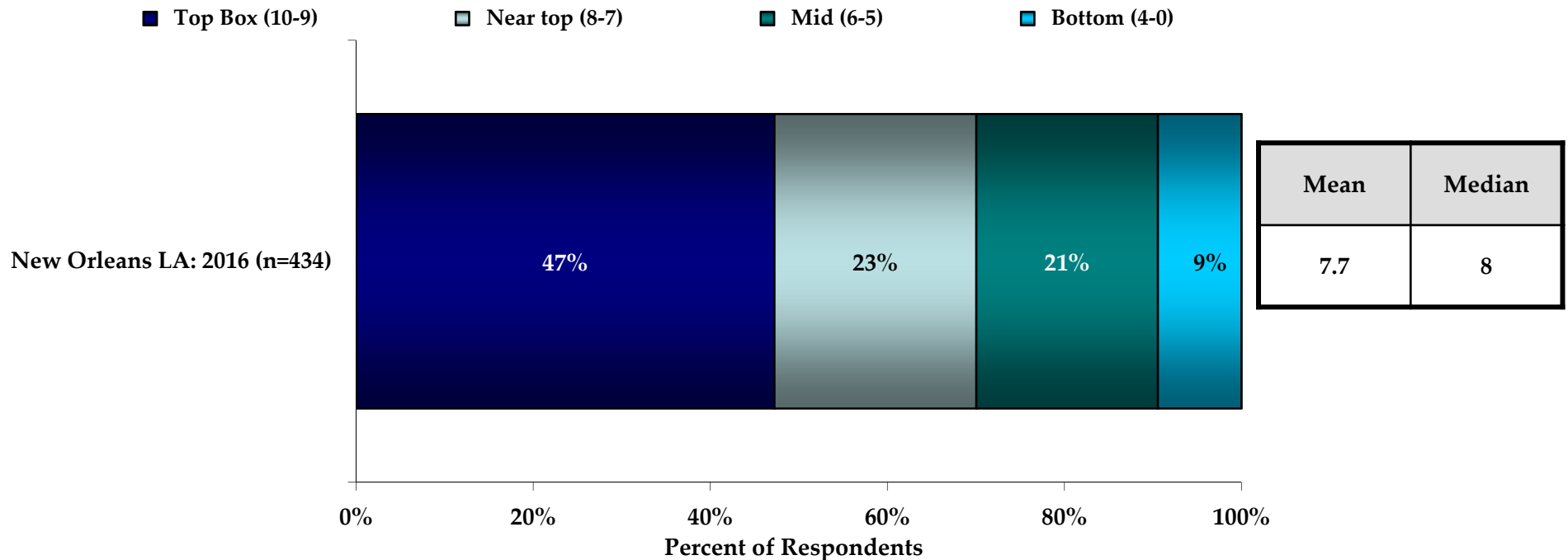
Number of Growers Influenced



* D9A added in 2012

D9A. How many growers in your area would you say often ask your opinion on new agricultural products and practices?

Likelihood to Attend 2017 Show



* D10 added in 2012, Changed to numeric rating scale (0-10) in 2015

D10. How likely are you to attend Commodity Classic next year in San Antonio, TX