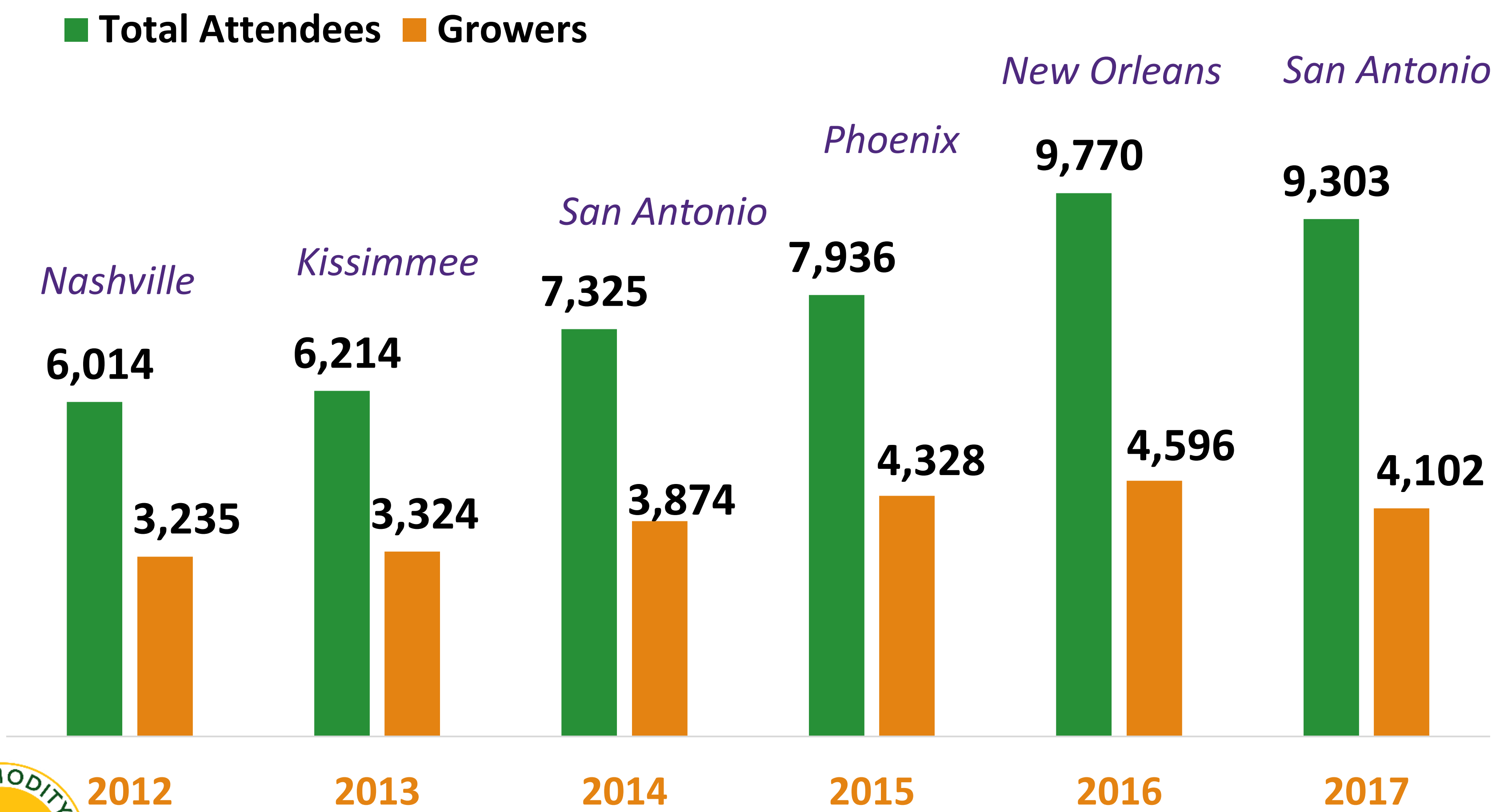
Commodity Classic 2017

SAN ANTONIO

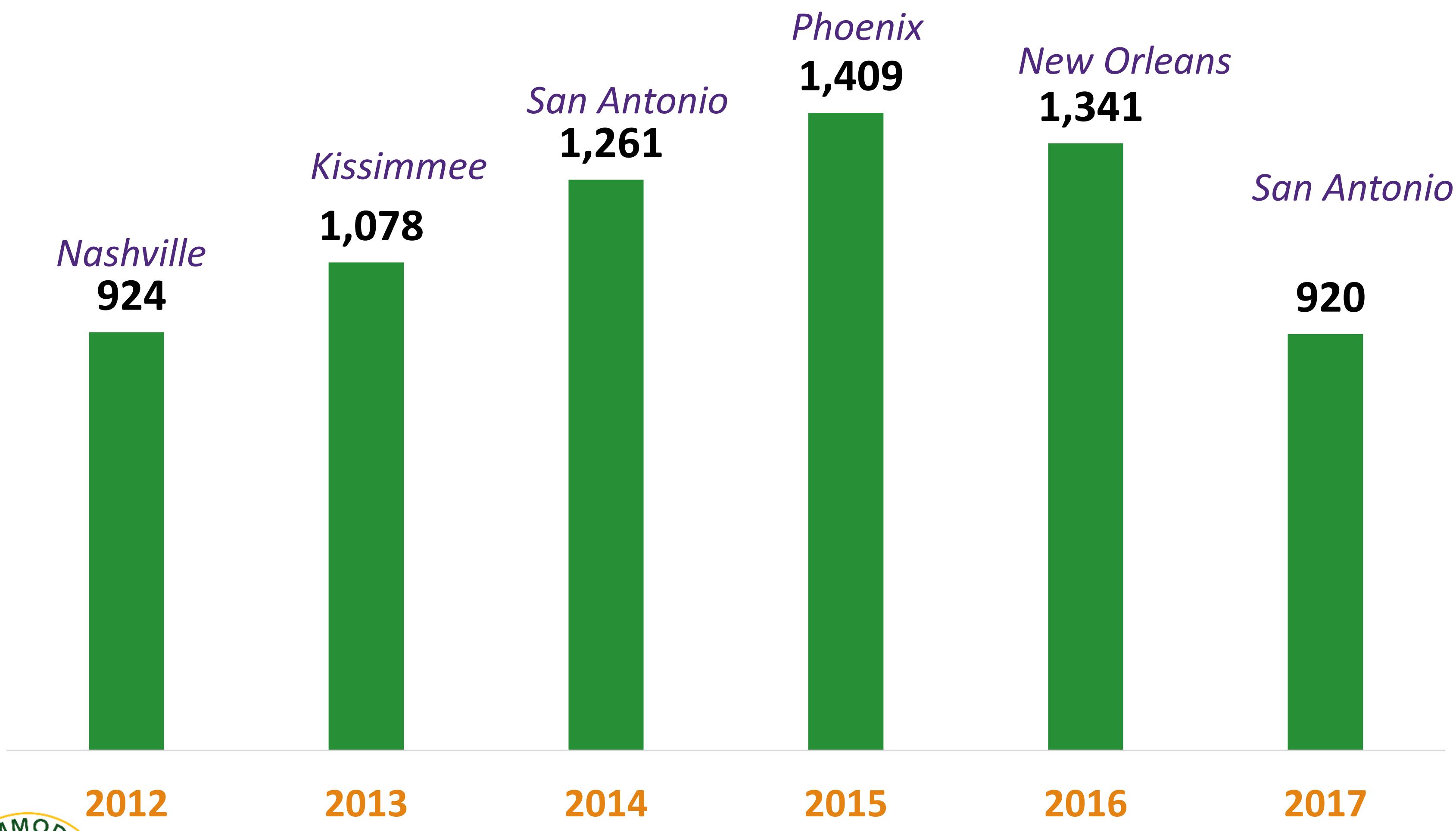
Attendance

Year-to-Year Attendance



First-Time Attendees

(Non-Exhibitor)



Grower Profile

	2017	2016	2015	2014	2013	2012
Total Acres	2,779	2,893	3,009	2,520	2,332	2,401
Corn Acres	1,137	1,197	1,247	1,117	1,112	1,098
Soybean Acres	1,020	1,117	1,122	862	870	859
Wheat Acres	861	992	1,247	897	686	844
Sorghum Acres	445	471	467	582	419	670
Cotton Acres	1,023	988	NA	NA	NA	NA
Avg. Age	50.1	52.6	53.4	51.7	52.9	52.8

Based on registered growers completing demographic information

Grower Profile - Continued

	2017	2016	2015	2014	2013	2012
No. Feedlot Cattle	314	604	NA	NA	NA	NA
Cow/Calf Pairs	177	150	NA	NA	NA	NA
Avg. Cattle	NA	NA	481	414	446	401
Avg. Hogs	7,956	7,994	7.363	6,511	7,280	8,642
Hay/Forage Acres	432	NA	NA	NA	NA	NA
Peanut	646	NA	NA	NA	NA	NA

Based on registered growers completing demographic information

Other Attendee Groups

	2017	2016	2015	2014	2013	2012
Media	162	186	148	160	138	156

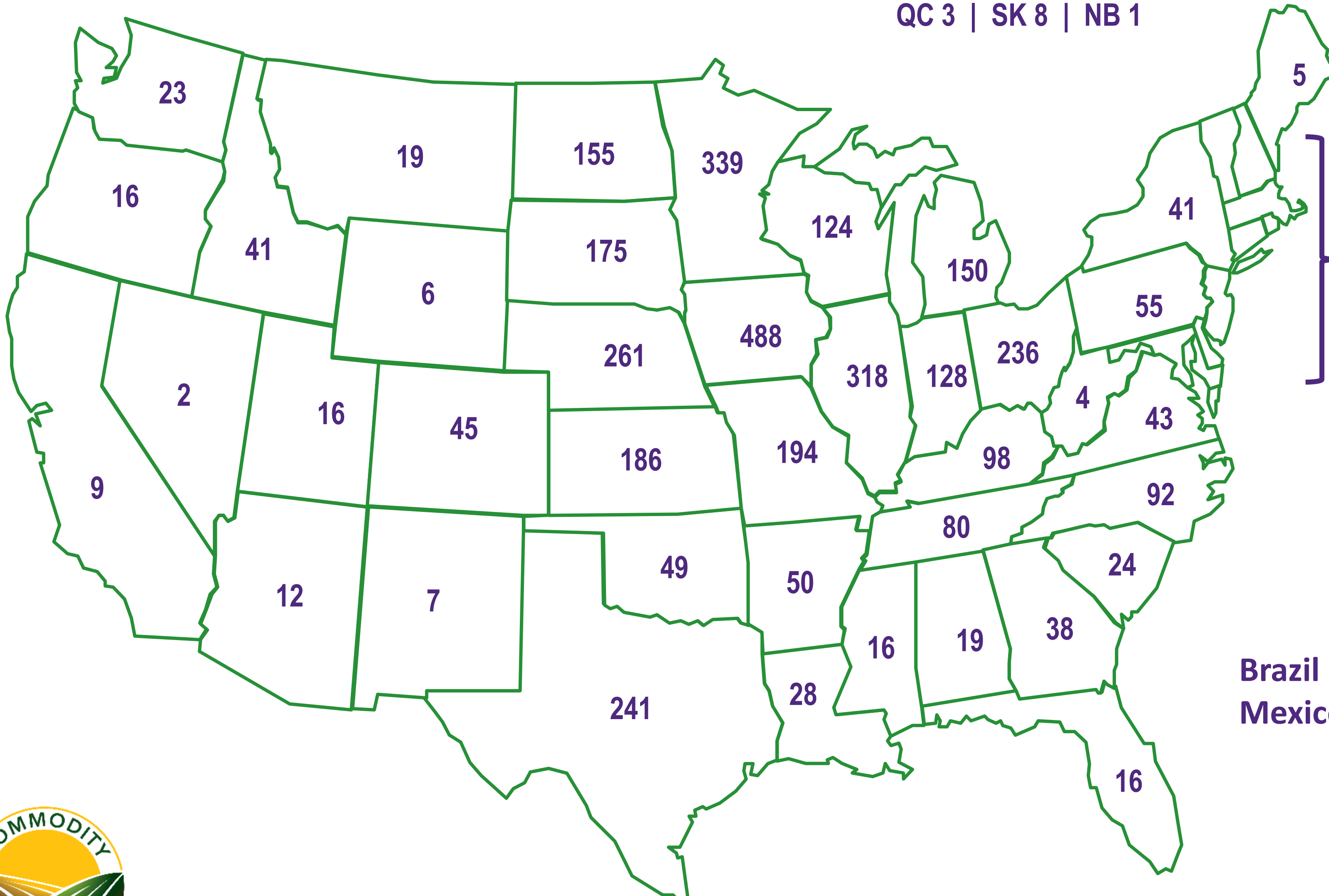
	2017	2016	2015	2014	2013	2012
Youth (15-22)	198	291	188	263	414	270
Child (14 & under)	136	NA	NA	NA	NA	NA

	2017	2016	2015	2014	2013	2012
College Students	50	NA	NA	NA	NA	NA

Based on registration categories

Grower Map

CANADA
AB 3 | MB 15 | ON 74
QC 3 | SK 8 | NB 1

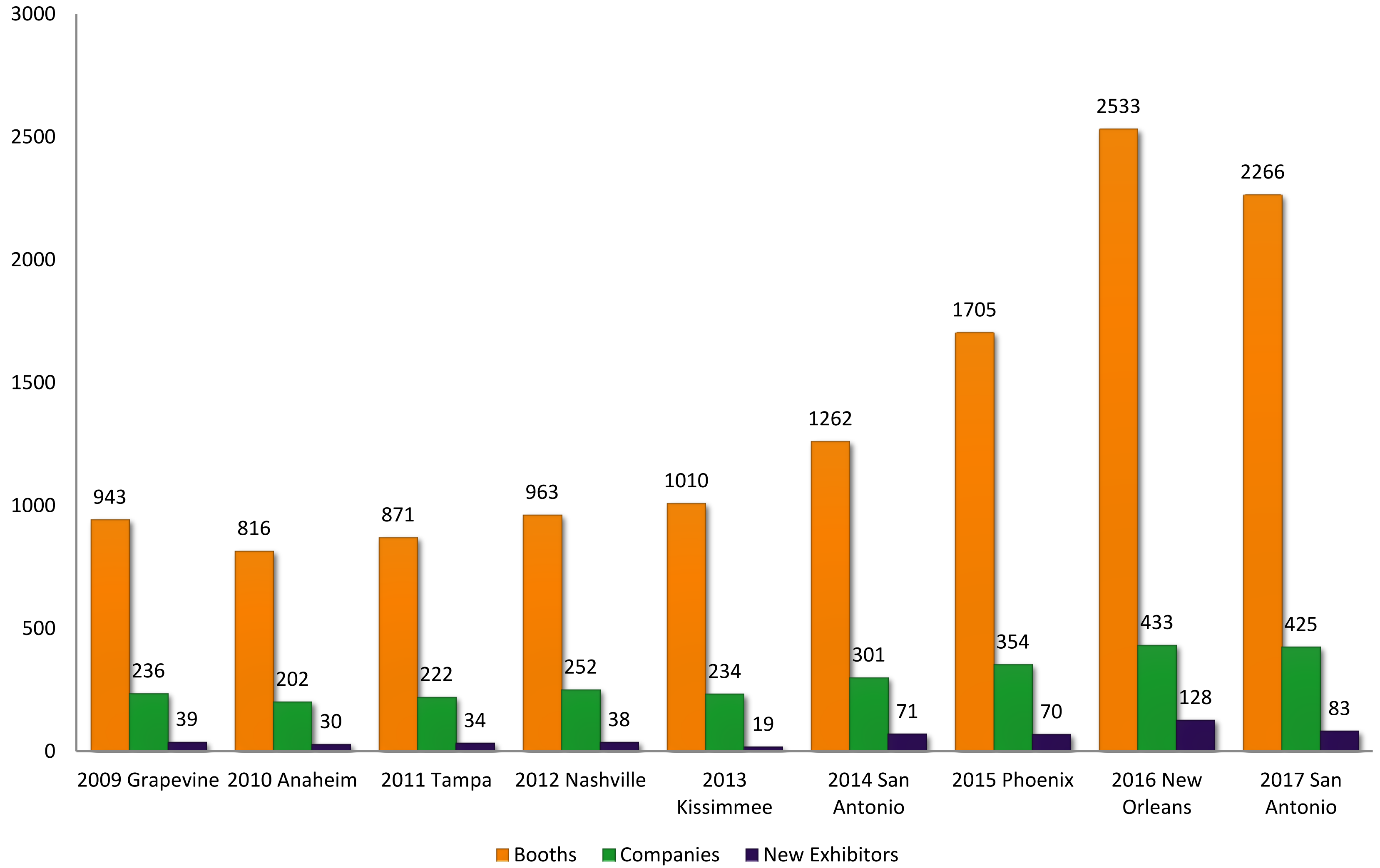


CT 2
DC 7
DE 24
MA 12
MD 67
NJ 16
VT 11

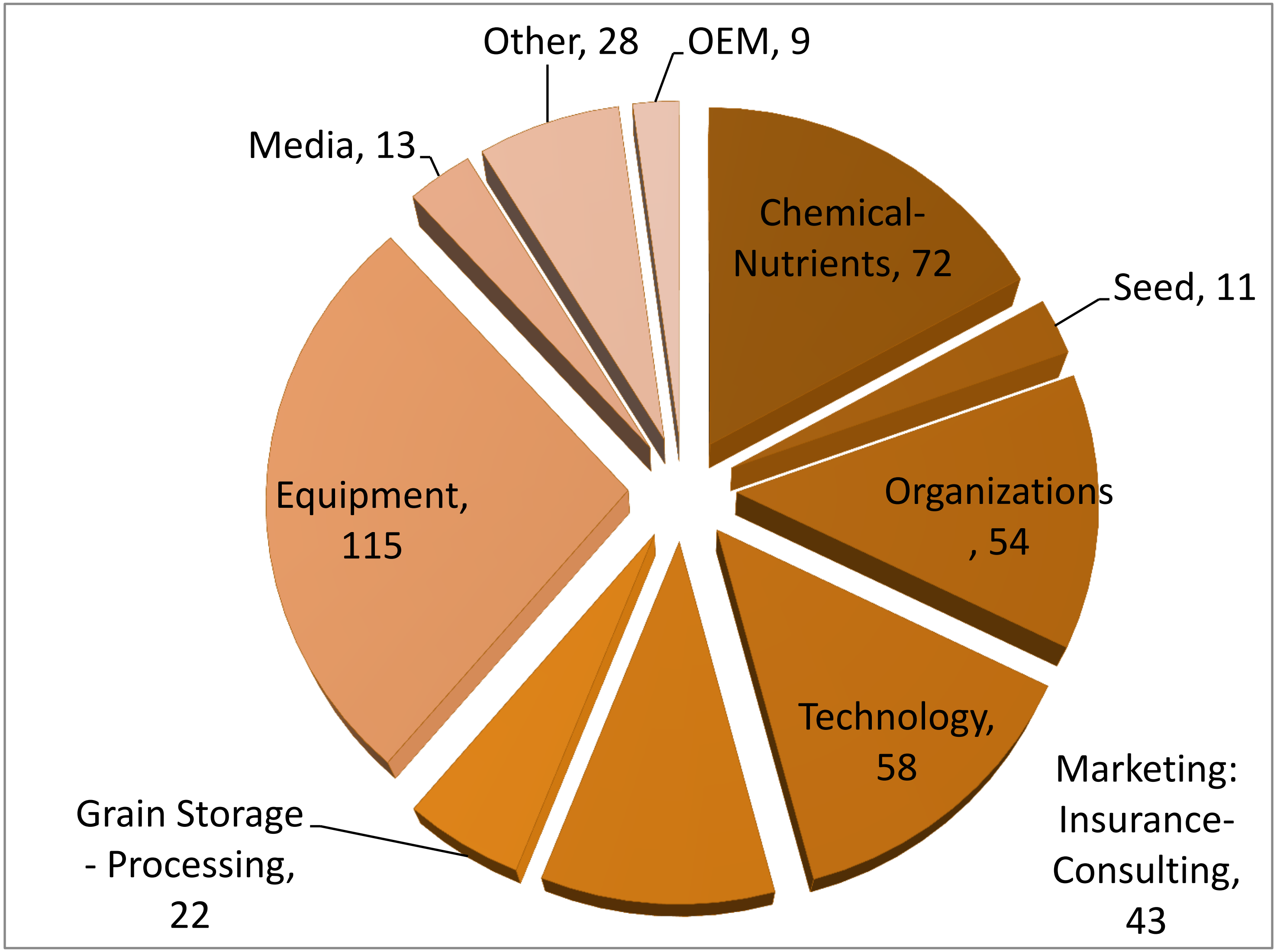
Brazil 8
Mexico 2

Trade Show

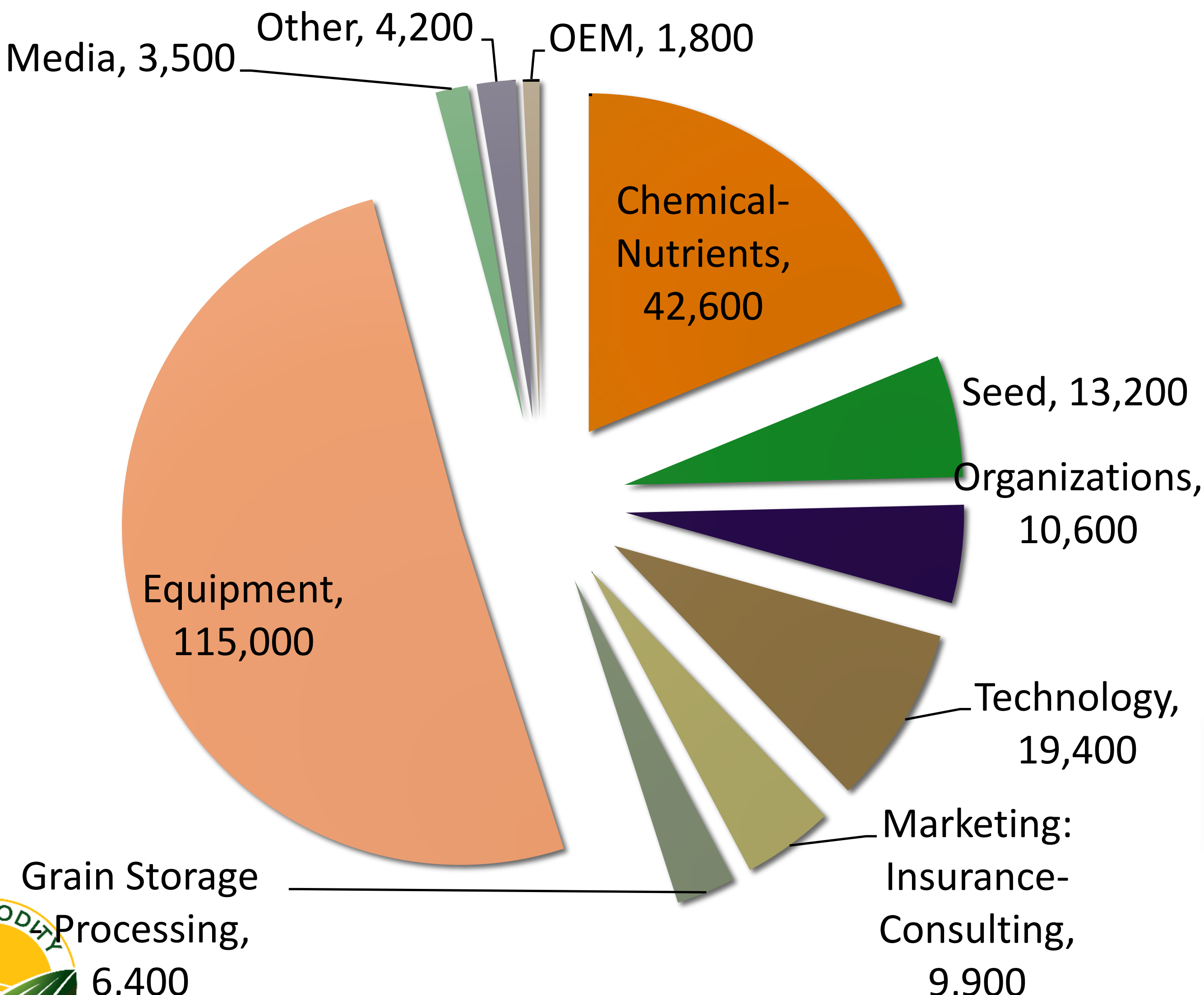
Trade Show Profile



Number of Companies by Products & Services



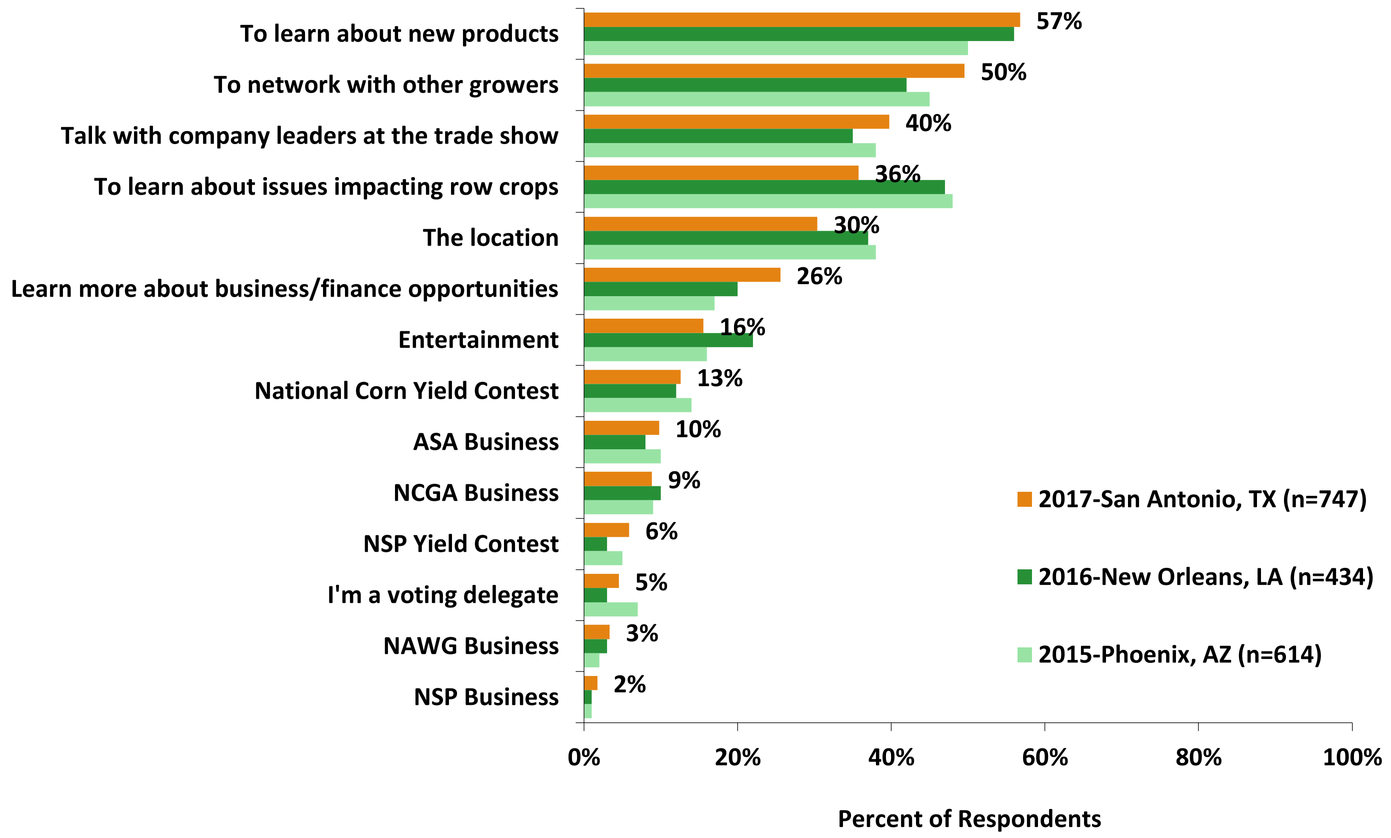
Net Square Feet by Exhibitor Category



Total: 226,600

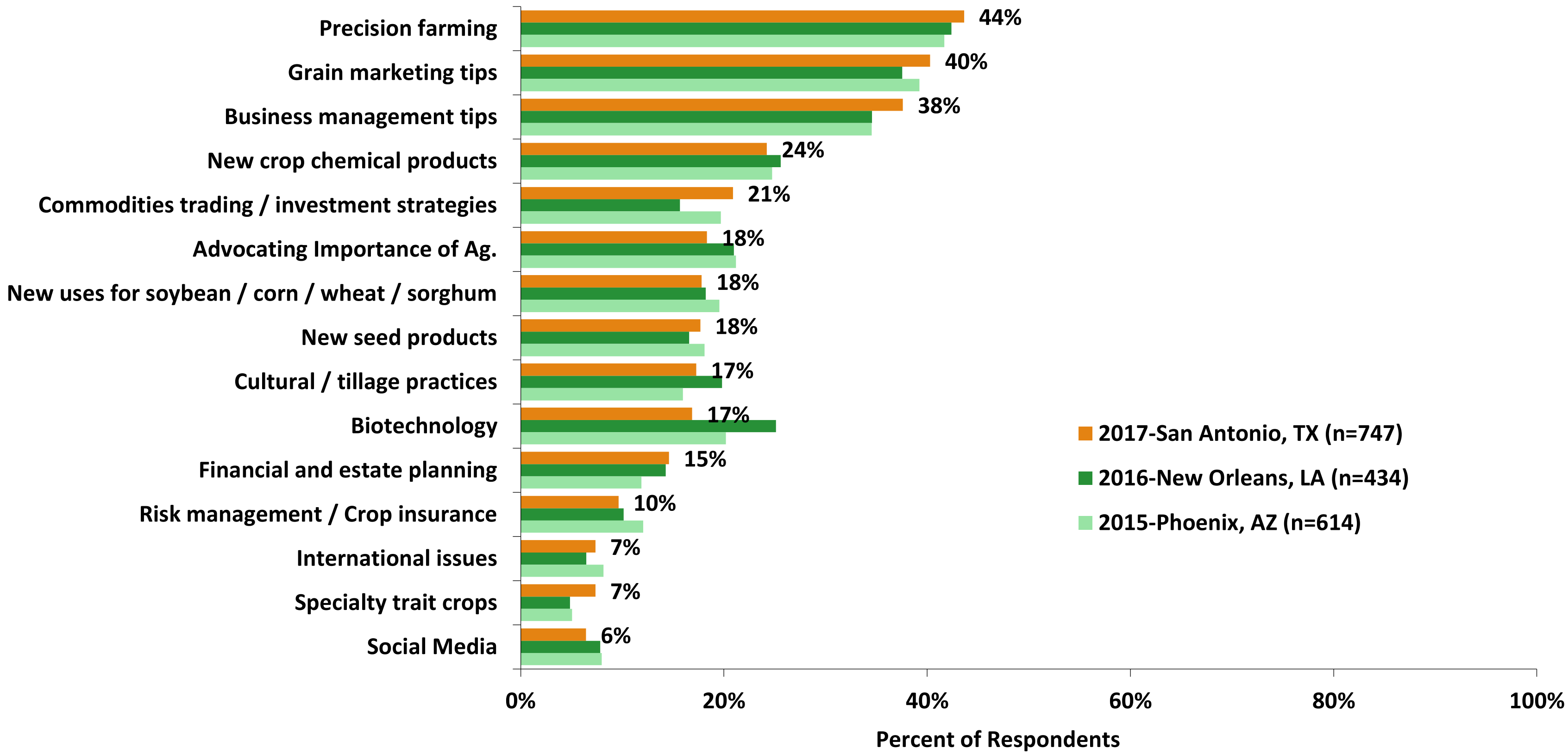
Onsite Survey

Main Reasons for Attending



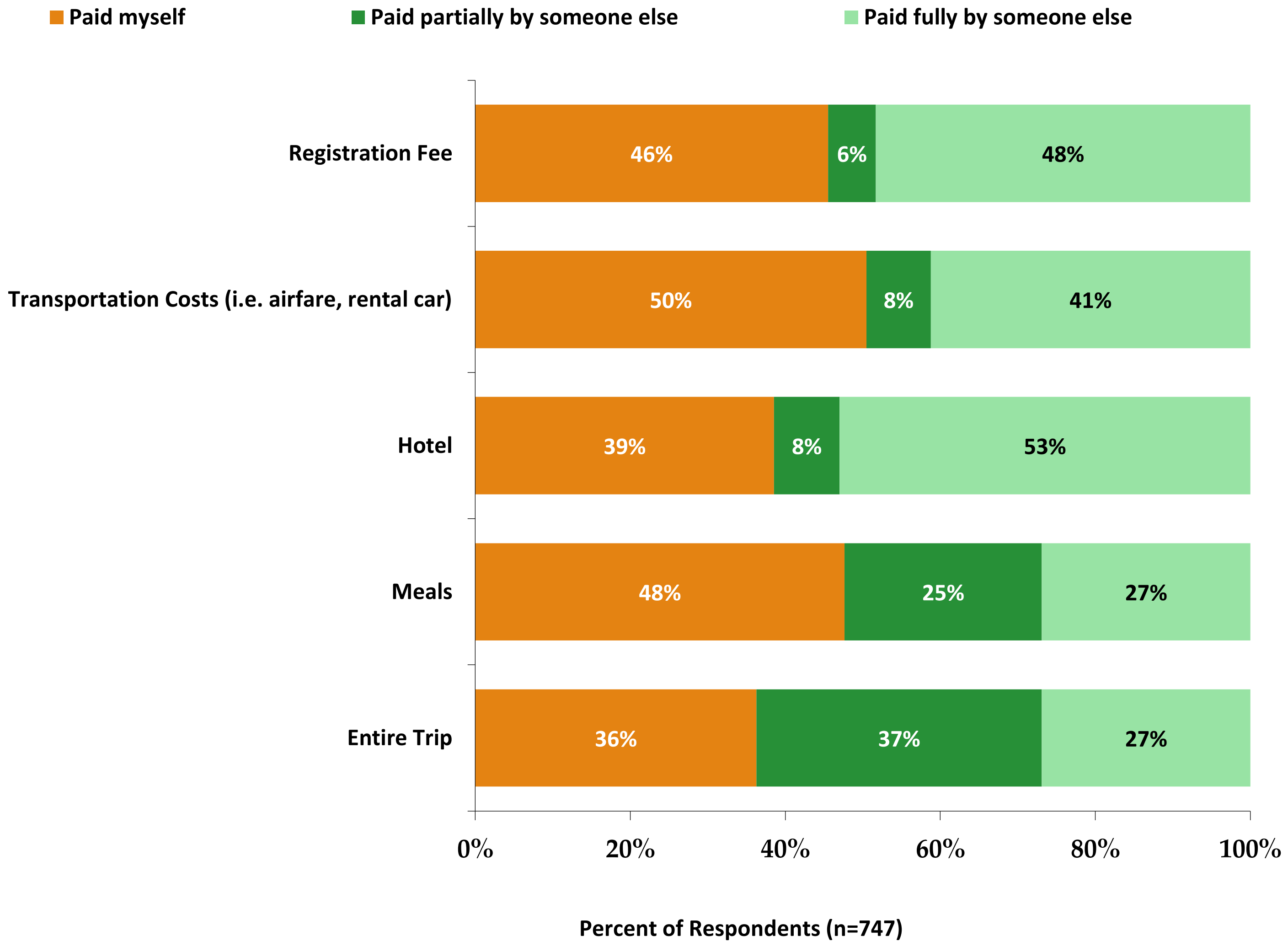
Q2. What was the main reason you decided to attend Commodity Classic? Q3. What was the second main reason you decided to attend Commodity Classic? Q4. What was the third main reason you decided to attend Commodity Classic?

Education Most Interested In



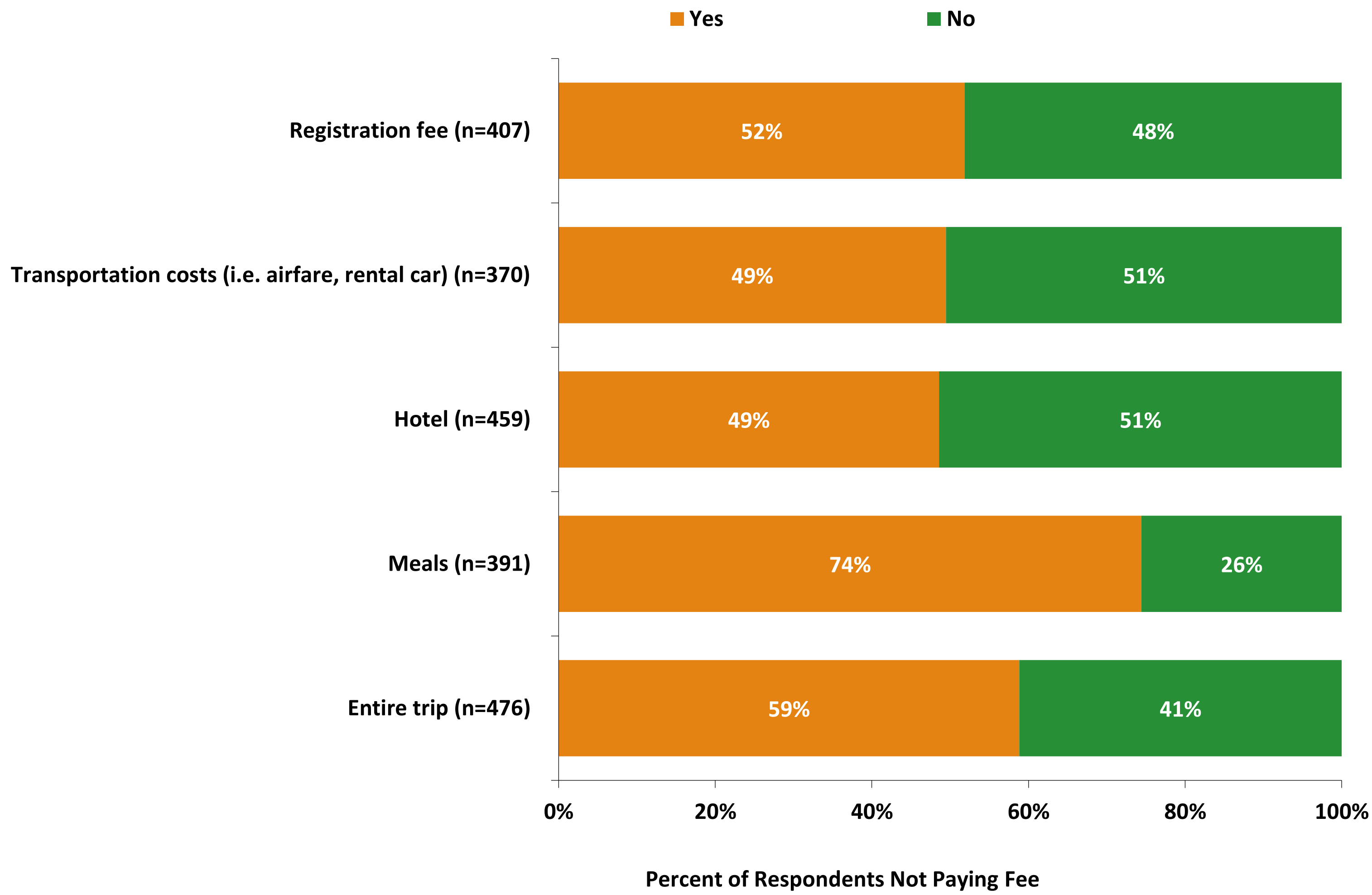
Q5. What was the main type of education you are most interested in getting at the Commodity Classic? Q6. What was the second type of education you are most interested in getting at the Commodity Classic? Q7. What was the third type of education you are most interested in getting at the Commodity Classic?

Registration Fee

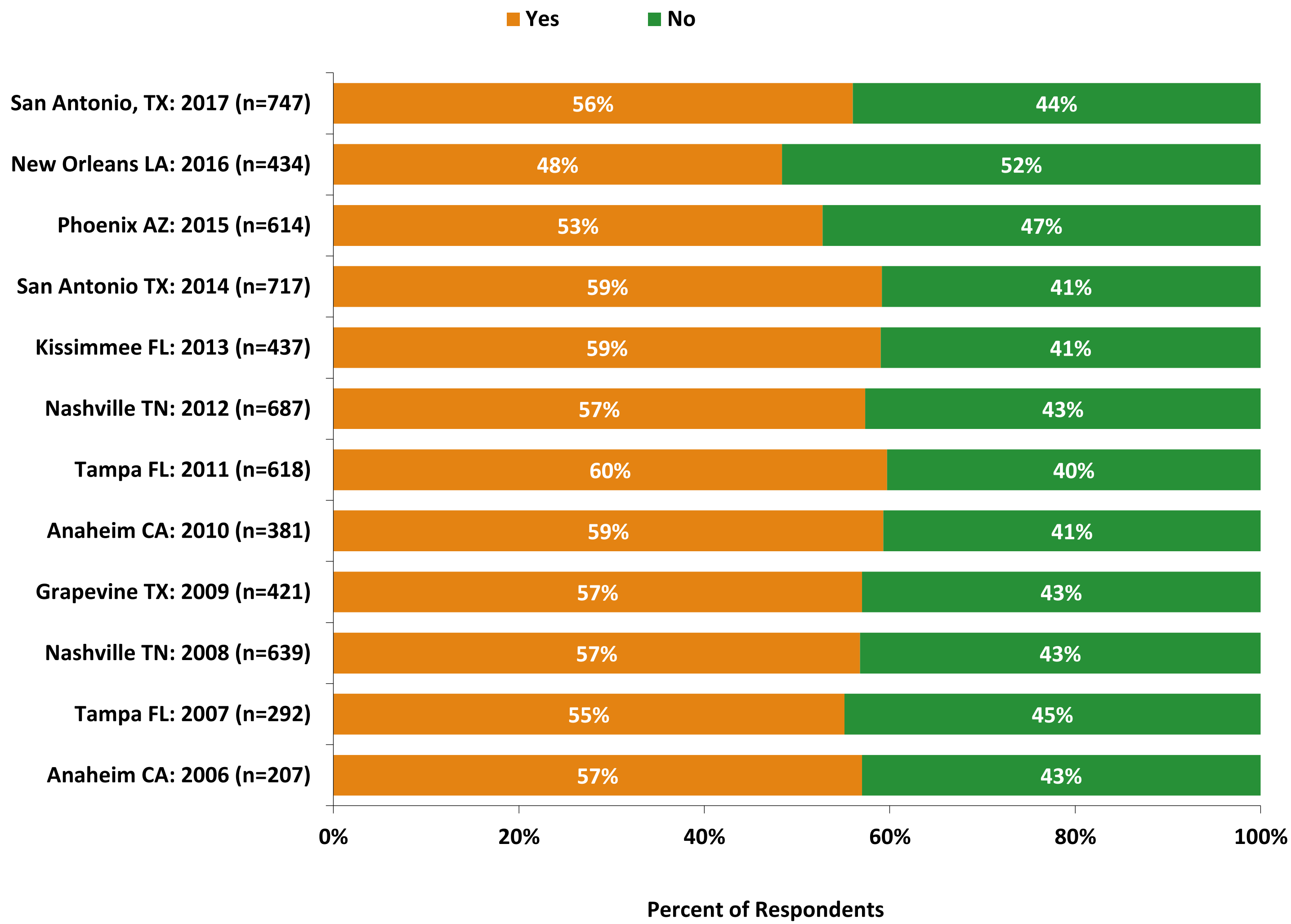


Q10. Were the following Commodity Classic expenses paid for by you (or your farm/business) or paid for in part or in full by someone else such as a supplier or your state association?

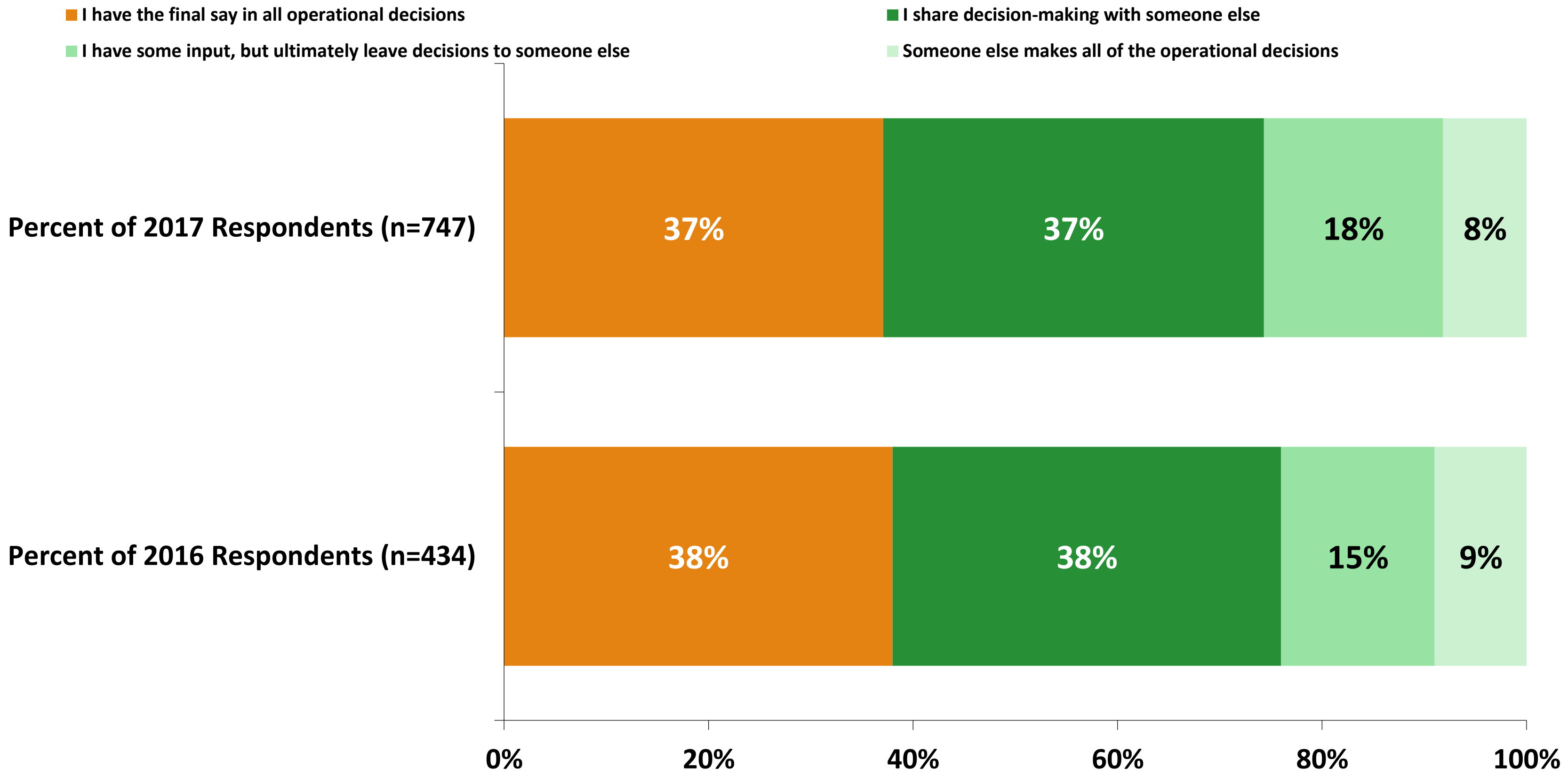
Attending If Fees Had Not Been Paid For



Direct Others in Making Purchase Input Decisions

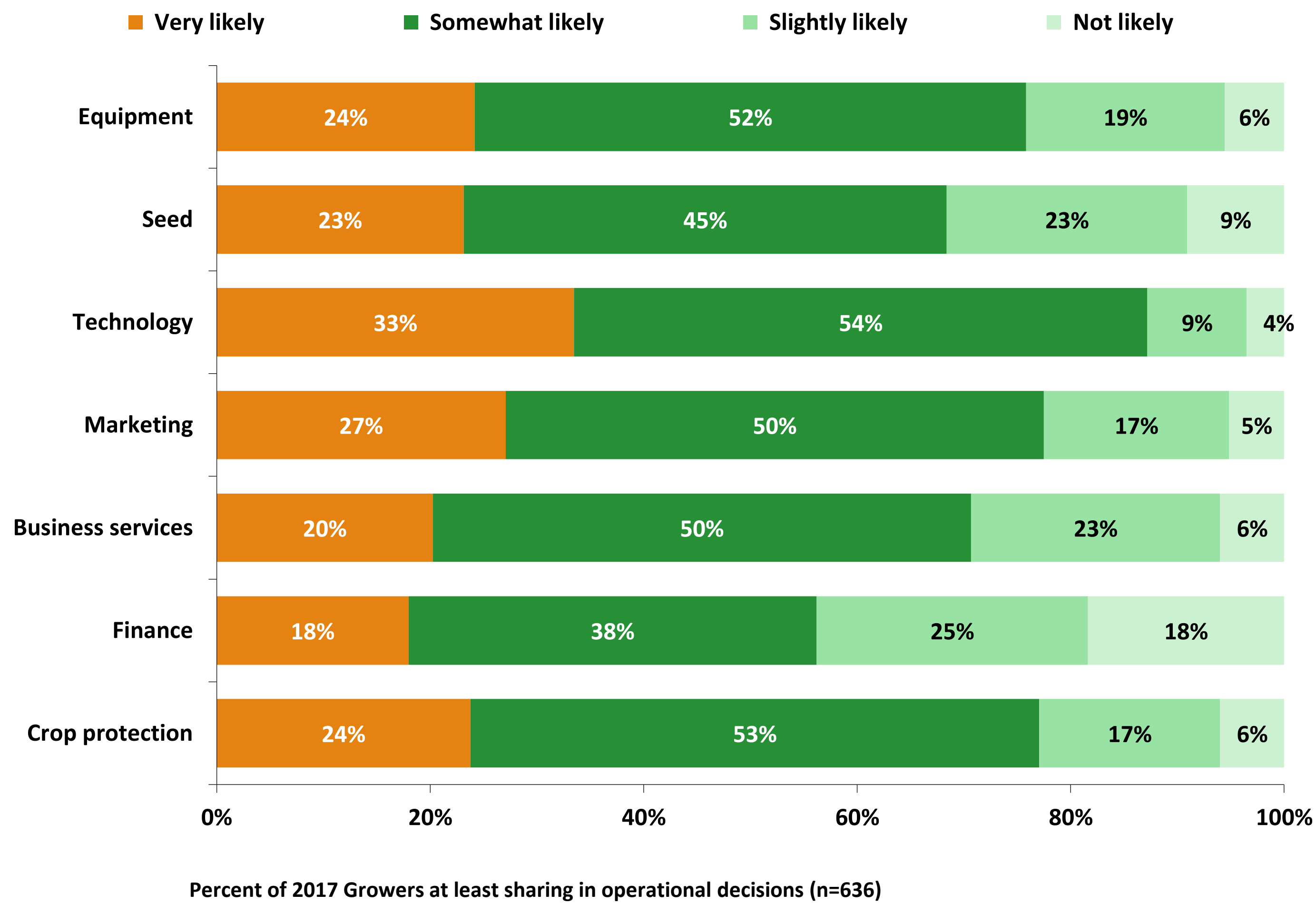


Role in Operation



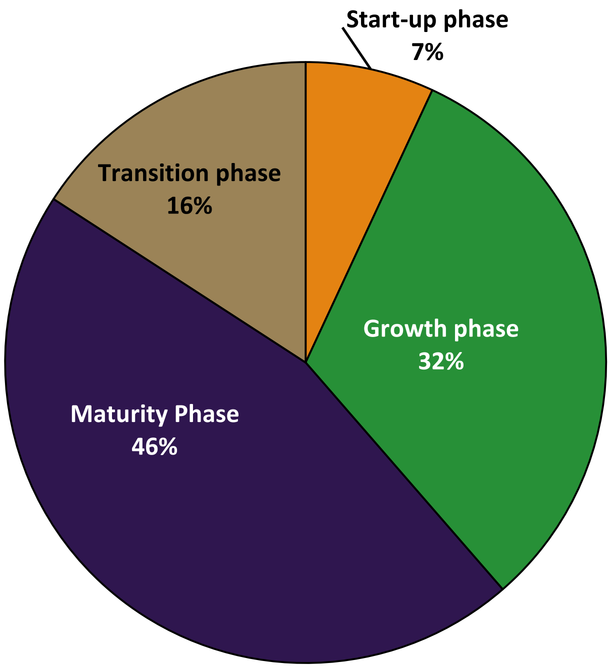
Q11A. Which of the following statements best describes your role on the operation?

Likelihood to Make Decision Based on C.C. Information *(Growers Only)*



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

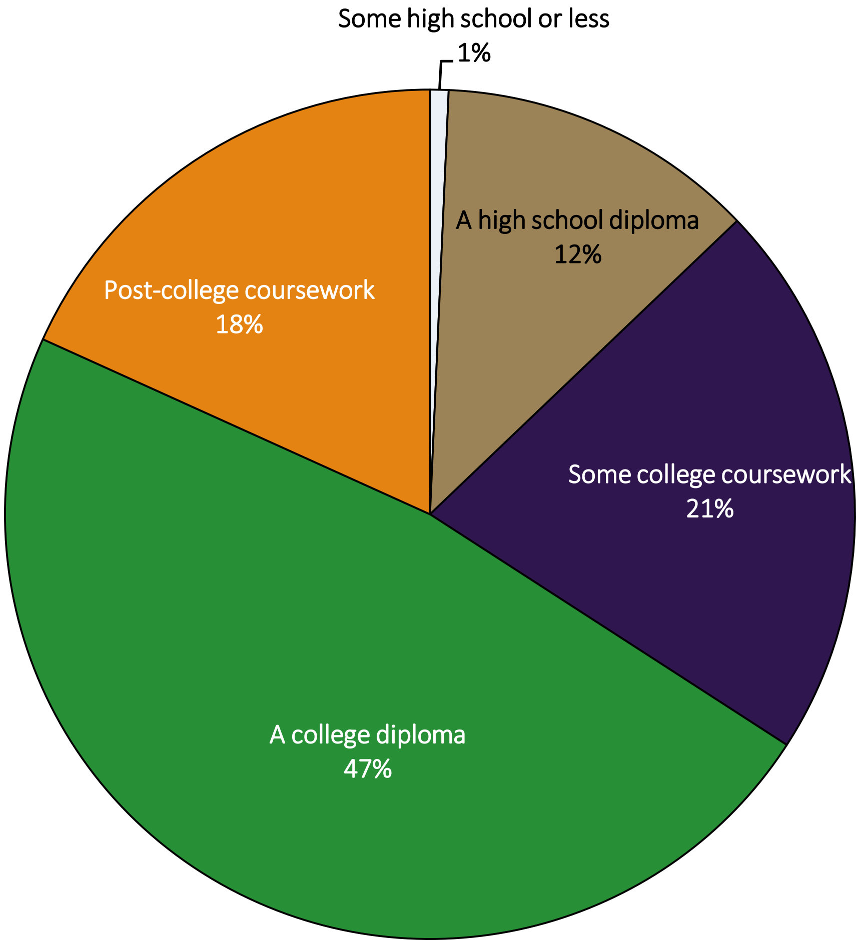


Percent of 2017 Respondents (n=747)

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.

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

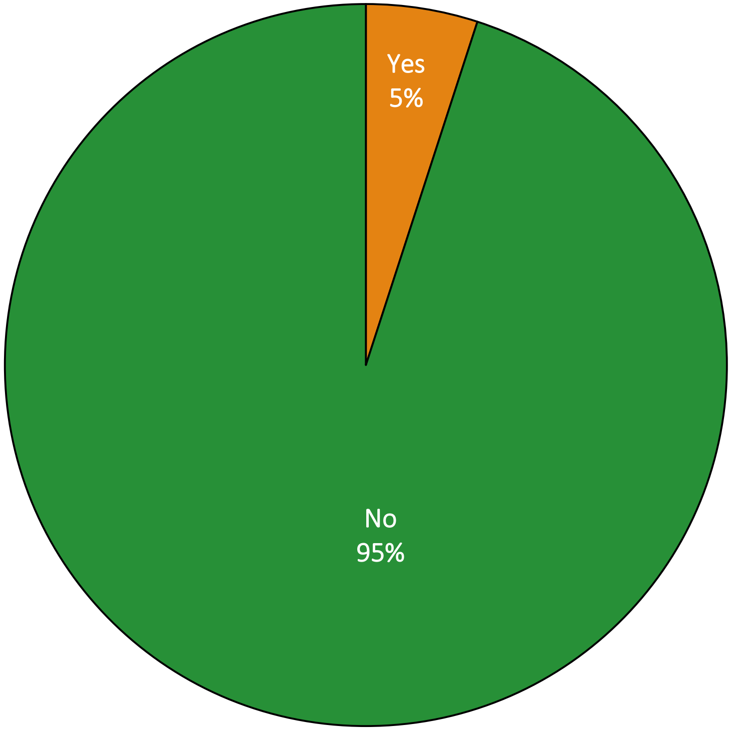
Level of Education



Percent of 2017 Respondents (n=747)

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

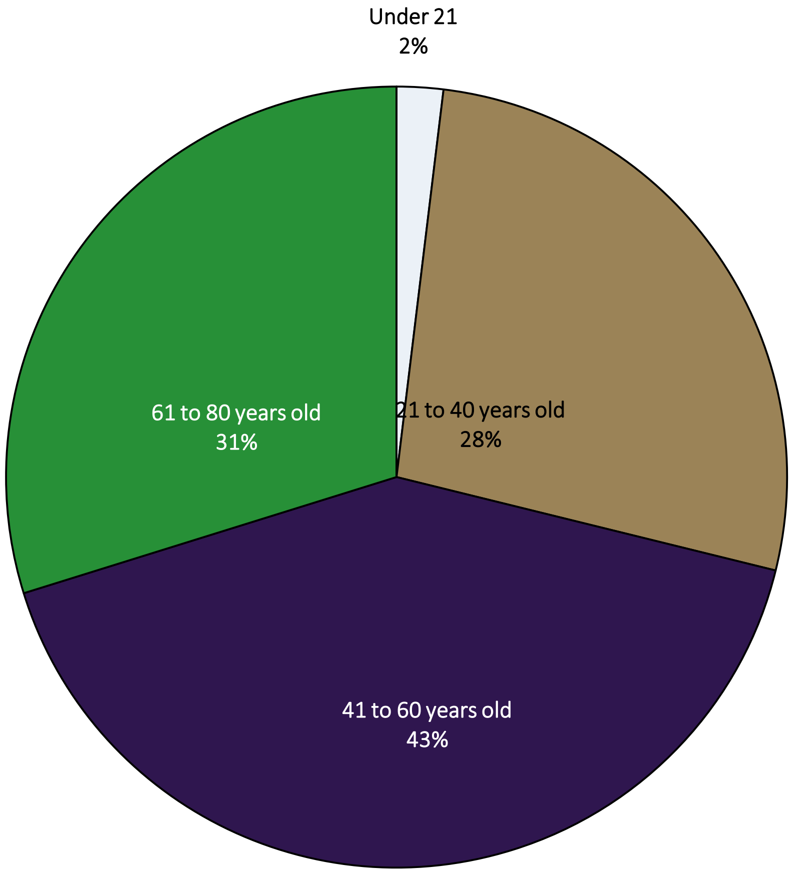
College or University Enrollment



Percent of 2017 Respondents (n=747)

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

Age of Respondents

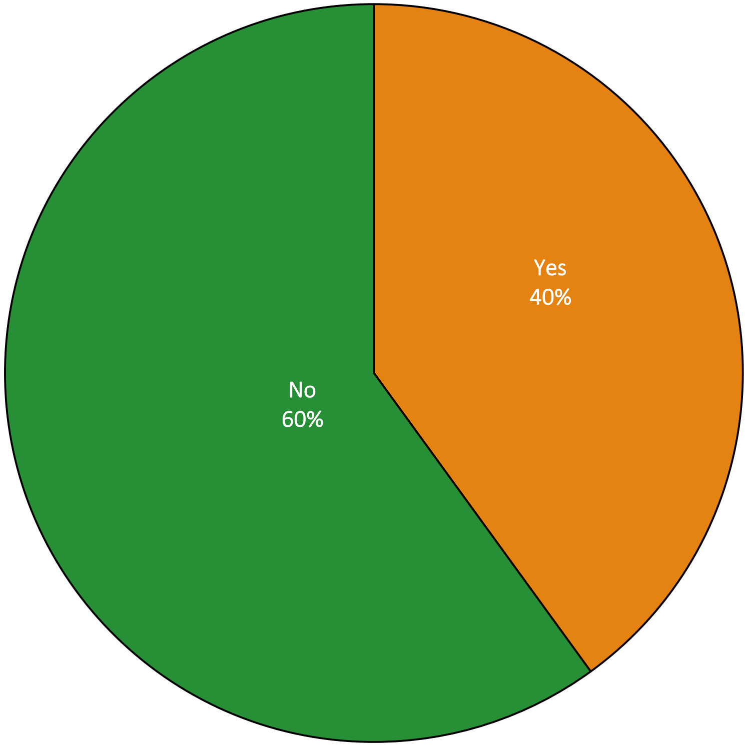


Mean Age	Median Age
51	54

Percent of 2017 Respondents Providing Age (n=747)

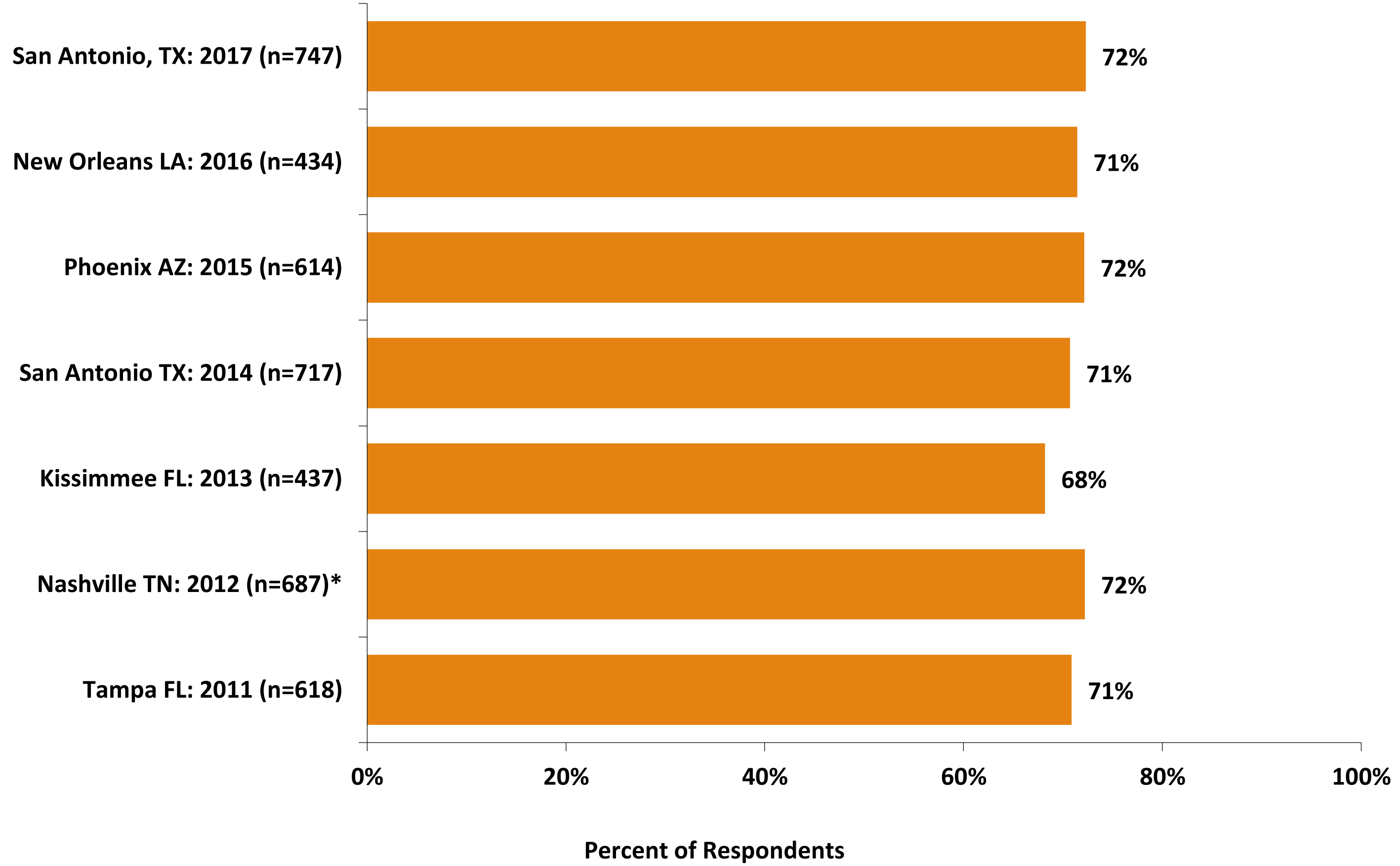
D3A. What year were you born?

New Commodity Classic Attendees



Percent of 2017 Respondents (n=747)

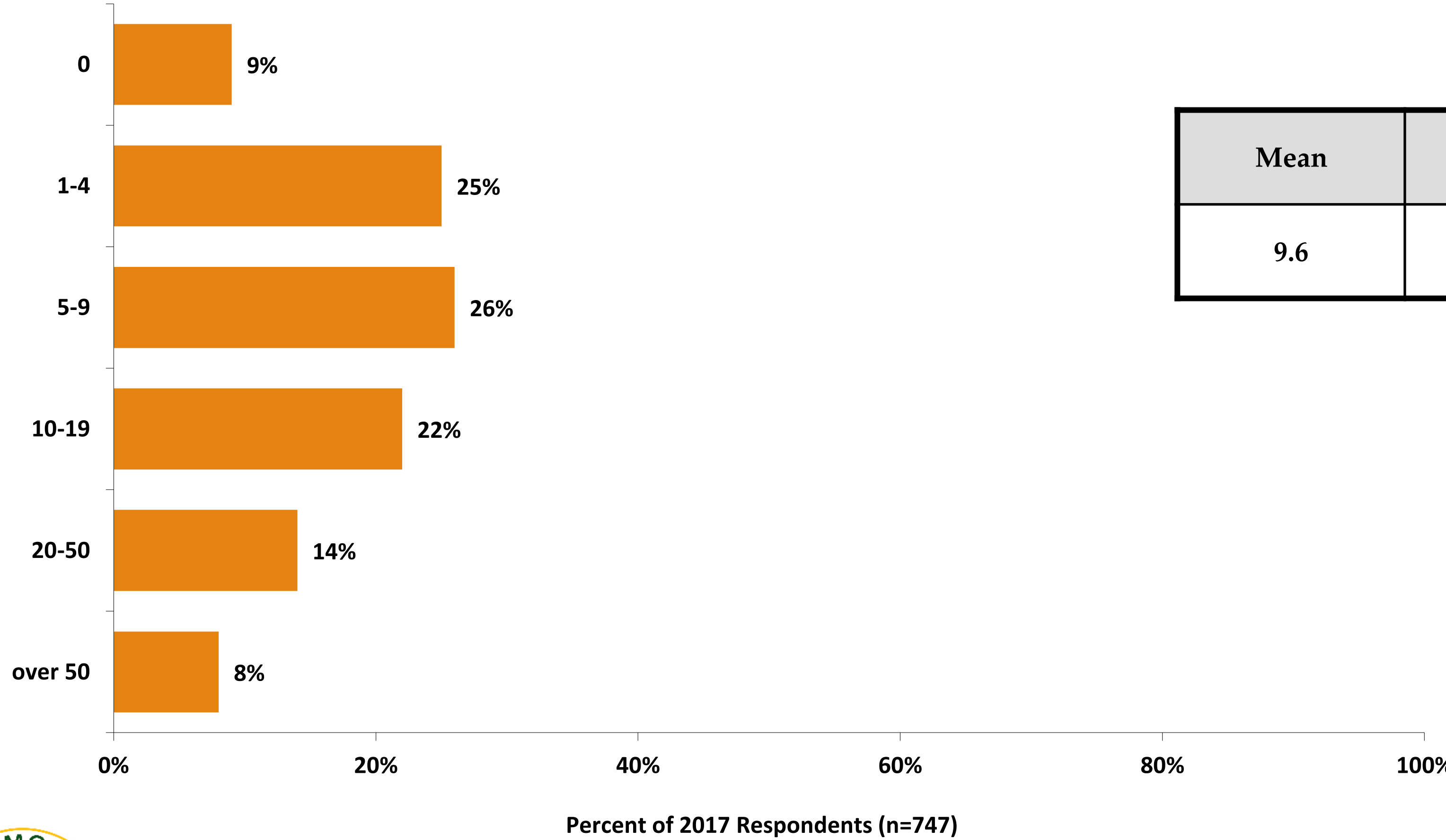
Early Adopters



* 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

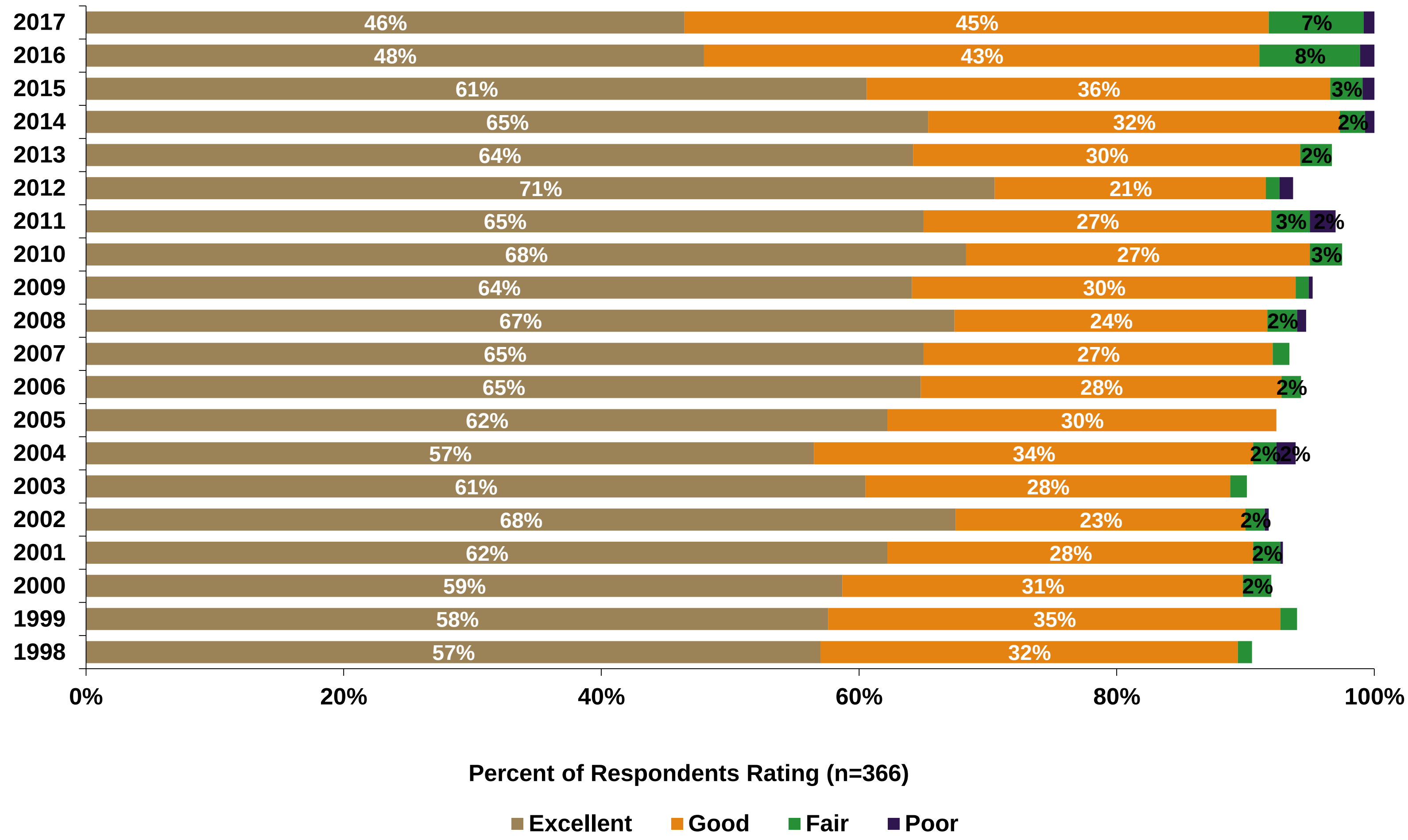


Mean	Median
9.6	5

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

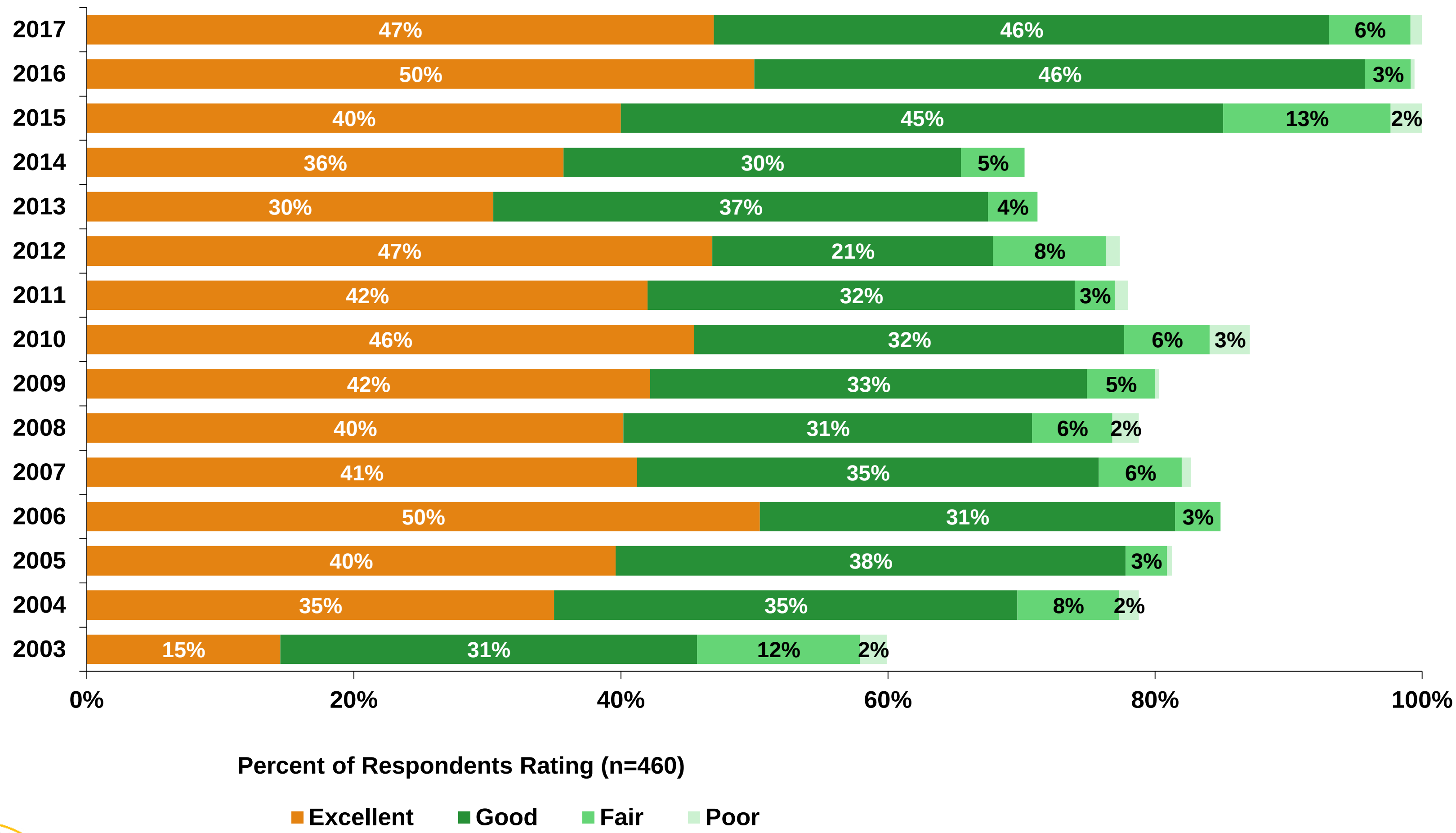
Post-Event Survey

Wednesday Welcome Reception



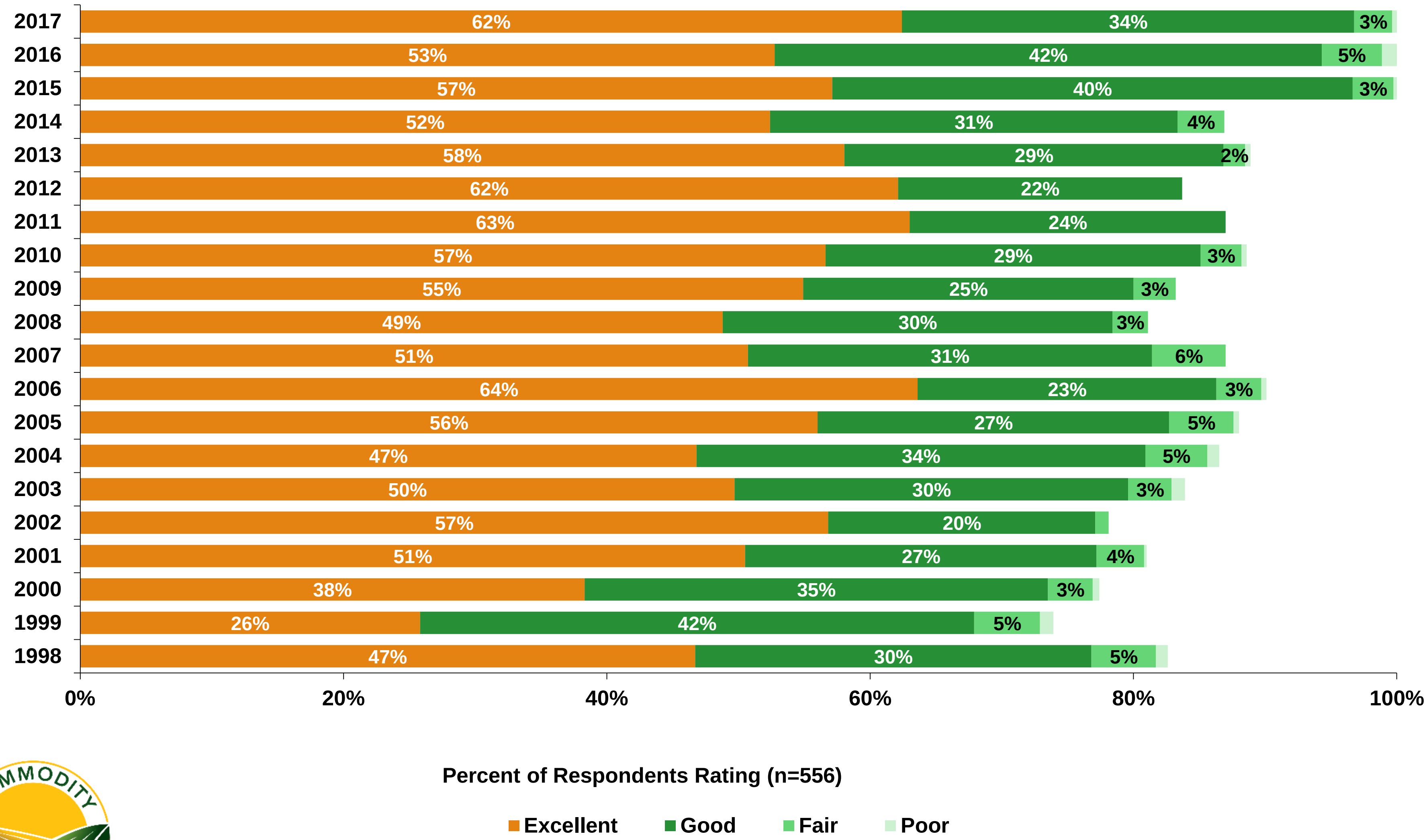
Q4. Please rate your satisfaction with the following:

Thursday Trade Show Opening Reception



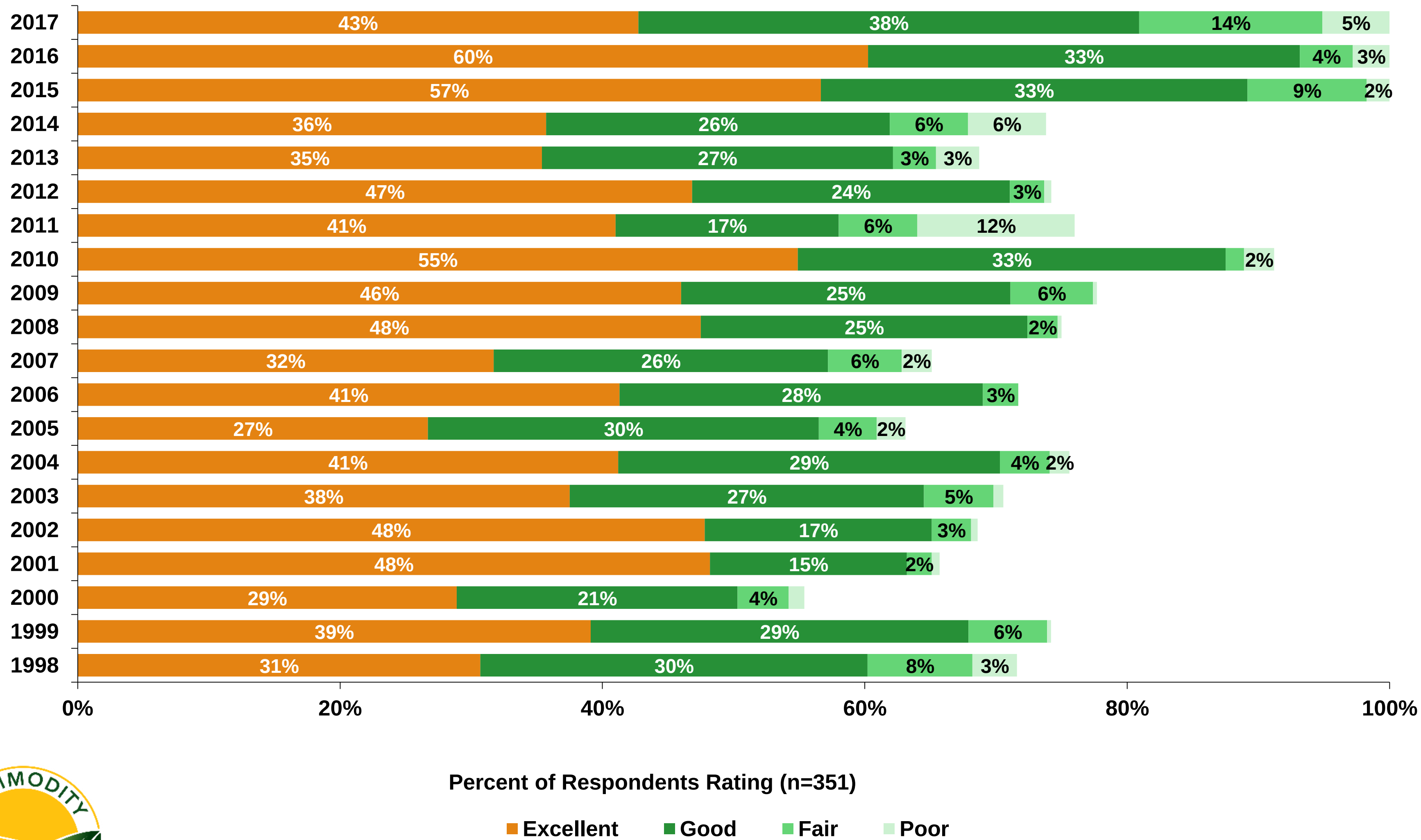
Q4. Please rate your satisfaction with the following:

General Session



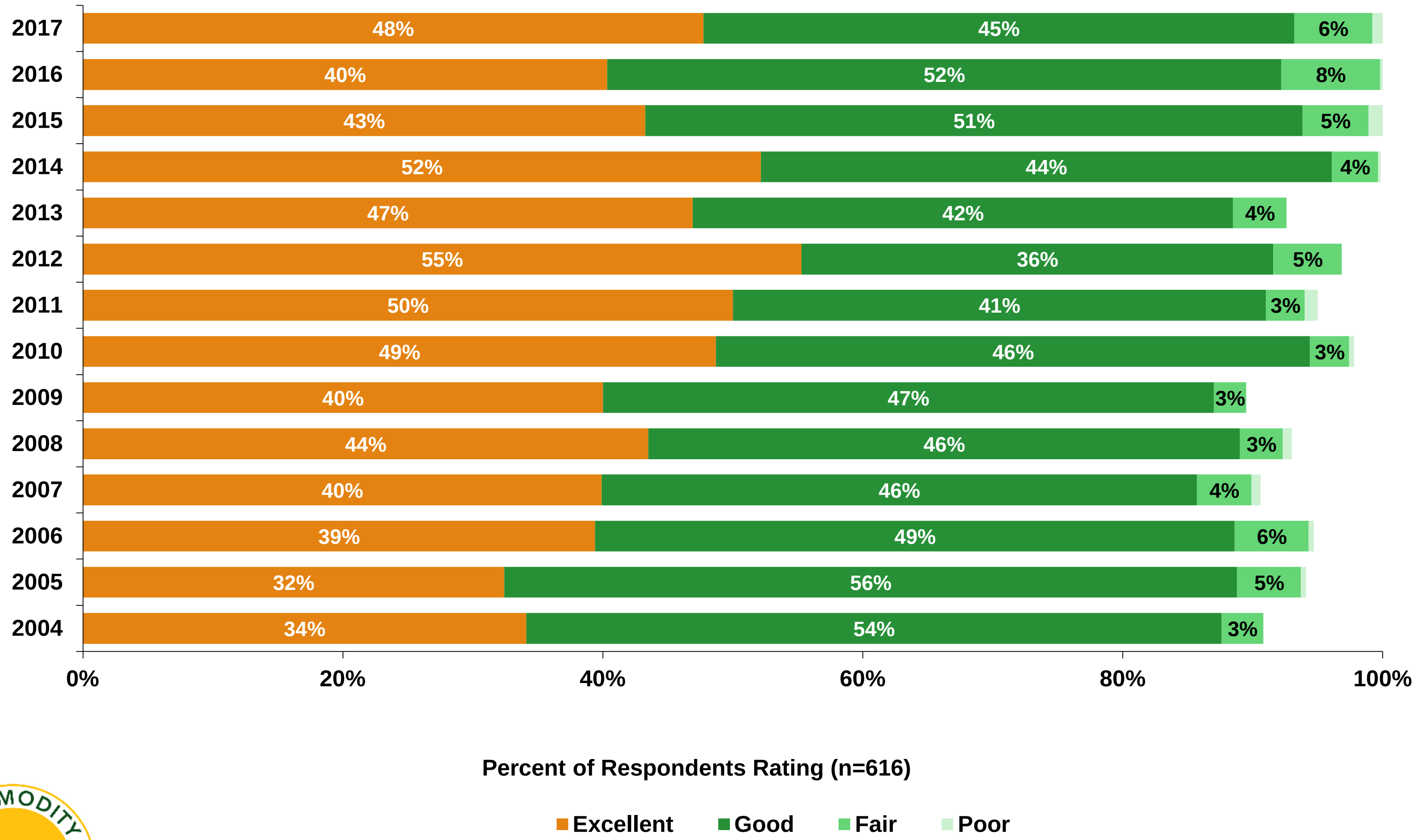
Q4. Please rate your satisfaction with the following:

Evening of Entertainment



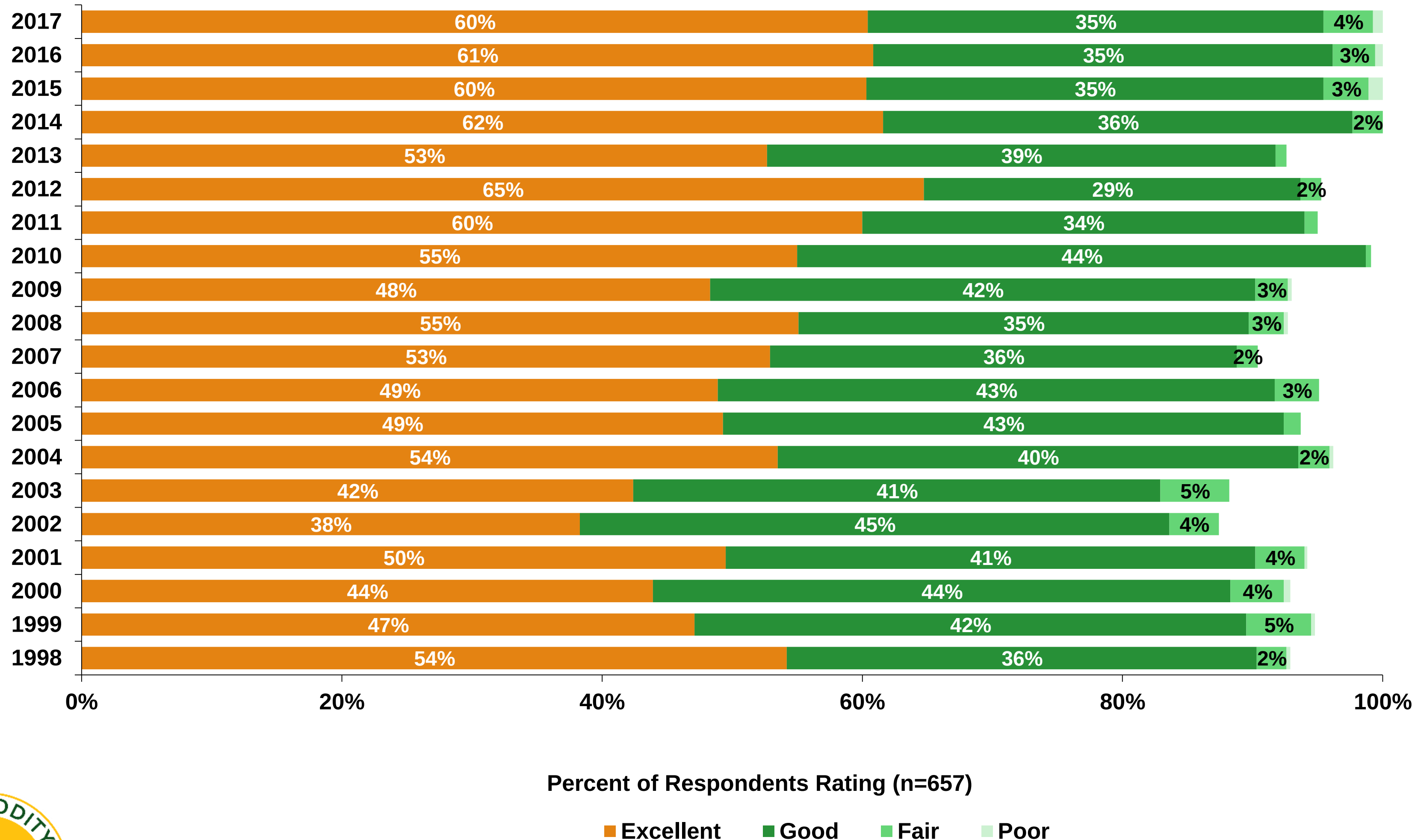
Q4. Please rate your satisfaction with the following:

Overall Educational Value



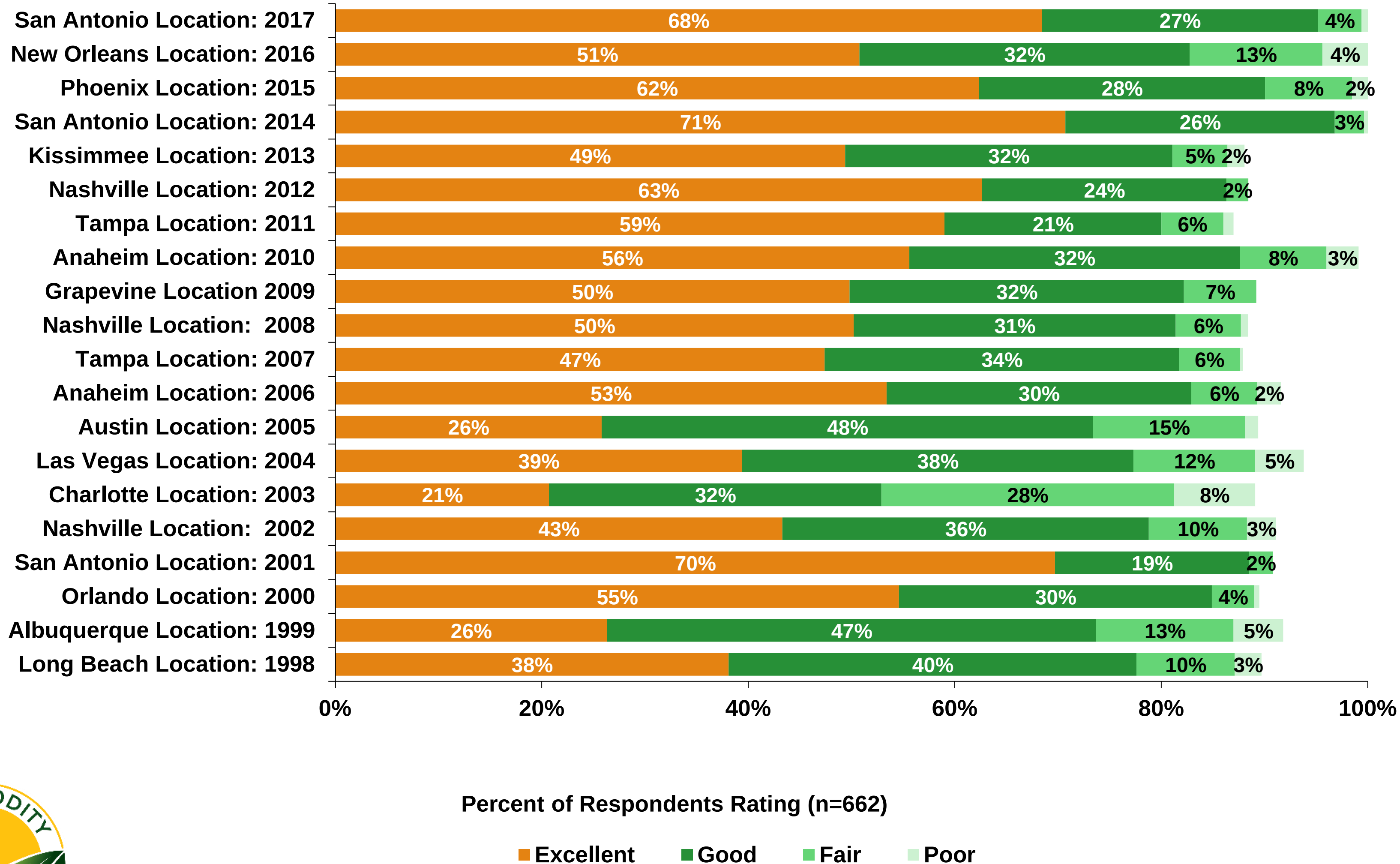
Q4. Please rate your satisfaction with the following:

Overall Trade Show



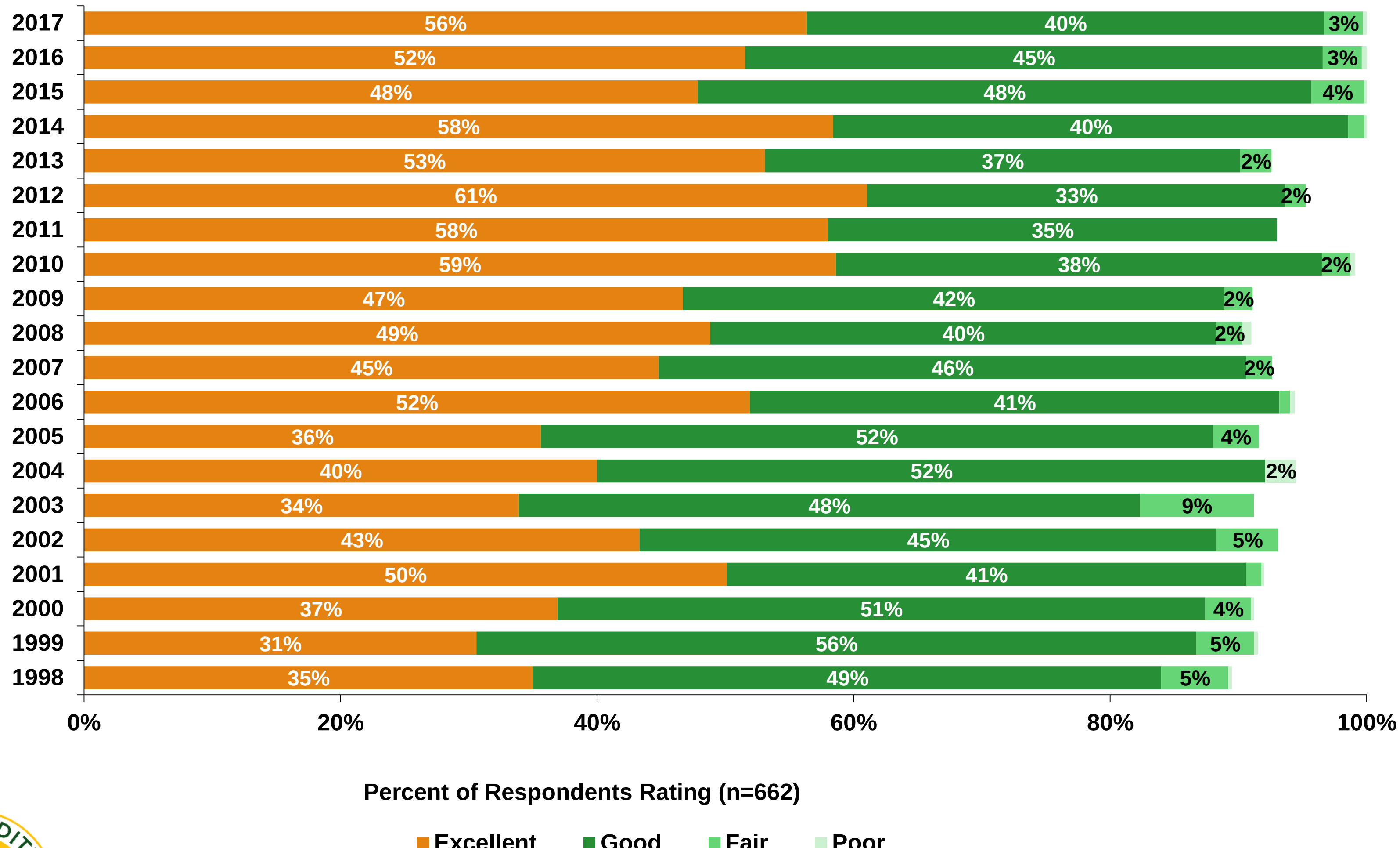
Q4. Please rate your satisfaction with the following:

Location



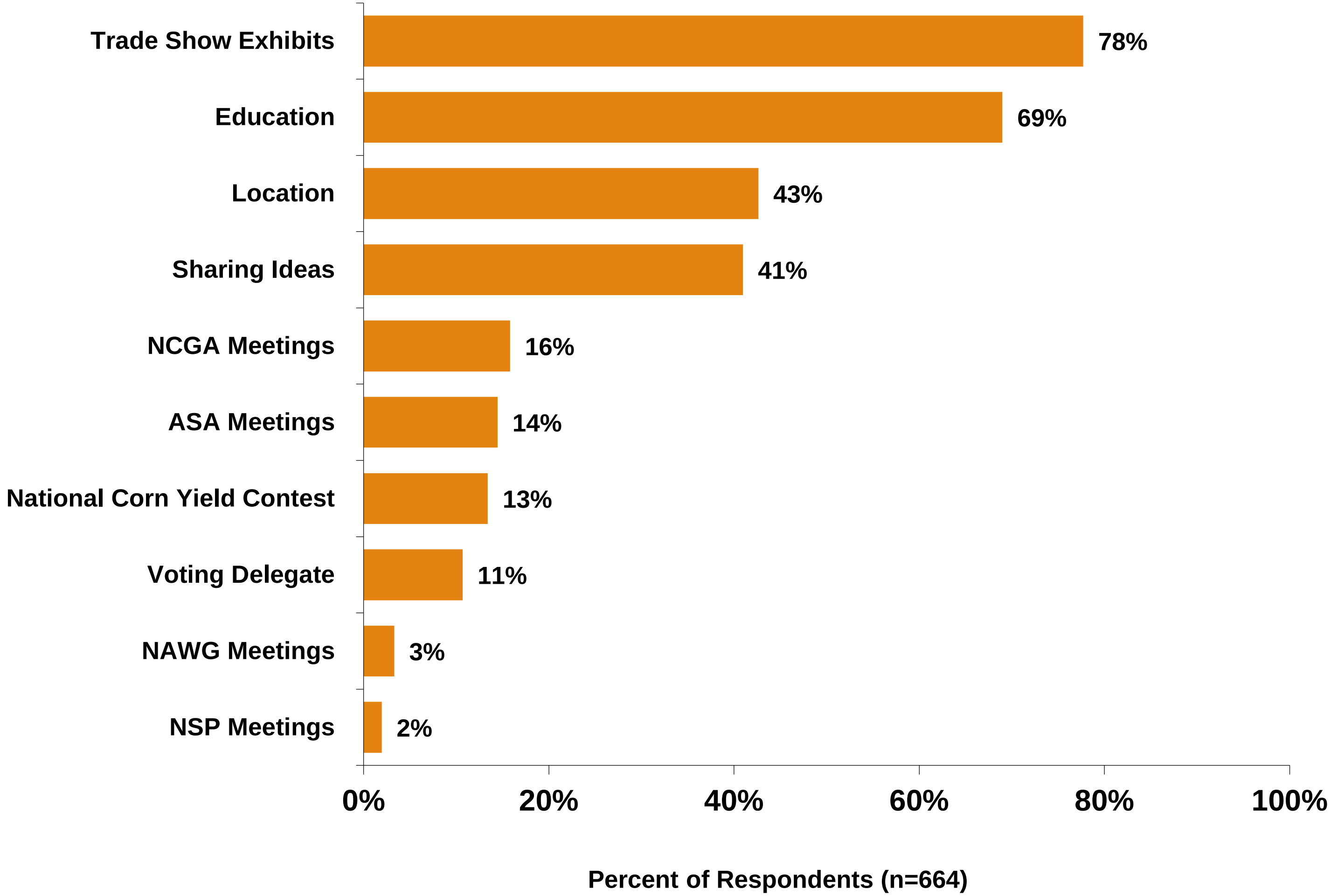
Q4. Please rate your satisfaction with the following:

Overall Commodity Classic



Q4. Please rate your satisfaction with the following:

Top 3 Reasons for Attending



Q6. Please Rank the Top 3 Reasons for Attending:

2017 Acres & Dollars Impact

SAN ANTONIO

Methodology

- Commodity Classic Registration
- Commodity Classic Surveys
- USDA NASS January 2017
- USDA WASDE March 2017
- USDA ERS December 2016

High Impact

9,028,041 total acres in attendance

Corn:	2,964,159
Soybeans:	2,659,140
Wheat:	2,244,627
Sorghum:	1,160,115

	Per Farm
Avg. Gross Farm Income:	**$1,453,090**
Avg. Equipment Purchases:	**$319,029**
Avg. Seed & Chem. Purchases:	**$283,809**
Avg. Fertilizer Purchases:	**$228,084**

High Impact

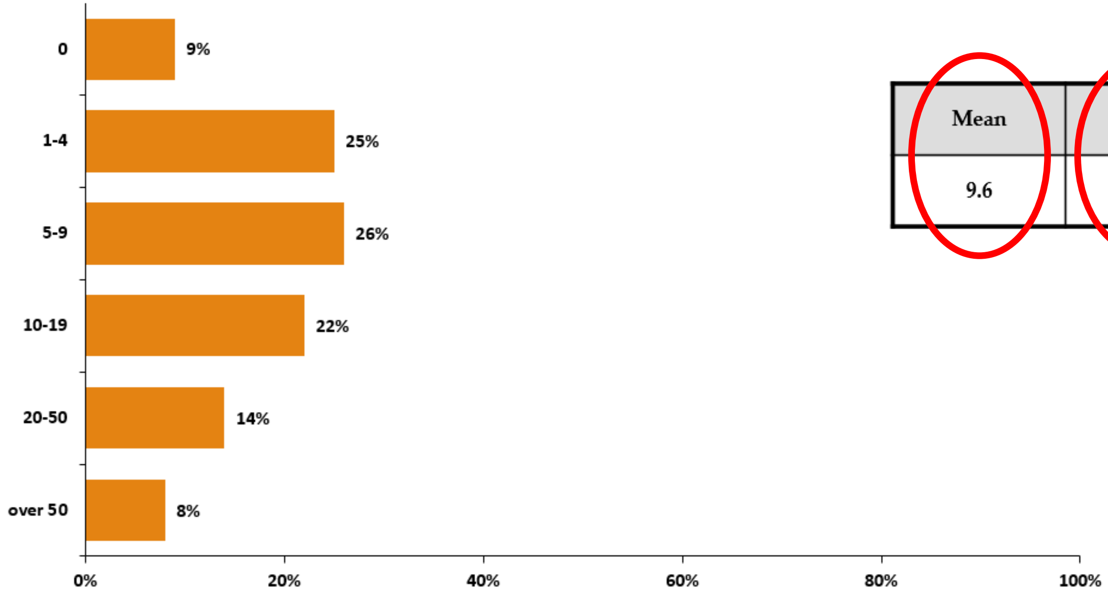
9,028,041 total acres in attendance

◦ Corn:	2,964,159
◦ Soybeans:	2,659,140
◦ Wheat:	2,244,627
◦ Sorghum:	1,160,115

Total Gross Farm Income:	**$3,788,205,213**
Equipment Purchases:	**$831,707,977**
Seed & Chem. Purchases:	**$739,890,428**
Fertilizer Purchases:	**$594,613,789**

Impact Beyond the Event

Number of Growers Influenced



Mean	Median
9.6	5

* D9A added in 2012

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

28

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

Source: Commodity Classic 2017 Survey

High Impact *(Factor 5)*

45,140,205 total acres impacted (19%)

- Corn: 14,820,795
- Soybeans: 13,295,700
- Wheat: 11,223,135
- Sorghum: 5,800,575

Total Gross Farm Income:	**$18,941,026,064**
Equipment Purchases:	**$4,158,539,887**
Seed & Chem. Purchases:	**$3,699,452,140**
Fertilizer Purchases:	**$2,973,068,944**

High Impact *(Factor 9.6)*

81,332,665 total acres impacted (35%)

- Corn: 28,455,926
- Soybeans: 25,527,744
- Wheat: 21,548,419
- Sorghum: 5,800,575

Total Gross Farm Income:	**$35,244,337,899**
Equipment Purchases:	**$7,542,852,173**
Seed & Chem. Purchases:	**$6,900,320,102**
Fertilizer Purchases:	**$5,490,775,450**

Questions?