

# 2023 Commodity Classic Review

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ORLANDO, FLORIDA



# Attendance

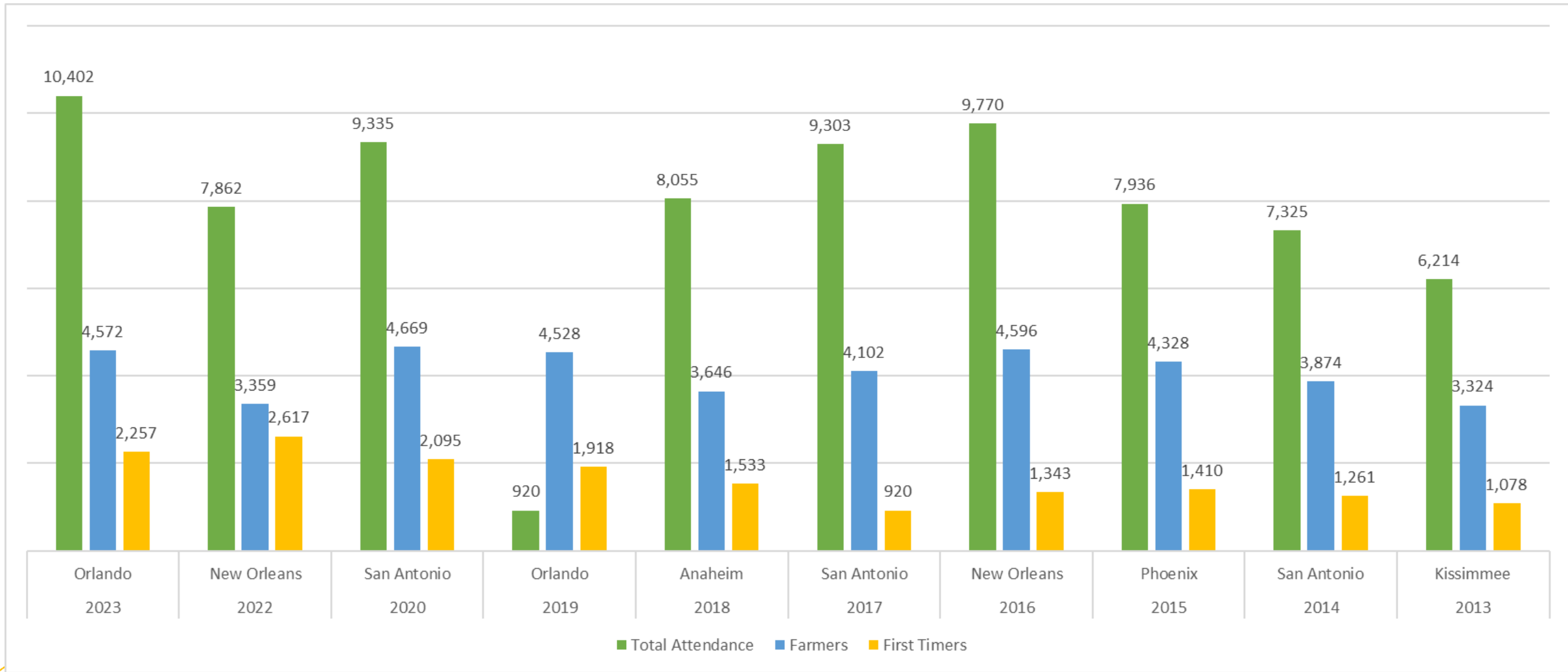
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*BASED ON DEMOGRAPHIC DATA FROM ATTENDEE REGISTRATION*

2023 COMMODITY CLASSIC



# Year Over Year Attendance



# Farmer Profile by Acreage

	2023	2022	2020	2019	2018	2017	2016
Total Acres	3,262	3,425	2,844	3,136	2,850	2,779	2,893
Corn Acres	1,279	1,291	1,248	1,260	1,169	1,137	1,197
Soybean Acres	1,160	1,187	1,094	1,070	1,124	1,020	1,117
Wheat Acres	881	1,115	886	1,045	910	861	992
Sorghum Acres	606	1,523	543	473	474	445	471
Cotton Acres	1,557	1,490	1,357	998	872	1,023	988
Hay/Forage Acres	319	413	270	538	485	432	-
Peanuts Acres	462	945	509	610	893	646	-
Rice Acres	4,080	1,273	549	827	-	-	-
Vegetables Acres	424	722	458	696	-	-	-



*Note: Based on registered farmers completing demographic information at registration*

# Farmer Profile by Acreage - Continued

	2023	2022	2020	2019	2018	2017	2016
Feedlot Cattle	483	688	744	702	550	314	604
Cow/Calf Pairs	145	223	146	398	240	177	150
Avg. # Hogs*	808	658	1,988	1,026	7,500	7,956	7,994
Feeders	258	688	2251	1,329	-	-	-
Finishers	7,820	5,401	6,588	5,658	-	-	-



*Note: Based on registered farmers completing demographic information at registration*

# Farmer Profile by Age – 2016 - 2022

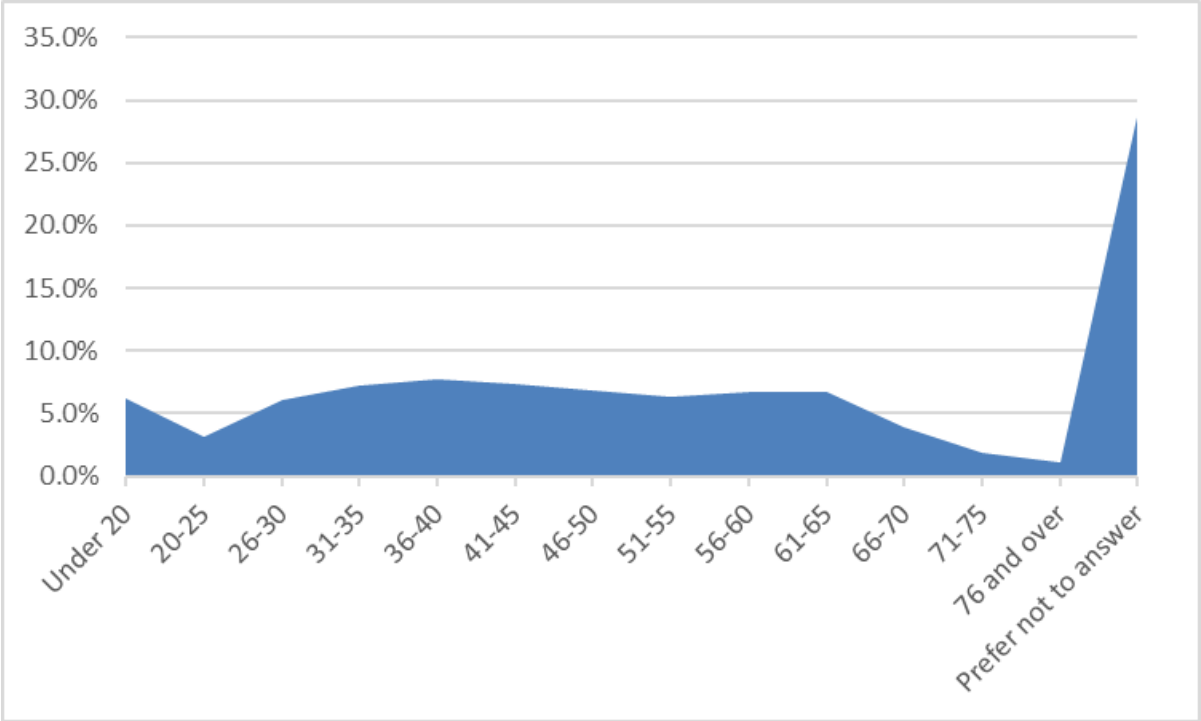
	2022	2020	2019	2018	2017	2016
	New Orleans	San Antonio	Orlando	Anaheim	San Antonio <sup>2</sup>	New Orleans <sup>3</sup>
Average Age	48.9	49.3	52.3	50.2	50.1	52.6



*Note: Based on registered farmers completing demographic information at registration*

# Farmer Profile by Age - 2023

Under 20	517	6.2%
20-25	264	3.2%
26-30	509	6.1%
31-35	604	7.3%
36-40	641	7.7%
41-45	609	7.3%
46-50	572	6.9%
51-55	523	6.3%
56-60	557	6.7%
61-65	558	6.7%
66-70	325	3.9%
71-75	155	1.9%
76 and over	87	1.0%
Prefer not to answer	2380	28.7%



*Note: Based on registered farmers completing demographic information at registration*

# Other Attendee Groups

Attendee Group	2023	2022	2020	2019	2018	2017	2016
	Orlando	New Orleans	San Antonio	Orlando	Anaheim	San Antonio	New Orleans
<b>Media</b>	117	148	144	139	152	162	186
<b>Farmers</b>	4,572	3,359	4,669	4,528	3,646	4,102	4596
<b>Youth</b>	272	257	176	215	165	198	179
<b>Non-Exhibitor First Timer</b>	2,257	1,675	2095	1,918	1,533	920	1,341



*Note: Based on registration categories*

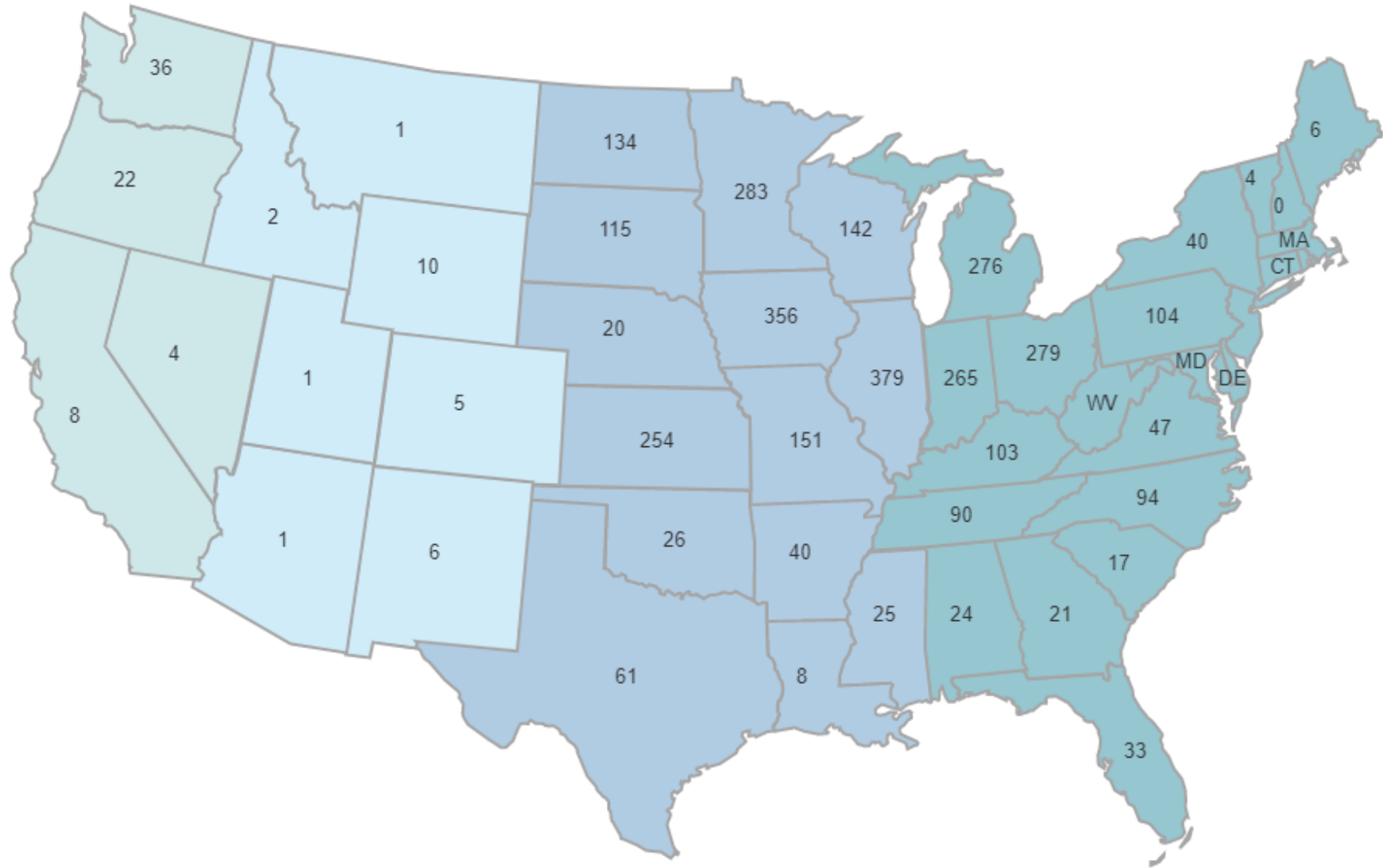


# Farmer Geographic Distribution

## Top States

- 1) Illinois – 379
- 2) Iowa – 356
- 3) Minnesota – 283
- 4) Ohio – 279
- 5) Indiana – 265
- 6) Kansas - 254

Canada – 436  
Puerto Rico - 4



CT 8  
DC 10  
DE 24  
MA 20  
MD 101  
NJ 25  
VT 4



# Trade Show

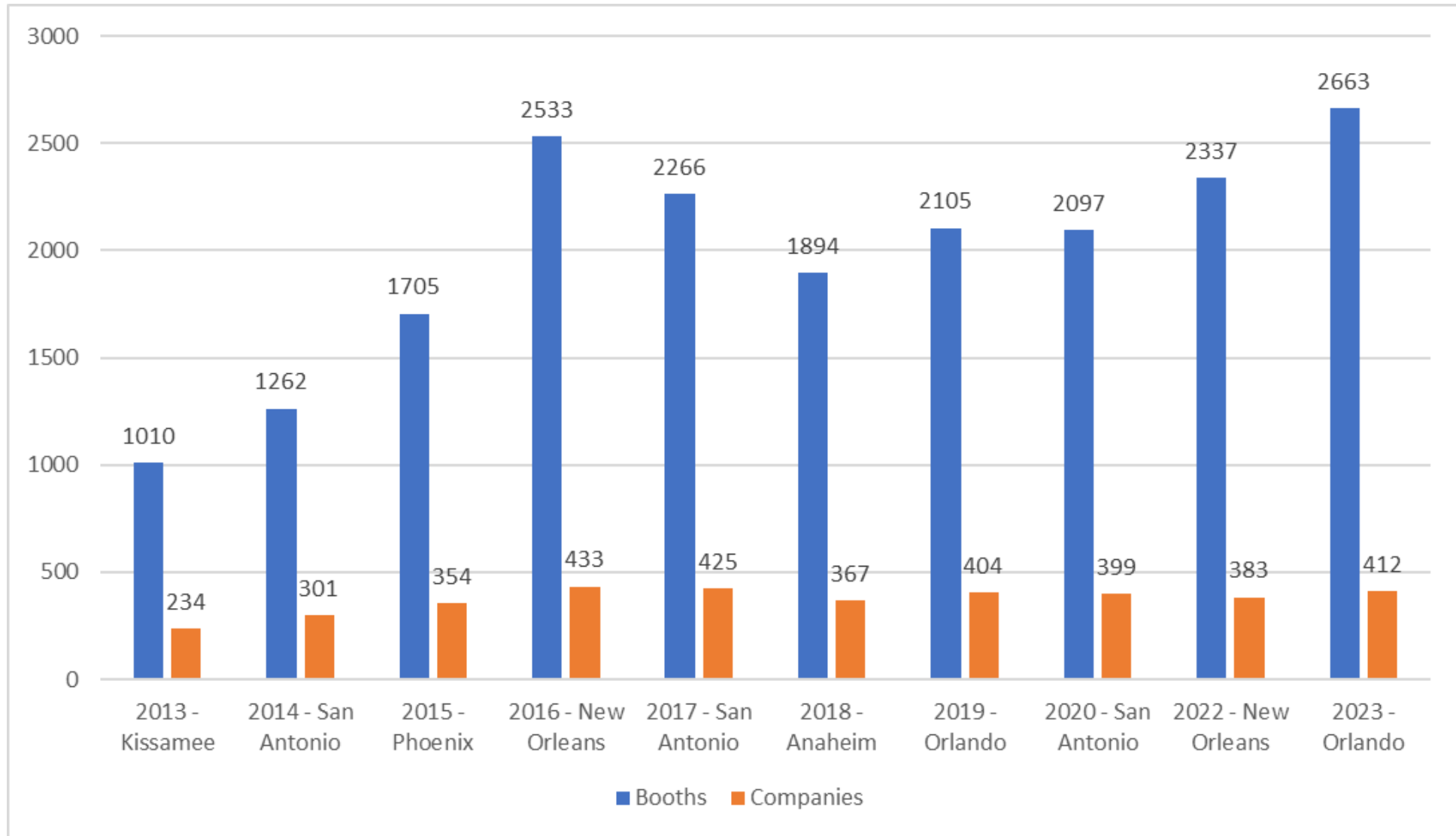
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*BASED ON POST-SHOW DATA*

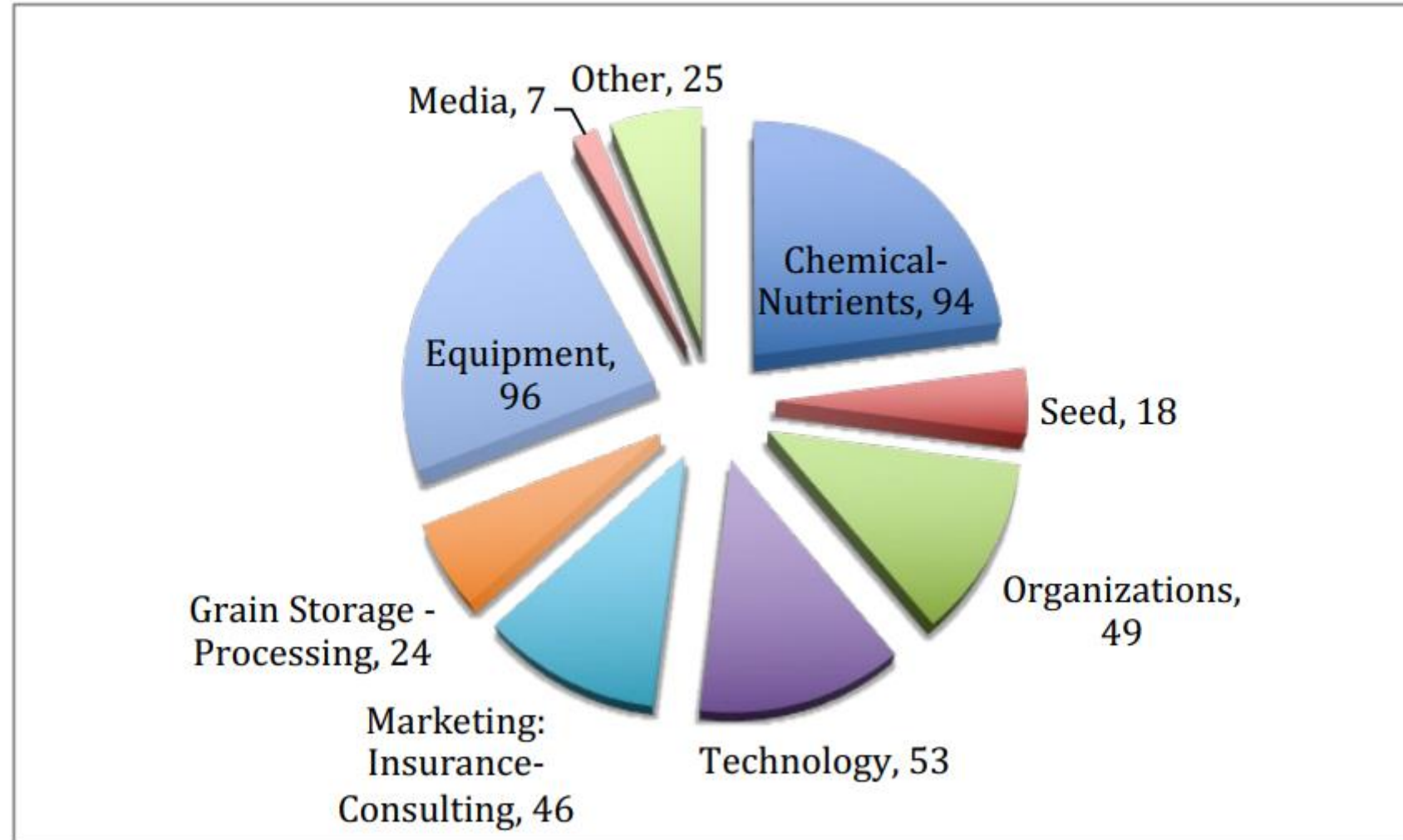
2023 COMMODITY CLASSIC



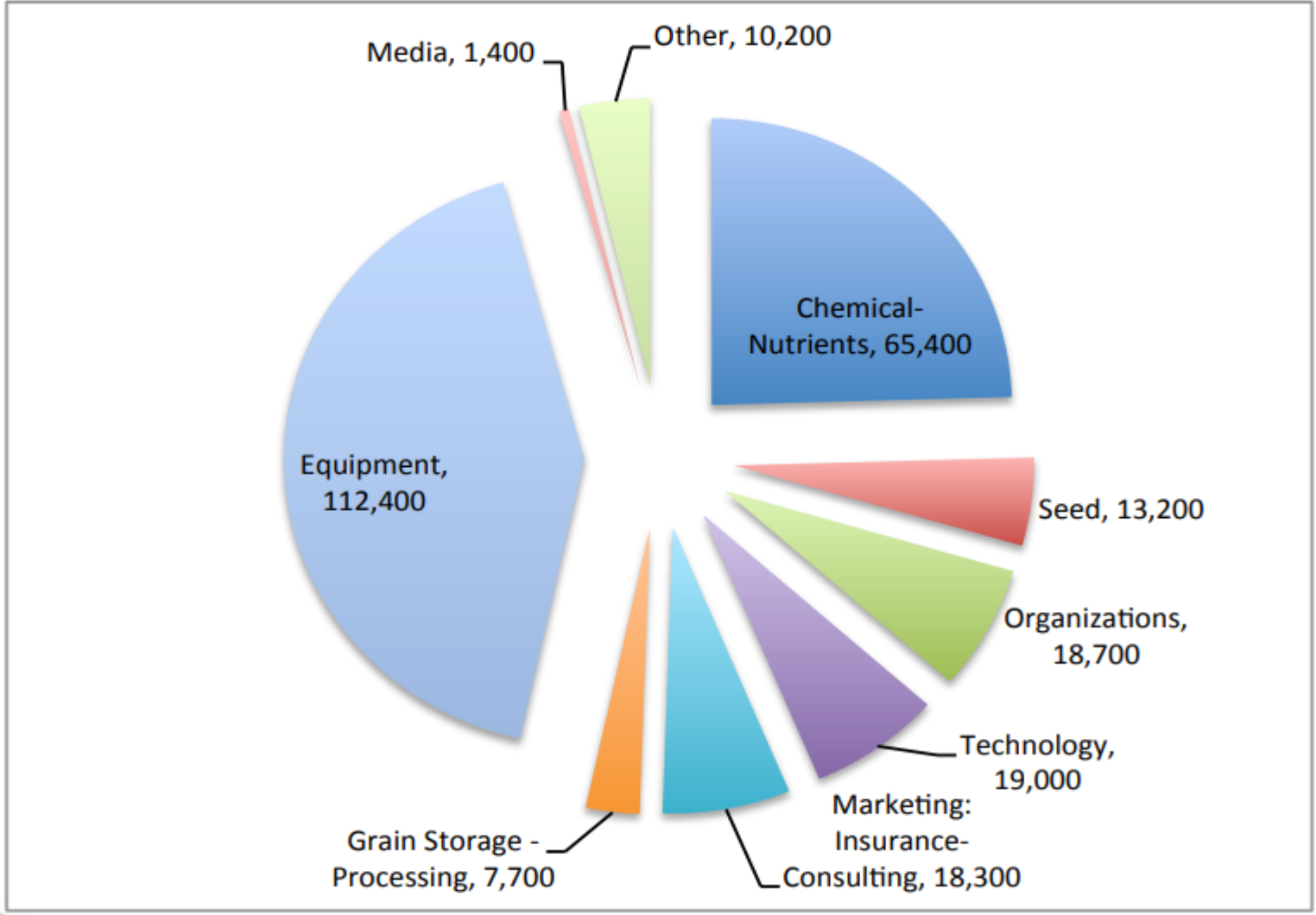
# Trade Show Profile



# Number of Companies by Products and Services



# Net Square Feet by Exhibitor Category



# Farmer Attendees are Decision Makers

*82% of Commodity Classic farmer attendees are decision makers on their own farms*

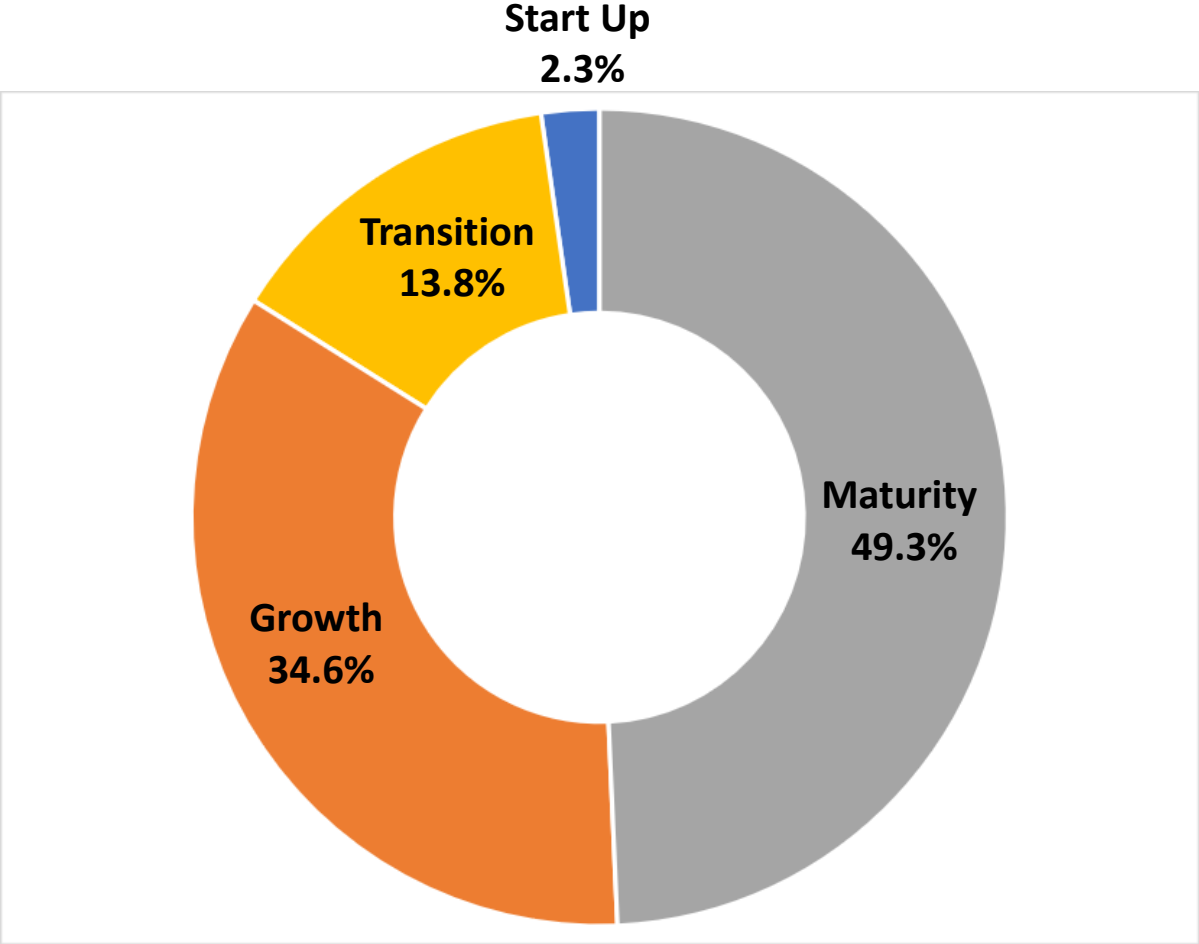


- Someone else makes all of the operational decisions
- My job is to make recommendations to farmers/clients
- I share decisions making with someone else

- I am not involved in any way with growing crops, managing crops or consulting with farmers
- I have some input, but ultimately leave decisions to someone else
- I have the final say in all operational decisions



# Growing and Maintaining Their Operations



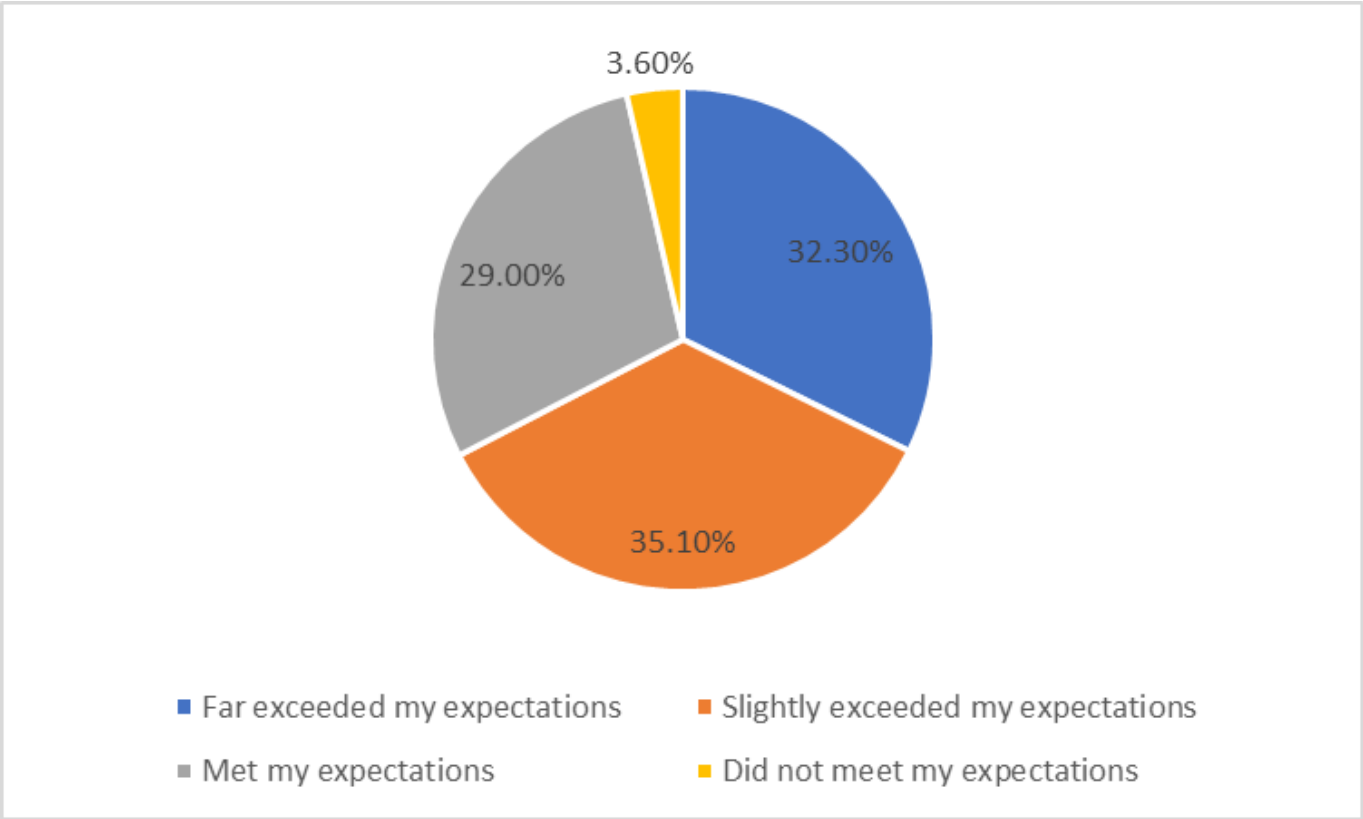
Phase	Definition
Start-up	Starting a new operation
Growth	Growing the size of the farming operation
Maturity	Focusing on maintaining size of the operation
Transition	Downsizing or transitioning off the farm in the next few years

*Note: Data is consistent with 2020 and 2022*



# Expectations vs. Experience: Orlando Attendees Were Satisfied!

- 96.4% of attendees indicated that Commodity Classic met or exceeded their expectations





# NPS Score

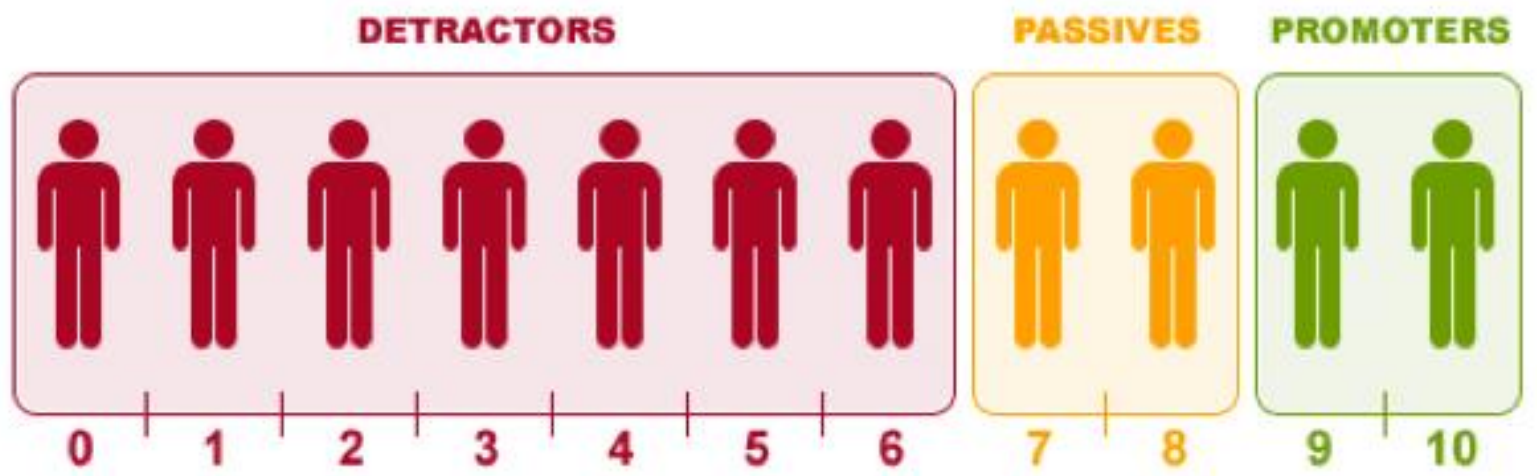
“How likely is it that you would recommend Commodity classic to other farmers?”

# 58



Creators of NPS (Bain & Company) suggest a score:

- Above 1 = Good
- Above 20 = Favorable
- Above 50 = Excellent
- Above 80 = World Class



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

