

2025 Commodity Classic Recap

Denver, Colorado



2025 REGISTRATION HIGHLIGHTS

- 11,395 Attendees
- 5,221 Farmers
- 1,579 First Time Farmers
- 32% Exhibitors
- 68% Non-Exhibitors

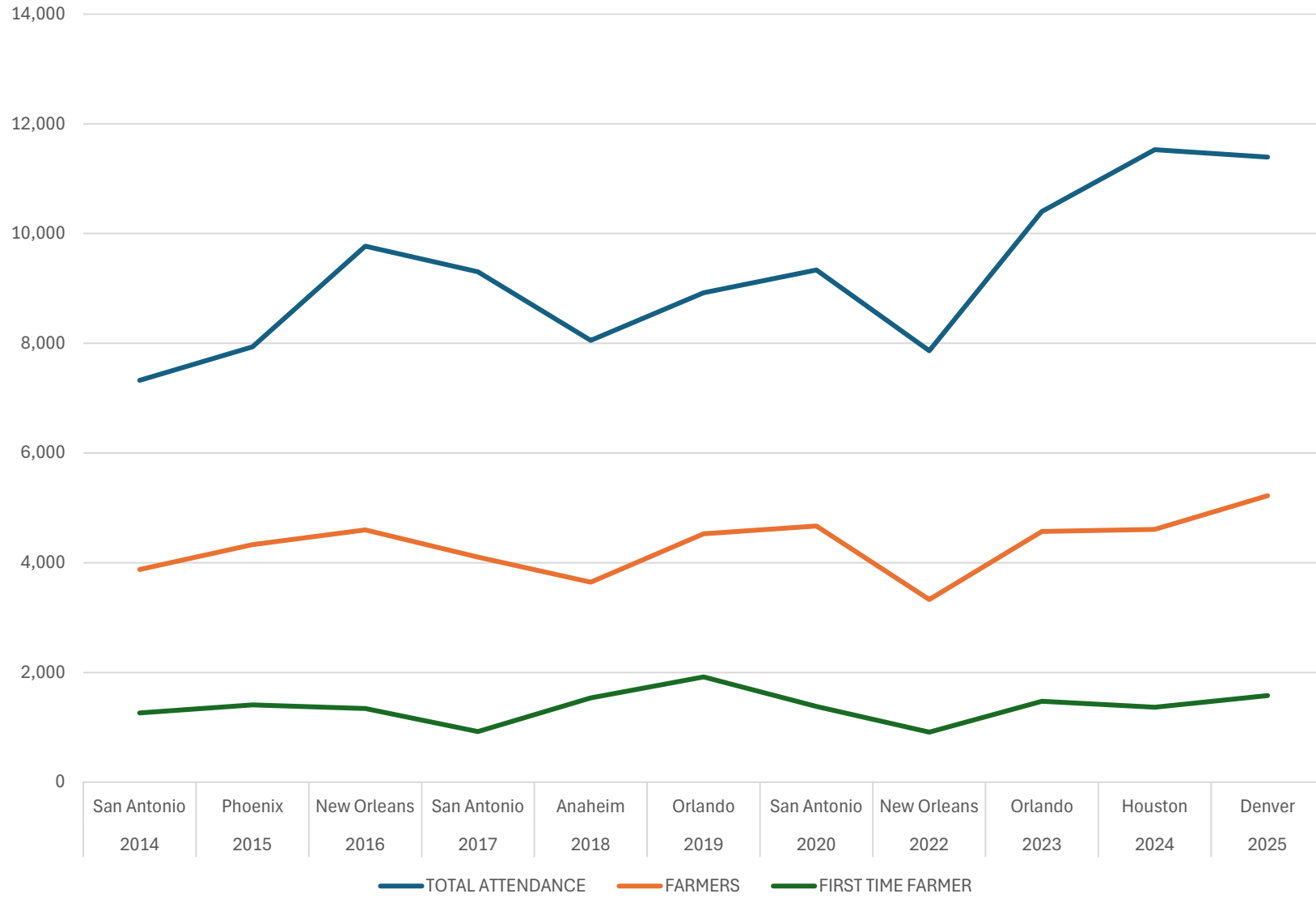


ATTENDANCE COMPARISON – BY YEAR

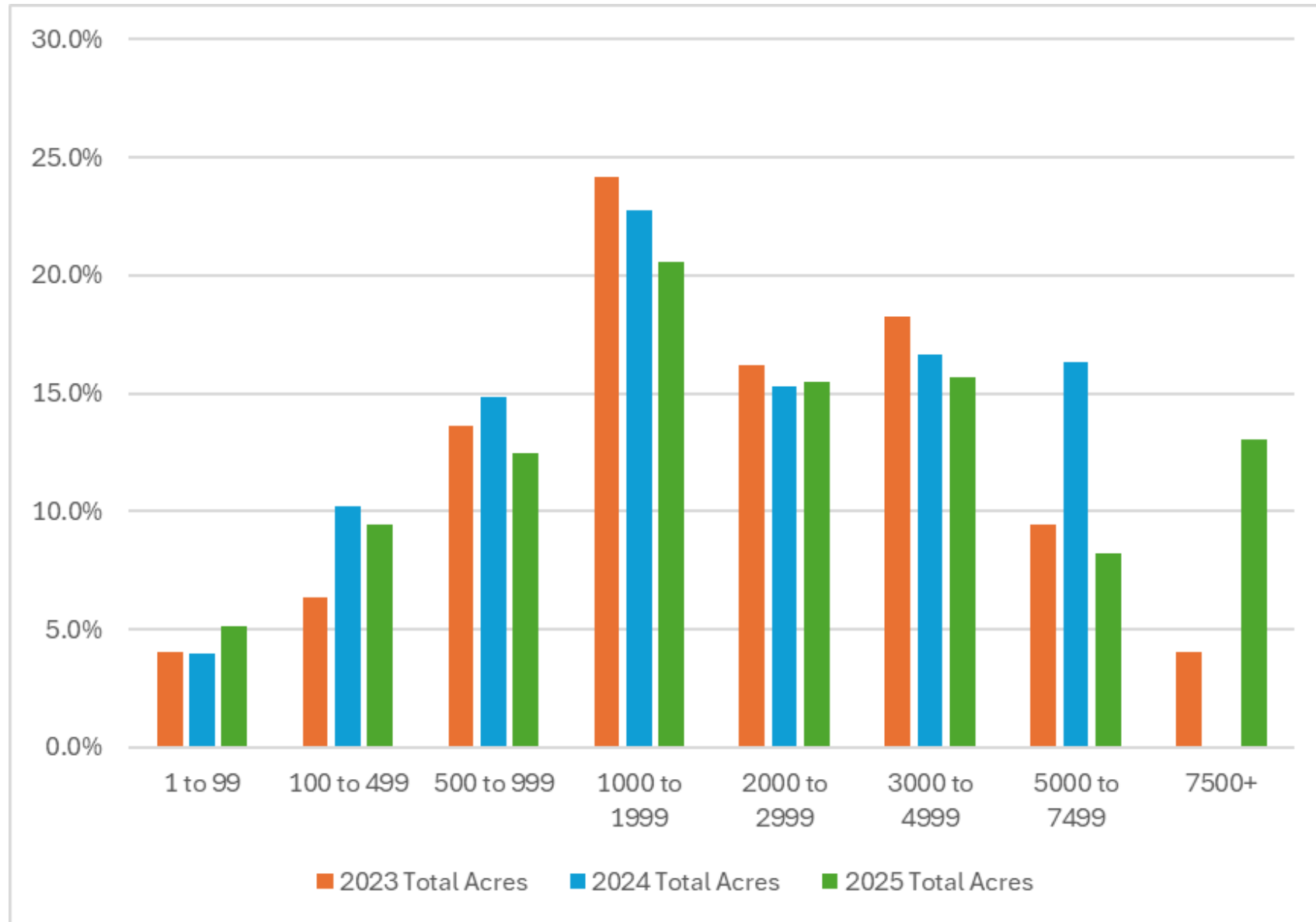
YEAR	CITY	TOTAL ATTENDANCE	FARMERS	FIRST TIME FARMER
2025	Denver	11,395	5,221	1,579
2024	Houston	11,530	4,607	1,367
2023	Orlando	10,402	4,572	1,472
2022	New Orleans	7,862	3,329	911
2020	San Antonio	9,335	4,669	1,379
2019	Orlando	8,920	4,528	1,918
2018	Anaheim	8,055	3,646	1,533
2017	San Antonio	9,303	4,102	920
2016	New Orleans	9,770	4,596	1,343
2015	Phoenix	7,936	4,328	1,410
2014	San Antonio	7,325	3,874	1,261



YEAR OVER YEAR ATTENDANCE

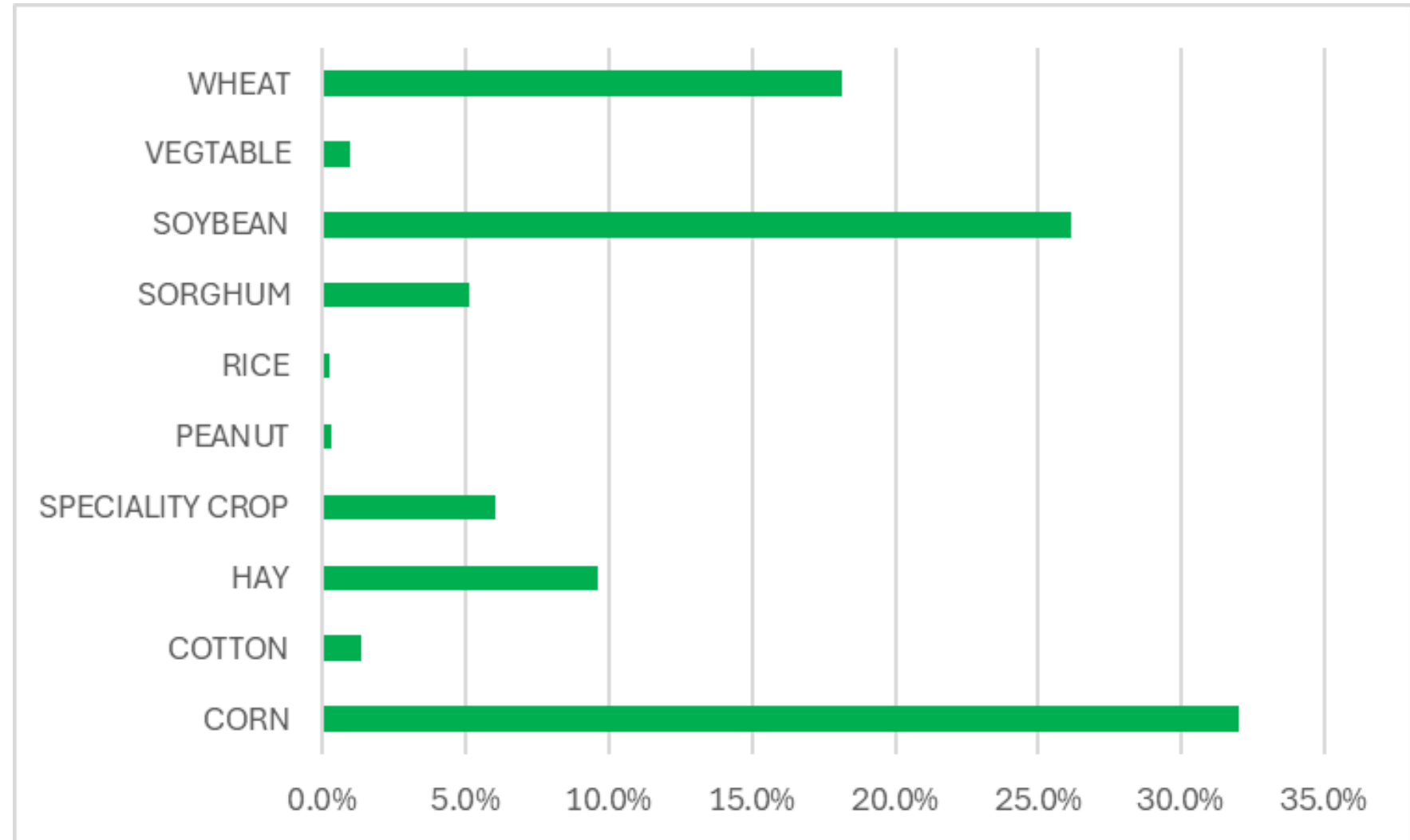


FARMER PROFILE BY ACREAGE



FARMER PROFILE – CROPS GROWN

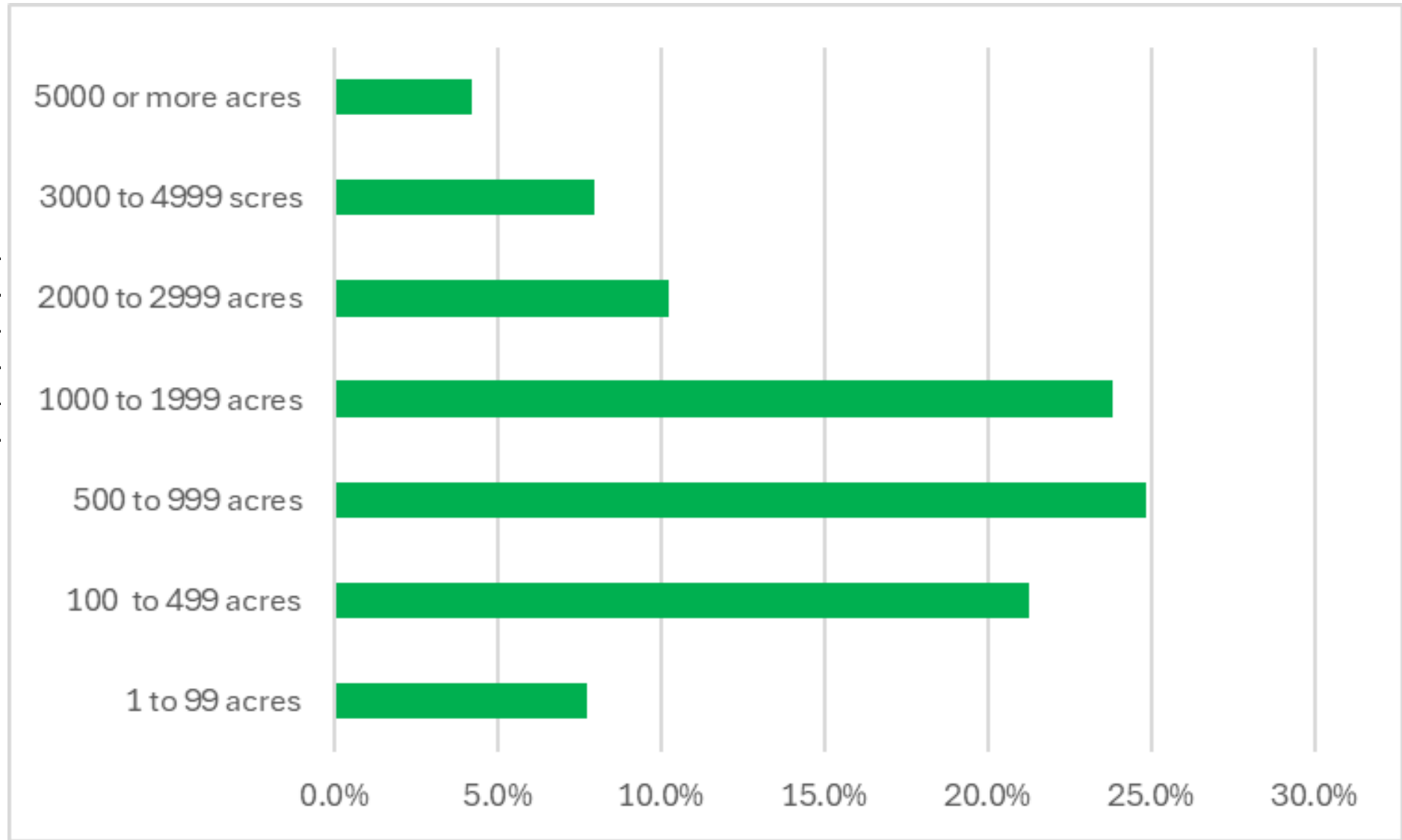
CROP	% OF FARMERS GROWING
CORN	32.0%
COTTON	1.4%
HAY	9.6%
SPECIALITY CROP	6.0%
PEANUT	0.3%
RICE	0.3%
SORGHUM	5.1%
SOYBEAN	26.2%
VEGETABLE	1.0%
WHEAT	18.1%



- *Important Note: % based on # of farmers who submitted their demographic information at registration*

FARMER PROFILE – CORN ACRES

CORN ACRES	% OF FARMERS GROWNING
1 to 99 acres	7.7%
100 to 499 acres	21.2%
500 to 999 acres	24.8%
1000 to 1999 acres	23.8%
2000 to 2999 acres	10.2%
3000 to 4999 acres	8.0%
5000 or more acres	4.2%

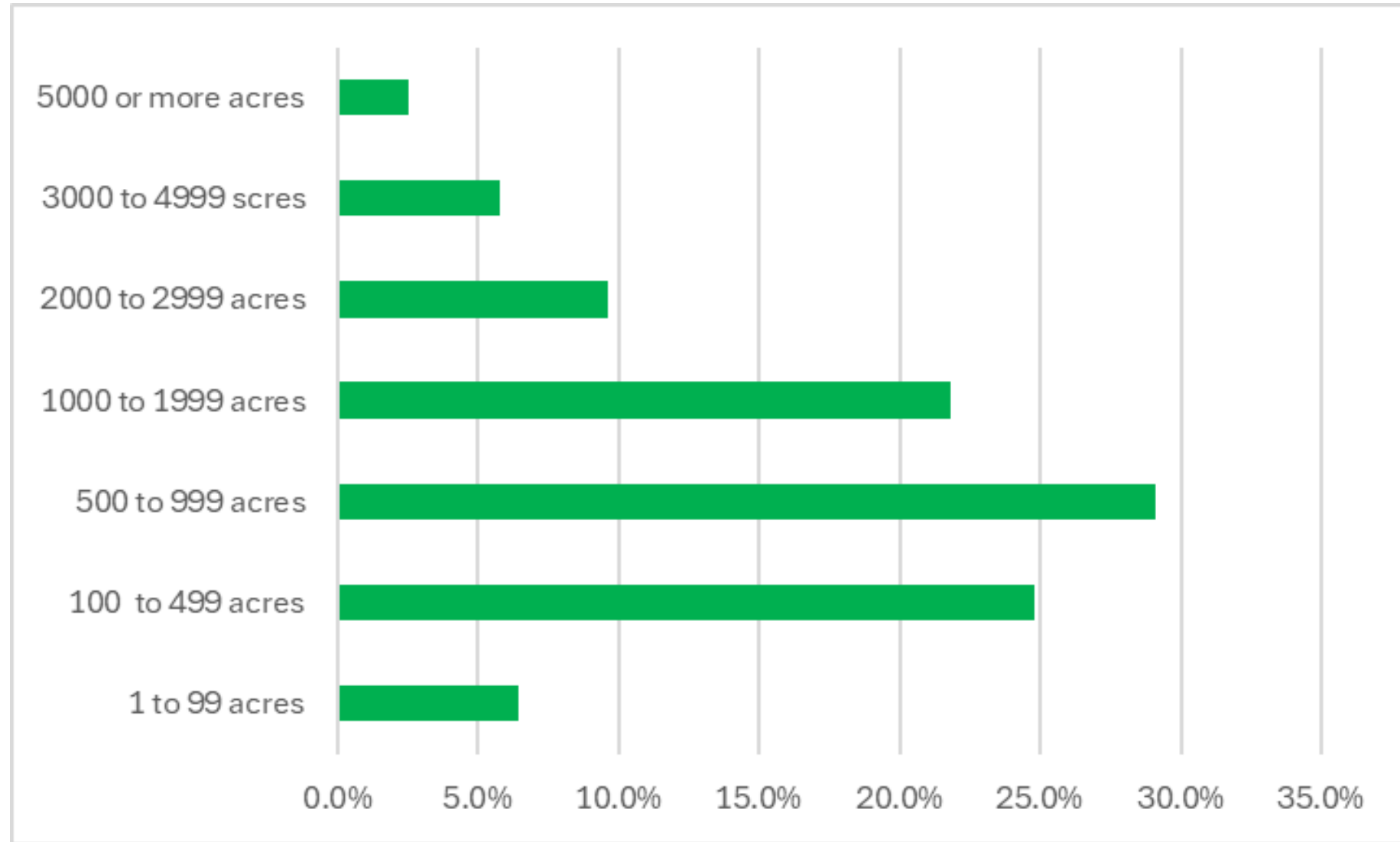


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FARMER PROFILE – SOYBEAN ACRES

SOYBEAN ACRES	% OF FARMERS GROWNING
1 to 99 acres	6.4%
100 to 499 acres	24.8%
500 to 999 acres	29.1%
1000 to 1999 acres	21.8%
2000 to 2999 acres	9.6%
3000 to 4999 acres	5.8%
5000 or more acres	2.5%

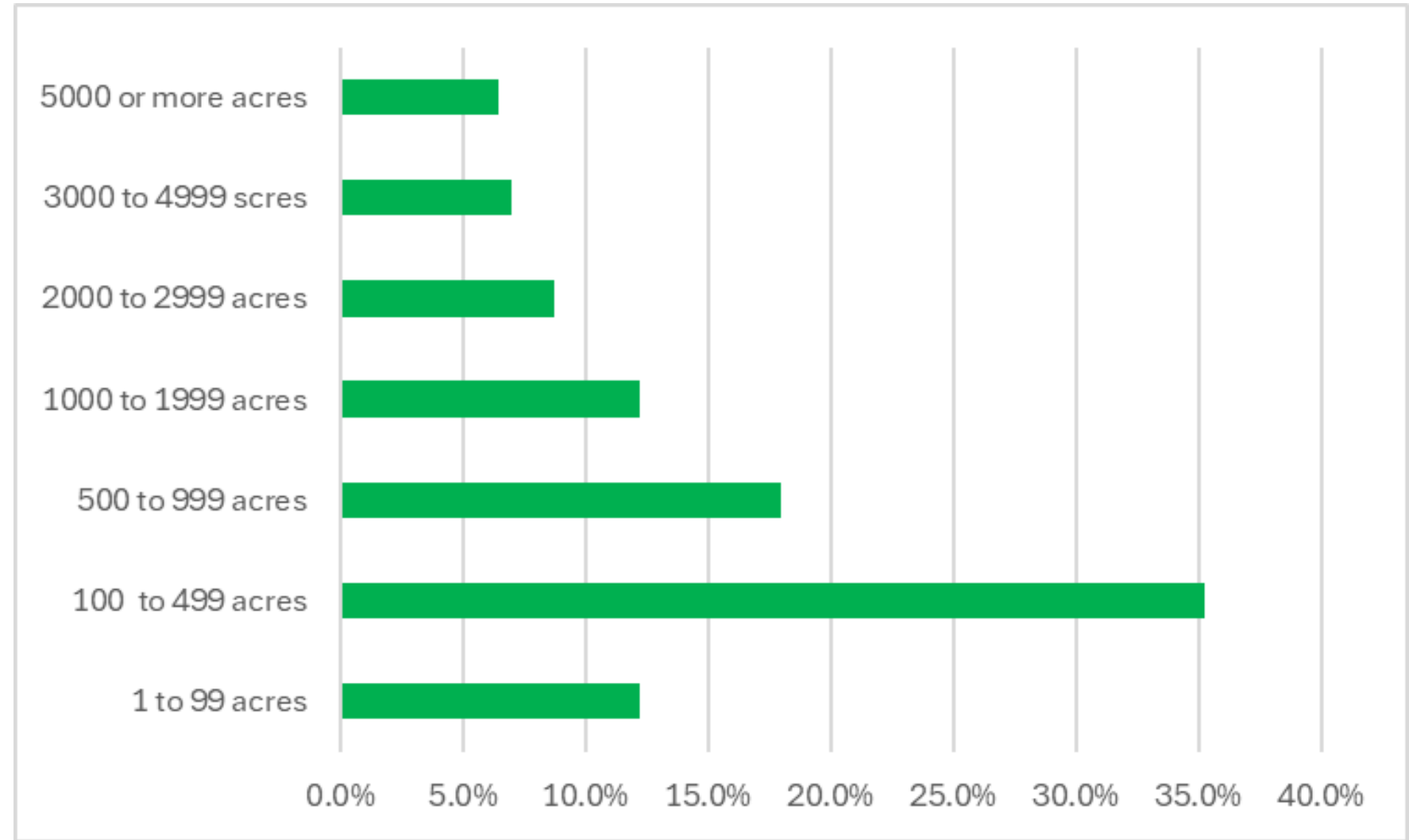


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FARMER PROFILE – WHEAT ACRES

WHEAT ACRES	% OF FARMERS GROWING
1 to 99 acres	12.2%
100 to 499 acres	35.3%
500 to 999 acres	18.0%
1000 to 1999 acres	12.2%
2000 to 2999 acres	8.7%
3000 to 4999 acres	7.0%
5000 or more acres	6.5%

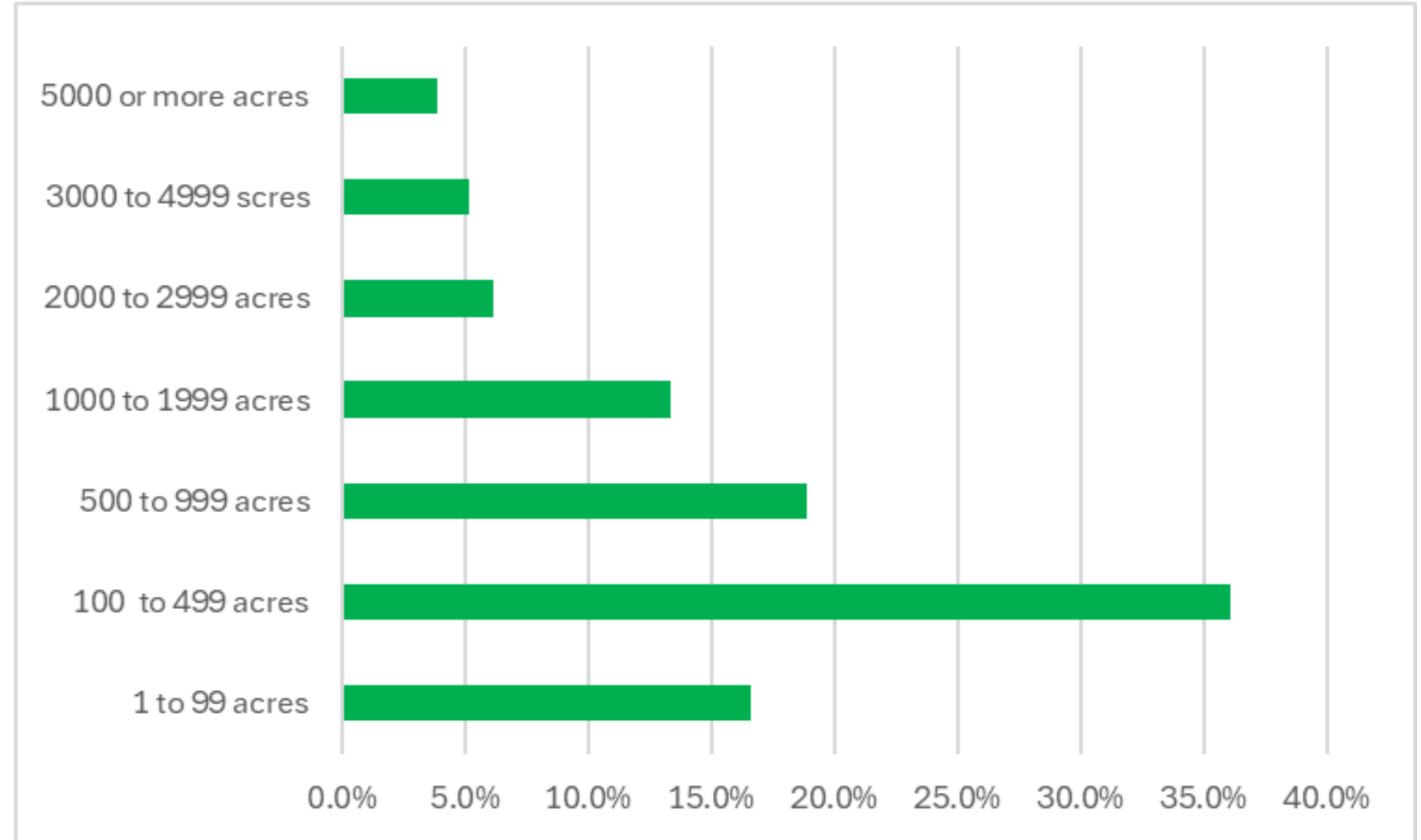


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FARMER PROFILE – SORGHUM ACRES

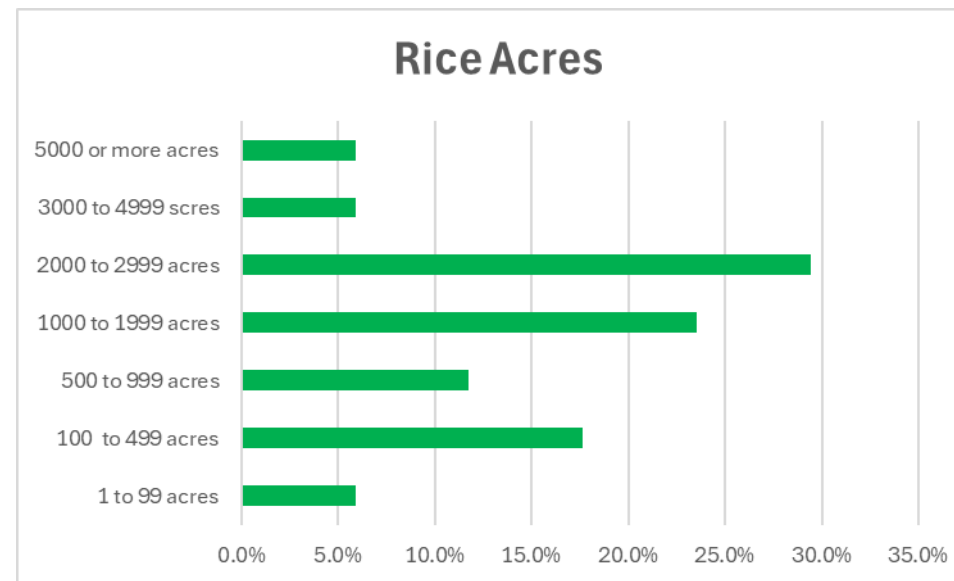
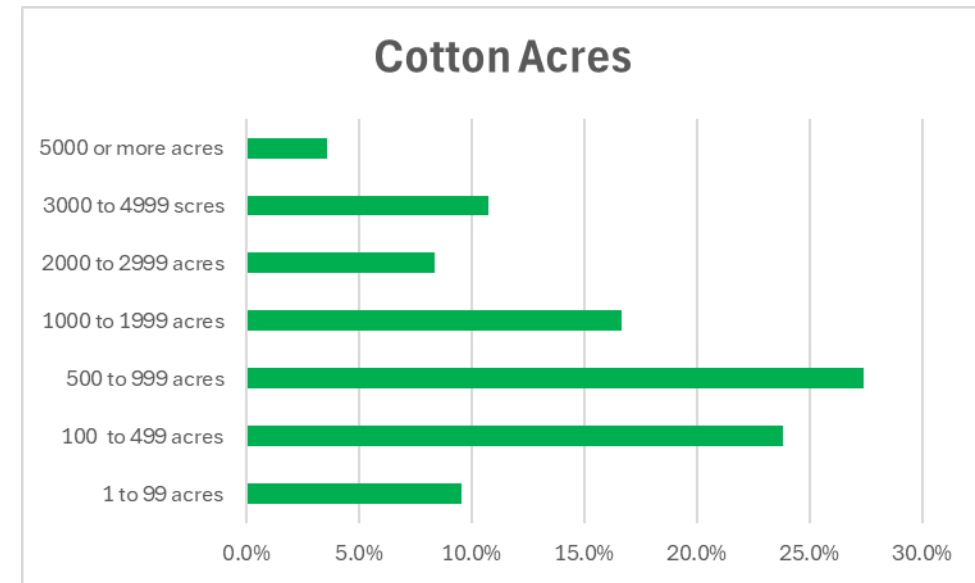
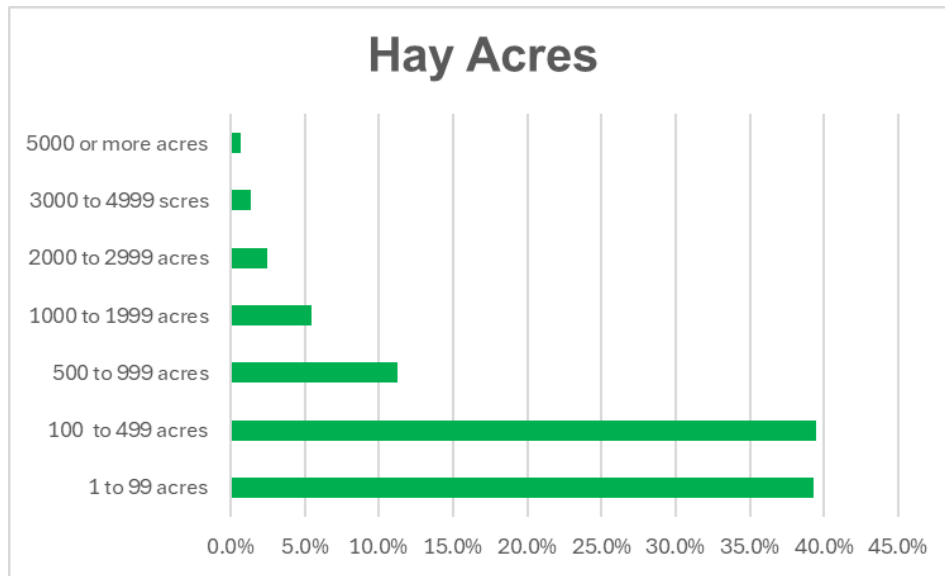
SORGHUM ACRES	% OF FARMERS GROWING
1 to 99 acres	16.6%
100 to 499 acres	36.0%
500 to 999 acres	18.8%
1000 to 1999 acres	13.3%
2000 to 2999 acres	6.2%
3000 to 4999 acres	5.2%
5000 or more acres	3.9%



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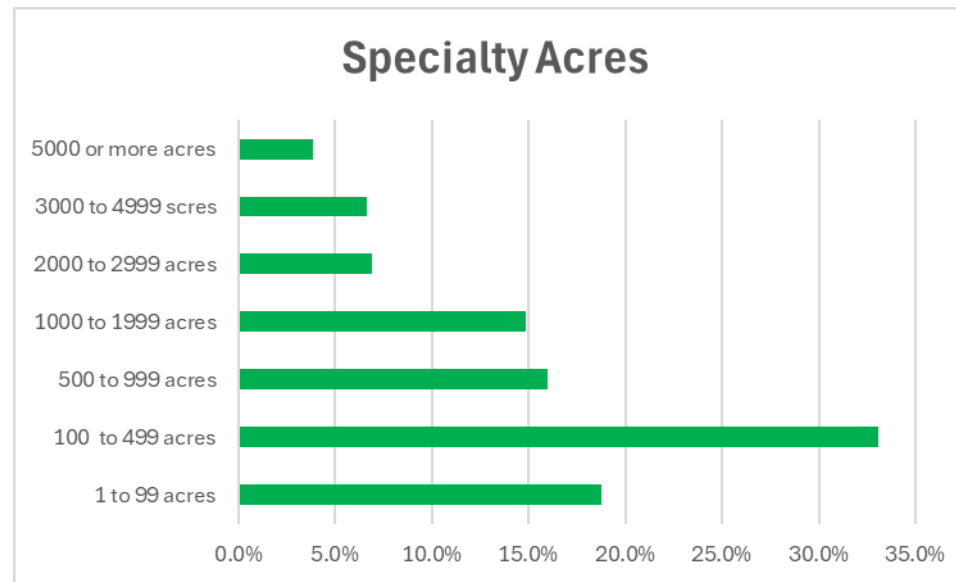
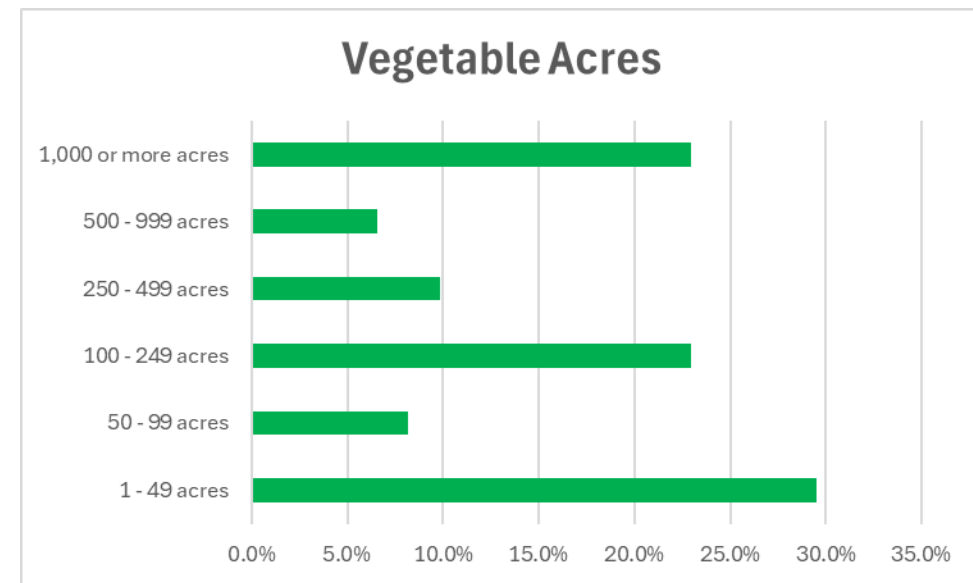
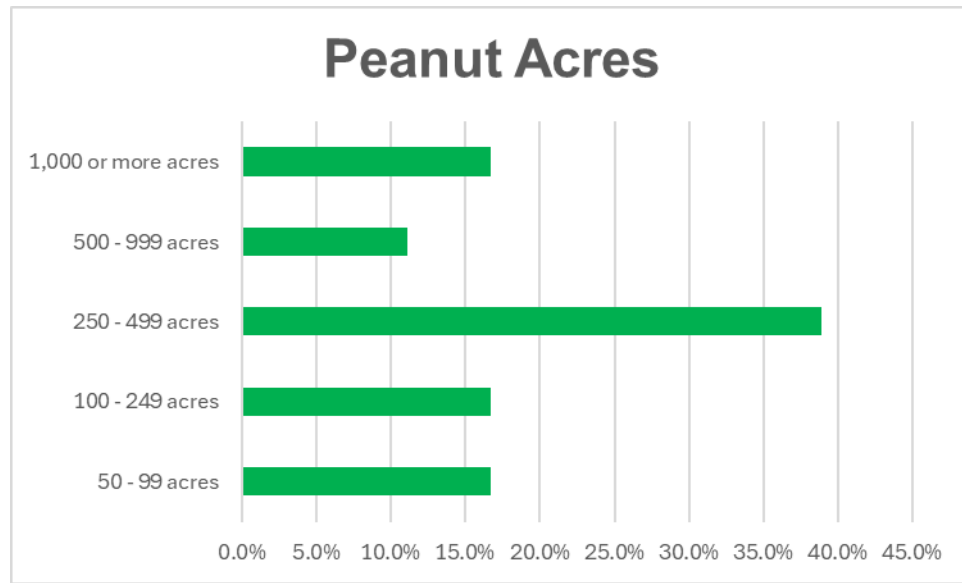
FARMER PROFILE – OTHER ACRES



- *Important Note: % based on # of farmers who submitted their demographic information at registration*



FARMER PROFILE – OTHER ACRES CONTINUED

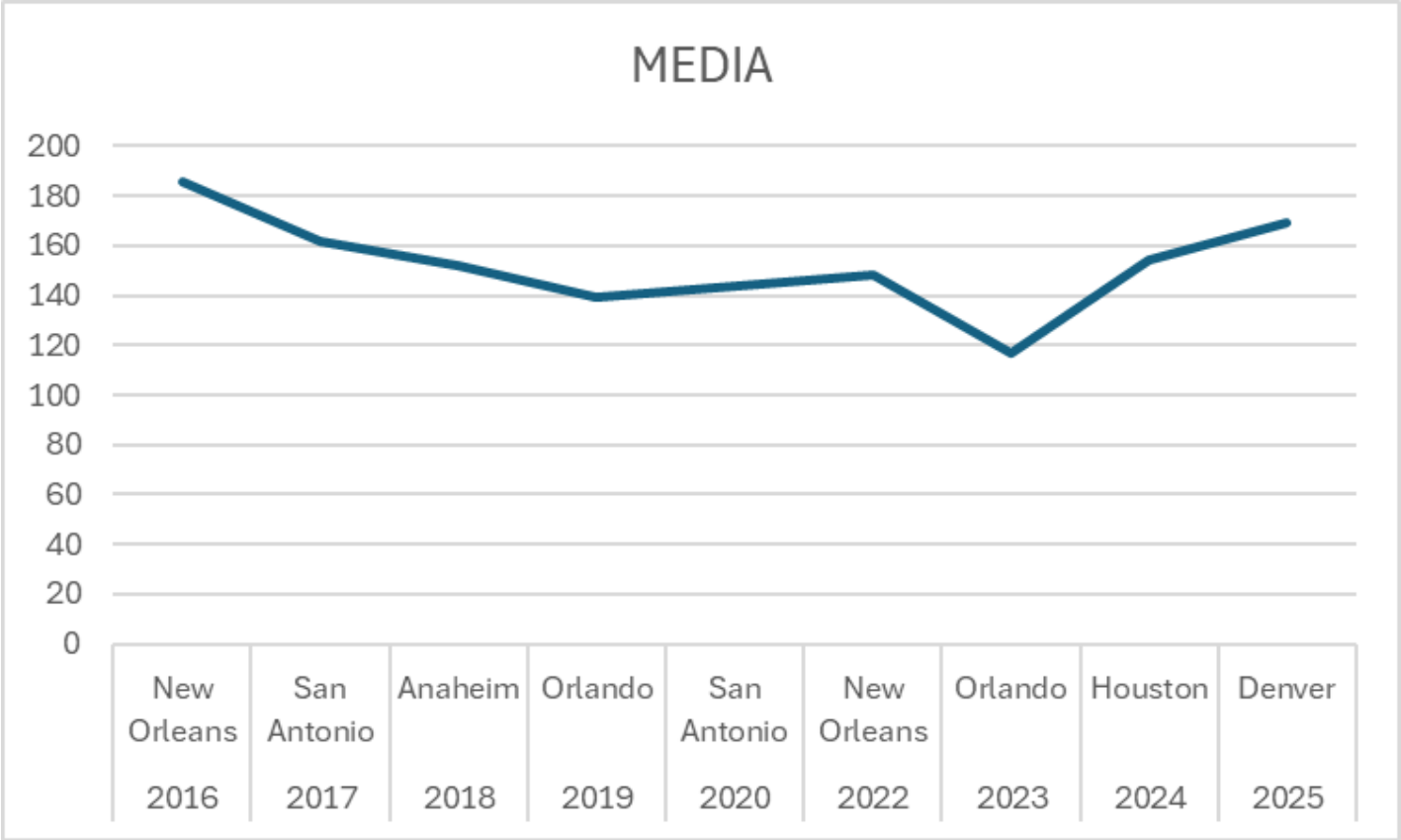


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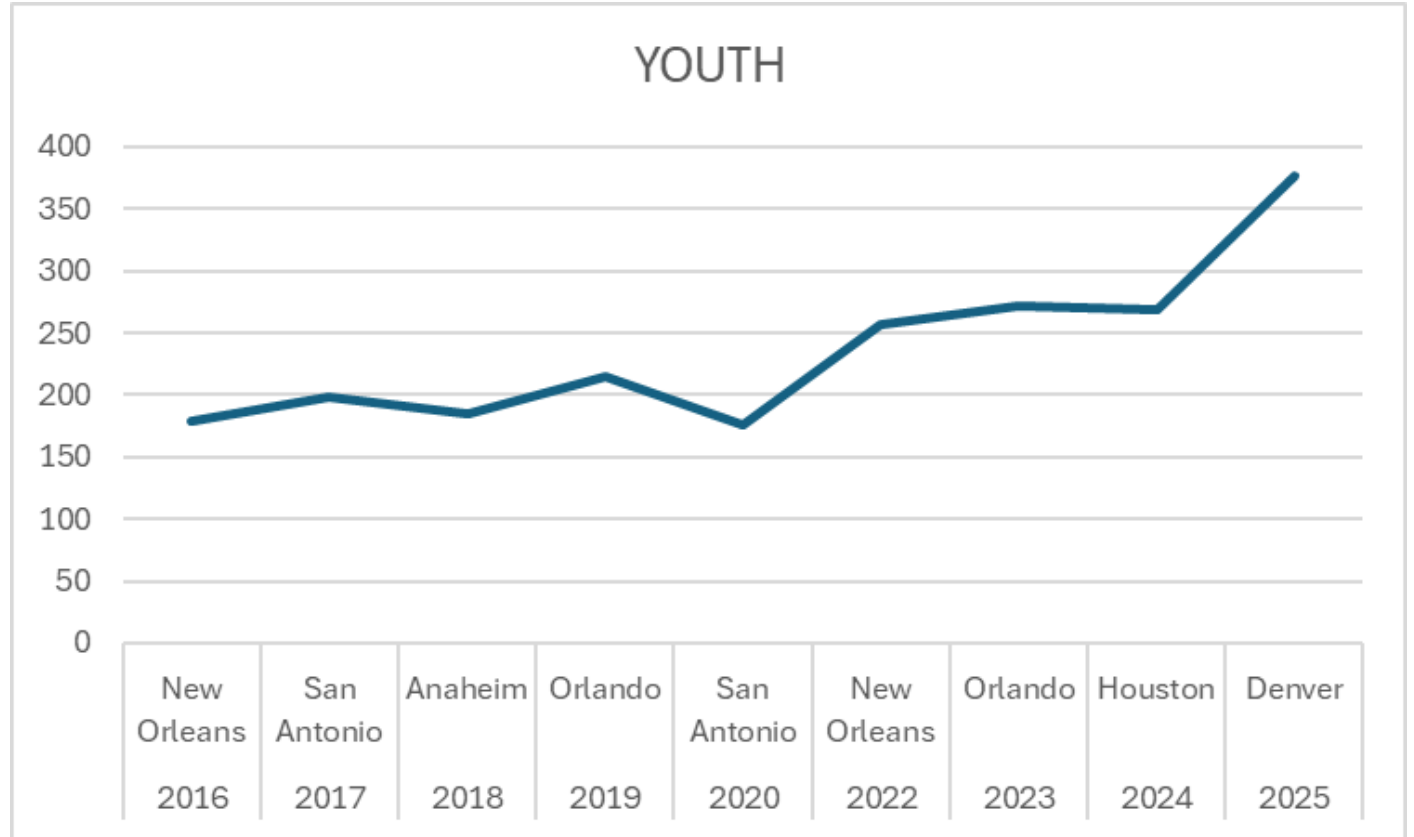
MEDIA

YEAR	CITY	MEDIA
2025	Denver	169
2024	Houston	154
2023	Orlando	117
2022	New Orleans	148
2020	San Antonio	144
2019	Orlando	139
2018	Anaheim	152
2017	San Antonio	162
2016	New Orleans	186

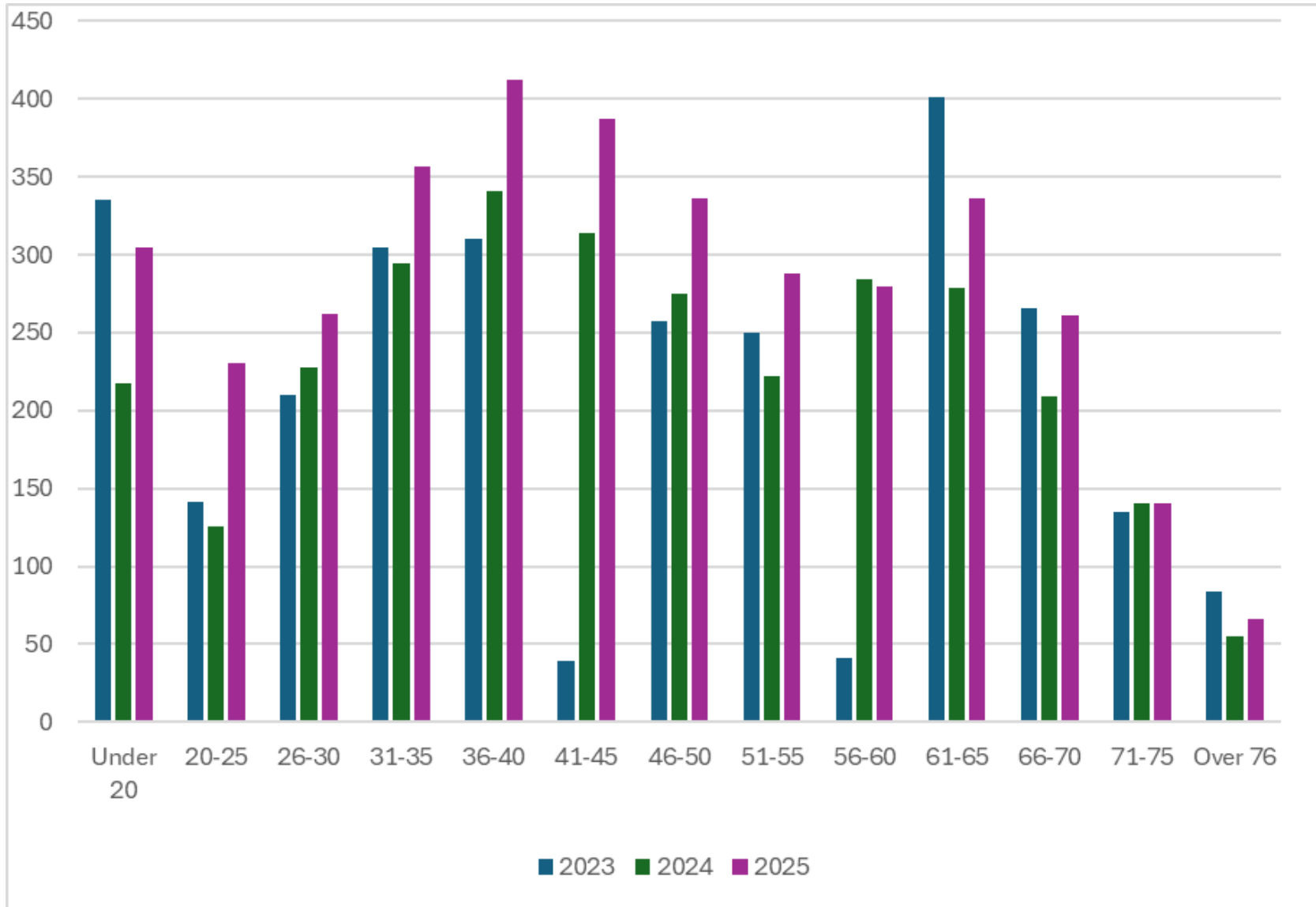


YOUTH

YEAR	CITY	YOUTH
2025	Denver	377
2024	Houston	268
2023	Orlando	272
2022	New Orleans	257
2020	San Antonio	176
2019	Orlando	215
2018	Anaheim	185
2017	San Antonio	198
2016	New Orleans	179



FARMER PROFILE BY AGE



FARMERS BY STATE

2025		
1	Colorado	412
2	Kansas	391
3	Iowa	372
4	Nebraska	364
5	Illinois	346
6	Indiana	279
7	Minnesota	262
8	Ohio	258
9	South Dakota	220
10	Missouri	210
11	North Dakota	177
12	Michigan	150

2024		
1	Illinois	408
2	Iowa	378
3	Ohio	271
4	Minnesota	267
5	Michigan	241
6	Indiana	236
7	Kansas	231
8	Nebraska	207
9	Texas	179
10	Missouri	175
11	Kentucky	161
12	North Dakota	157

2023		
1	Illinois	443
2	Iowa	399
3	Minnesota	325
4	Ohio	322
5	Michigan	311
6	Indiana	303
7	Kansas	275
8	Nebraska	236
9	Missouri	193
10	Wisconsin	169
11	North Dakota	156
12	Kentucky	143

Unique to 2025:

- Colorado top attending state for farmers
- Colorado and South Dakota were in top 12 for the first time

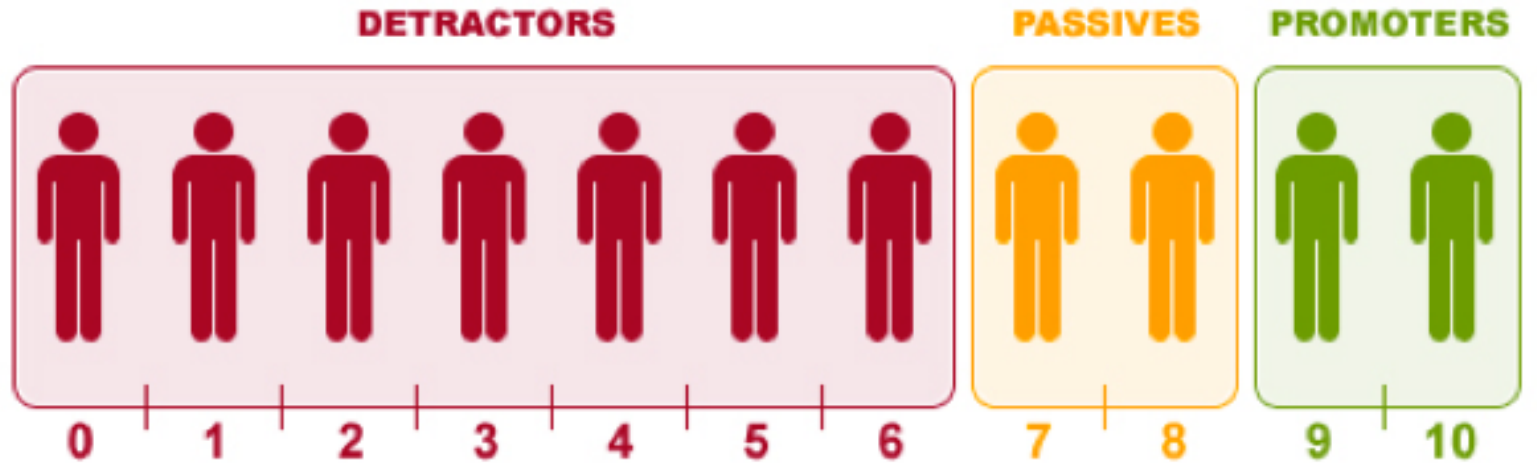


2025 Commodity Classic Exhibitor Survey Results Summary

Denver, Colorado



Calculating your NPS score is as simple as tallying up your responses and subtracting the percentage of detractors from the percentage of promoters. For example, if 60% of respondents are promoters, 10% are detractors, and 30% are passives, your NPS would be 60-10=50.



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



Net Promoter Score

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



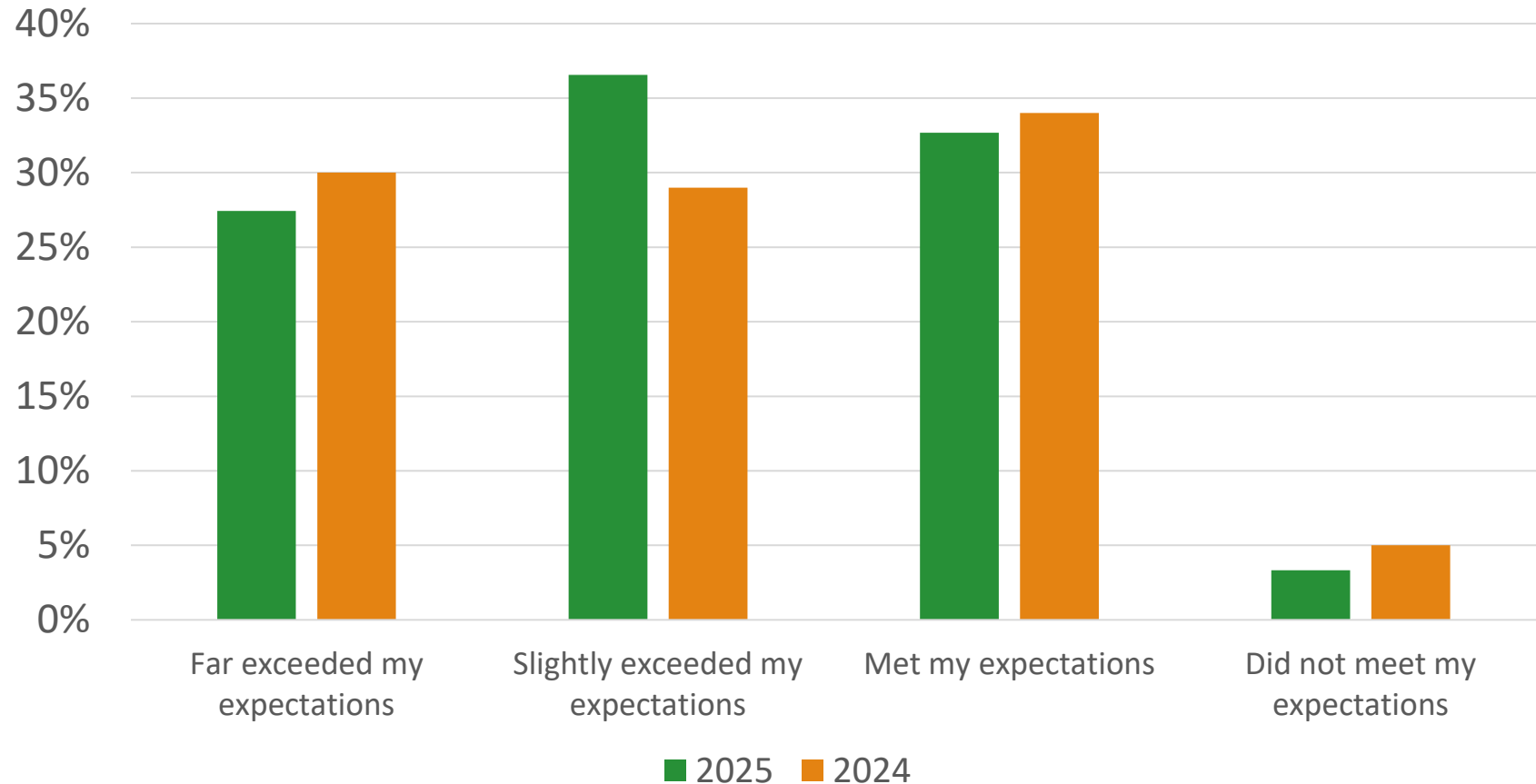
58

***45 in 2024**

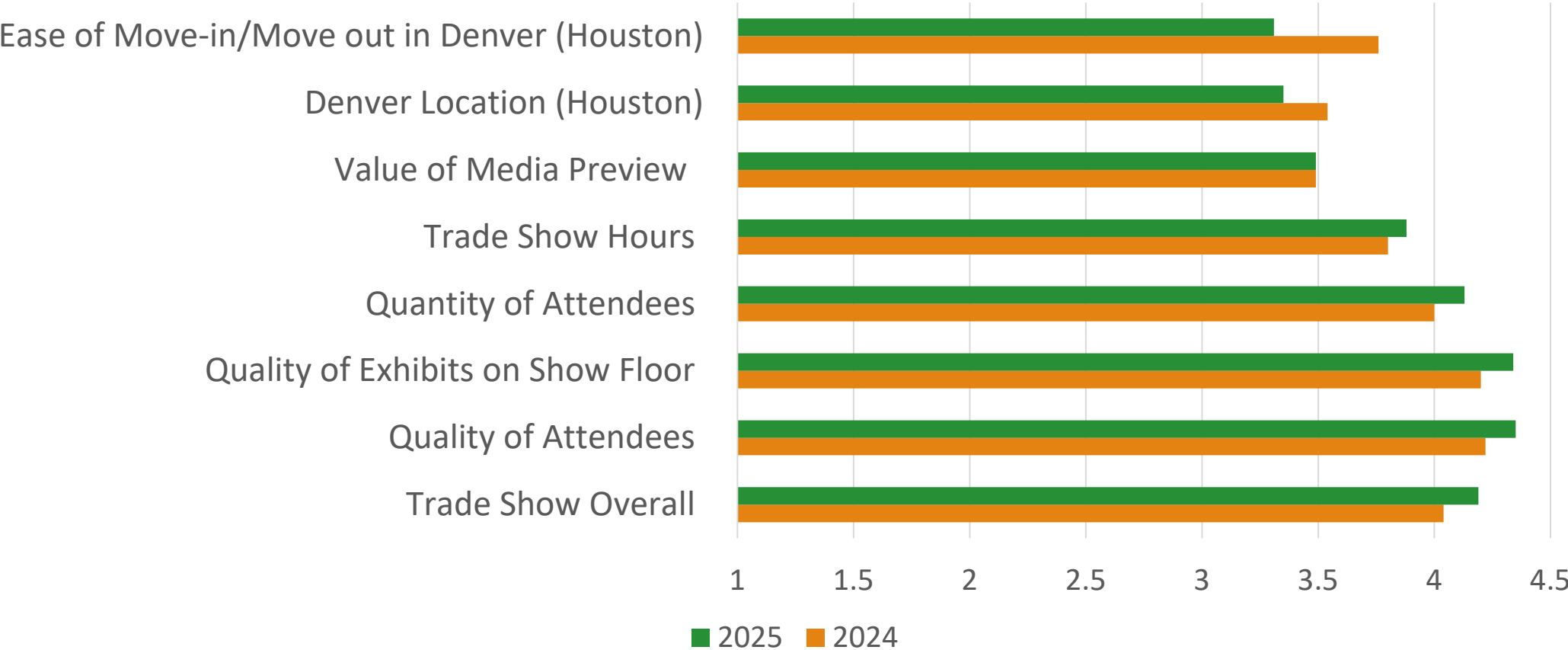
Globally, trade show exhibitors rate exhibitions with a negative average NPS of -17. Only 25% of shows have a positive NPS.

Overall, would you say the 2025 Commodity Classic...

Classic Met or Exceeded expectations for 95% of exhibitors.



Please rate your satisfaction with the following:



2025 Commodity Classic Attendee Survey Results Summary

Denver, Colorado



Net Promoter Score

“How likely is it that you would recommend Commodity classic to a friend or colleague?”

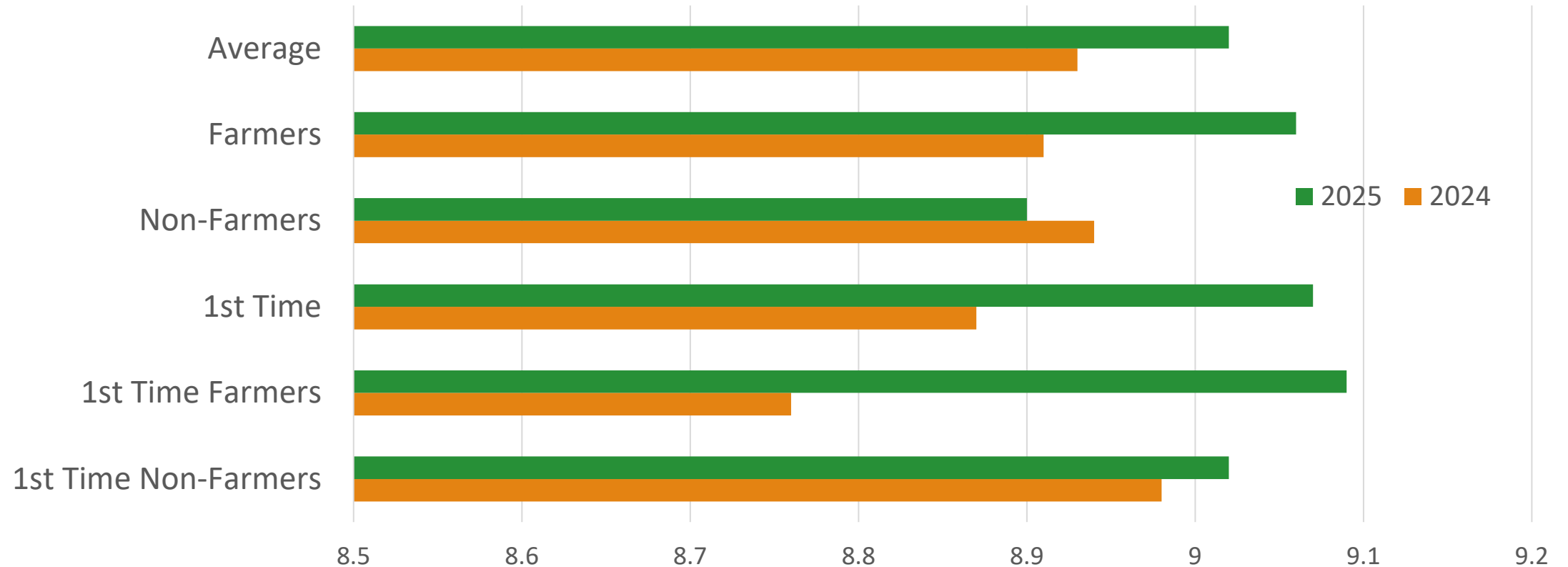


65

***57 in 2024**

For attendees, NPS of 30 is generally considered good, with scores above 50 indicating excellent customer satisfaction and strong loyalty.

How likely is it that you would recommend Commodity Classic to other farmers?

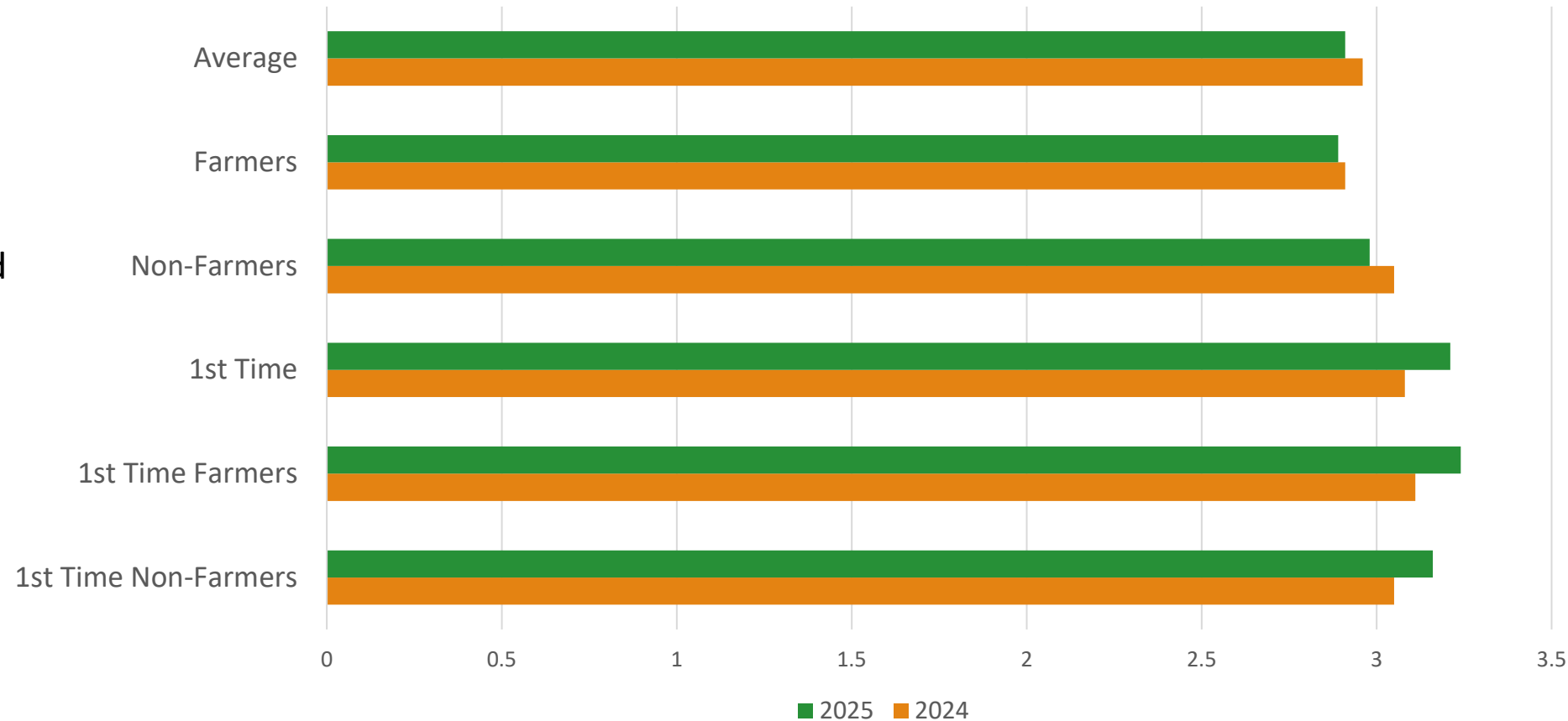


(scale of 1-10, 1 definitely not, 10 definitely recommend)



Overall Expectations Met

97% of all attendees said Classic Met to Far Exceeded their expectations in 2025.

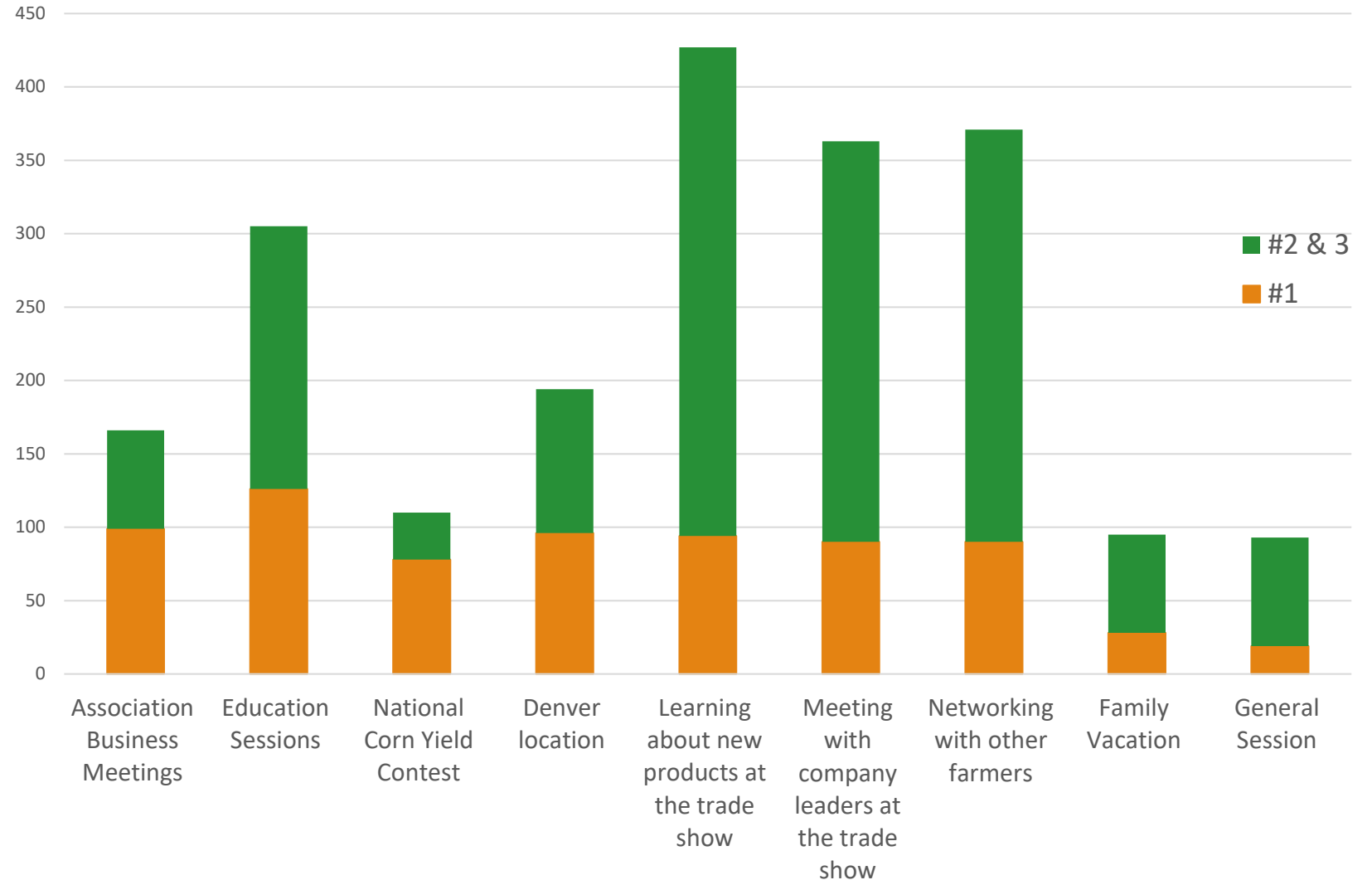


(1-4 Scale - Did not Meet to Far Exceeded)



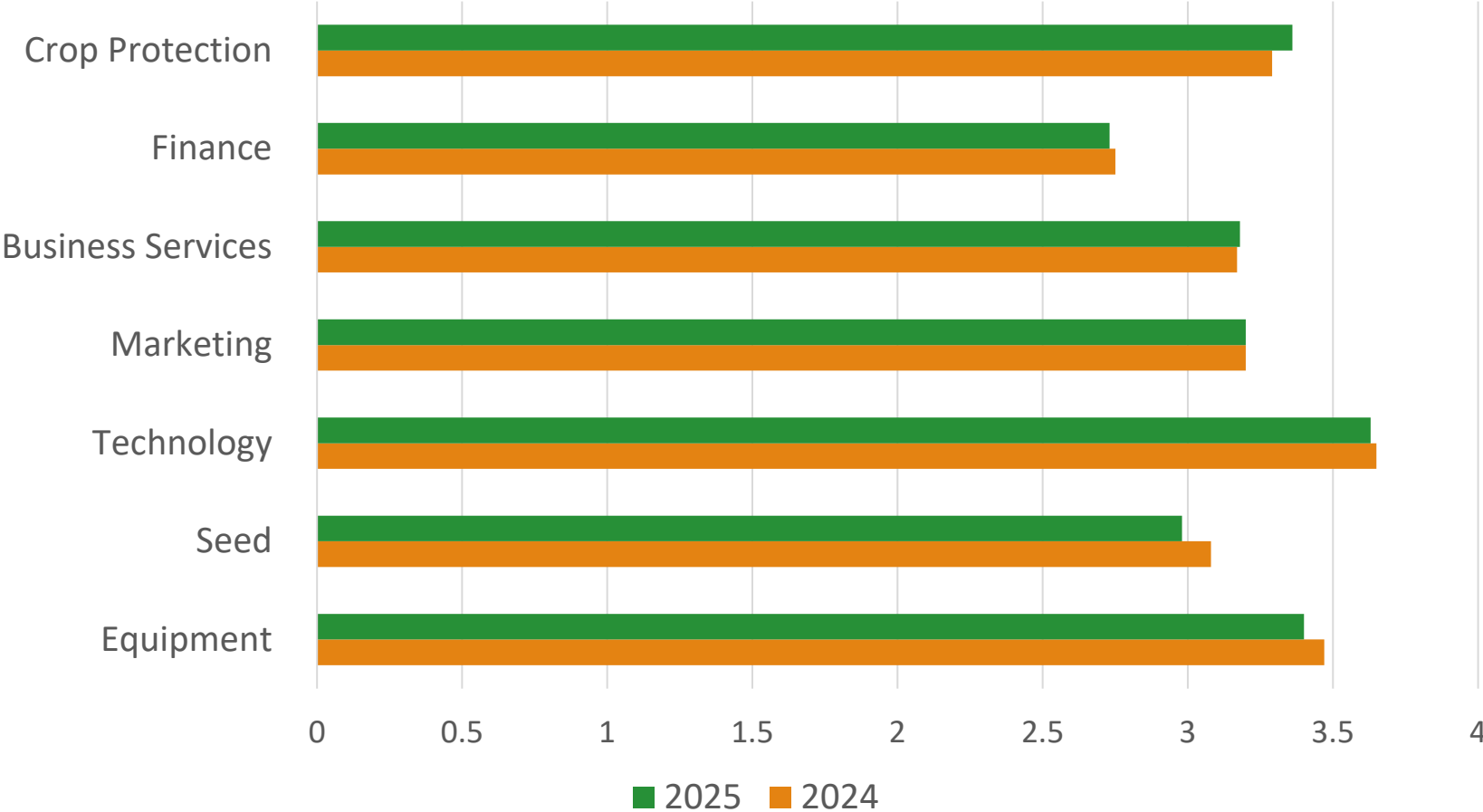
Top Reasons for Attending

Responses were ranked 1-5.
Orange indicates first choice;
Green shows the value of
choices 2-3.



Purchase Influence

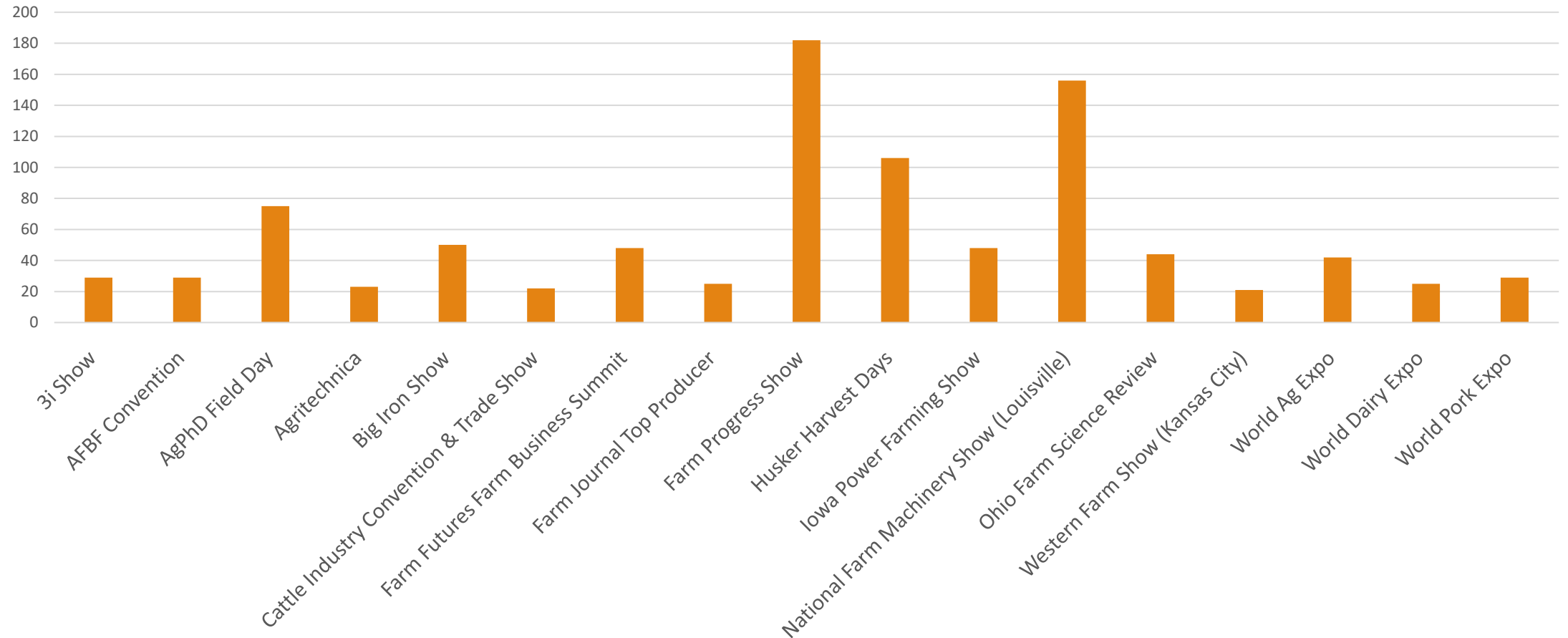
To what degree will your experience at the 2025 Commodity Classic influence your purchasing and product decisions in the coming year?



(1 = not at all influential and 5 = extremely influential)



Other Events

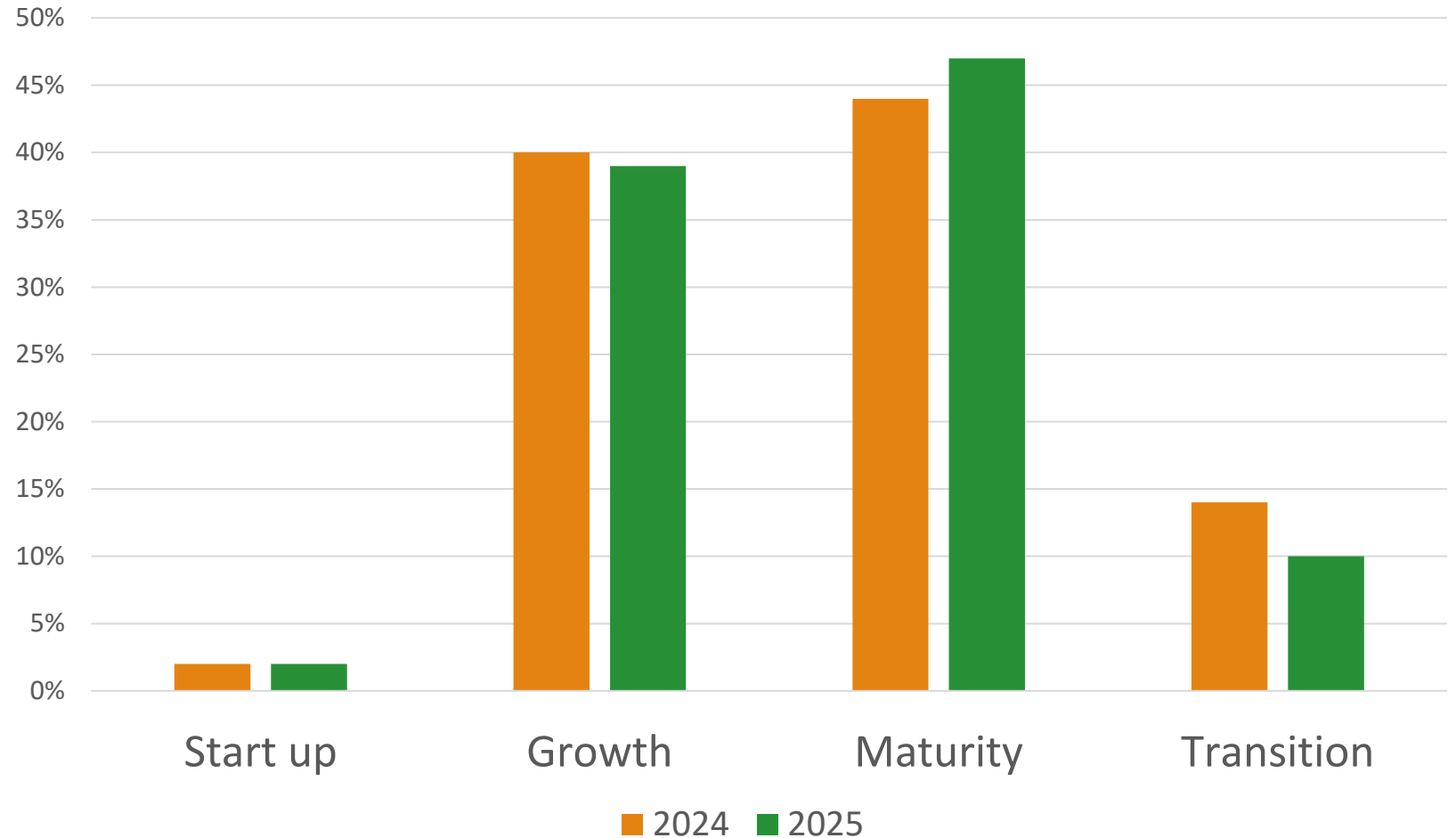


Commodity Classic was ranked as the most valuable show they attend by 74% of attendees



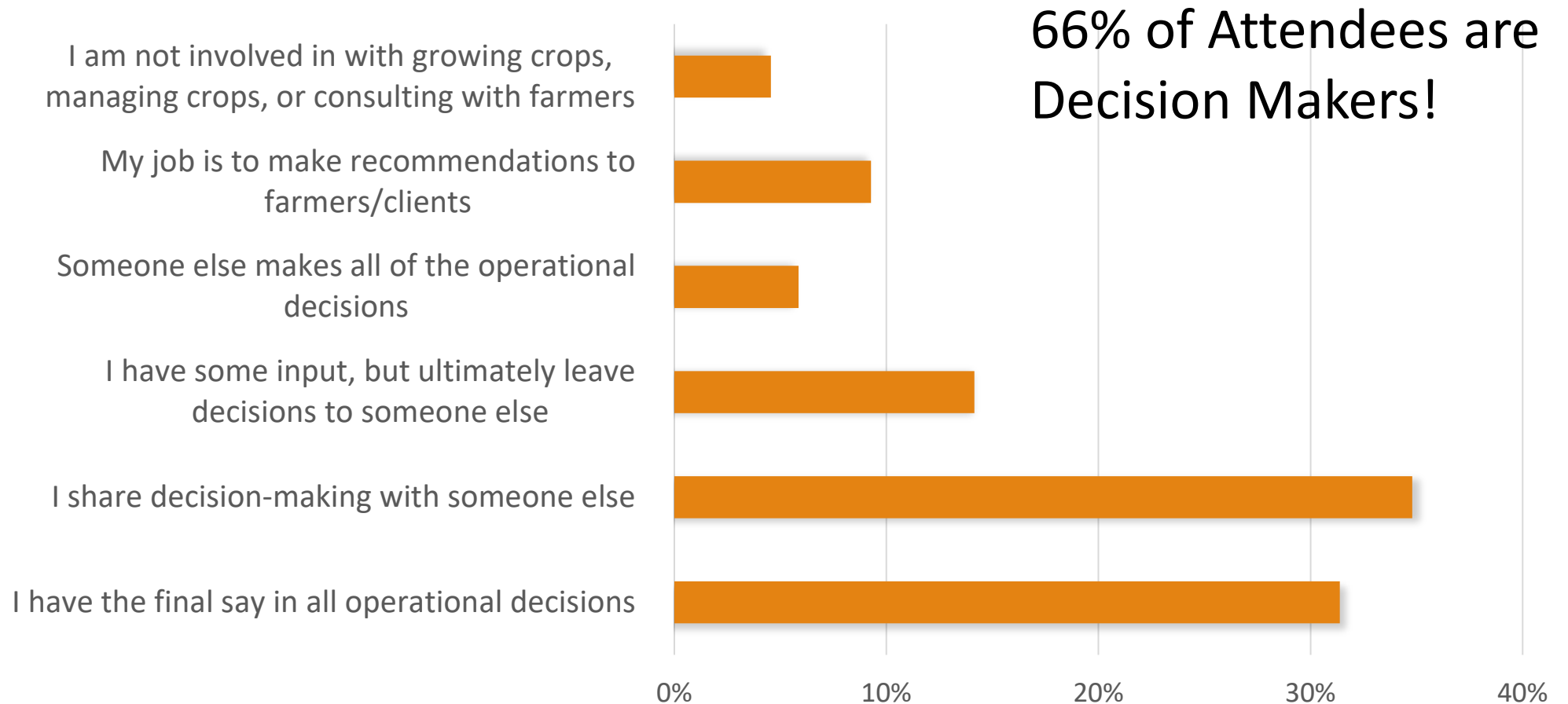
Growing or Going?

Which of the following best describes the current state of your farming operation?



Decision Makers

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



Thank You!

