



30 YEARS OF
COMMODITY CLASSIC



2026 Commodity Classic Attendance Recap

San Antonio, Texas



2026 REGISTRATION

- **Total Attendees: 12,122**
 - 727 or 6% more attendees than 2025
- **Farmers: 5,111 or 42% of total attendees**
- **First Time Farmers: 1,591**



ATTENDANCE COMPARISON – BY YEAR

YEAR	CITY	TOTAL ATTENDANCE	FARMERS	% OF ATTENDEES THAT ARE FARMERS	FIRST TIME FARMER	% OF FARMERS THAT ARE FIRST TIME ATTENDEES
2014	San Antonio	7,325	3,874	53%	1,261	33%
2015	Phoenix	7,936	4,328	55%	1,410	33%
2016	New Orleans	9,770	4,596	47%	1,343	29%
2017	San Antonio	9,303	4,102	44%	920	22%
2018	Anaheim	8,055	3,646	45%	1,533	42%
2019	Orlando	8,920	4,528	51%	1,918	42%
2020	San Antonio	9,335	4,669	50%	1,379	30%
2022	New Orleans	7,862	3,329	42%	911	27%
2023	Orlando	10,402	4,572	44%	1,472	32%
2024	Houston	11,530	4,607	40%	1,367	30%
2025	Denver	11,395	5,221	46%	1,579	30%
2026	San Antonio	12,122	5,111	42%	1,591	31%



MEDIA ATTENDANCE BY YEAR

Year	City	Media	Year Over Year Change	% Change
2016	New Orleans	186	—	—
2017	San Antonio	162	-24	-12.90%
2018	Anaheim	152	-10	-6.20%
2019	Orlando	139	-13	-8.60%
2020	San Antonio	144	5	3.60%
2022	New Orleans	148	4	2.80%
2023	Orlando	117	-31	-20.90%
2024	Houston	154	37	31.60%
2025	Denver	169	15	9.70%
2026	San Antonio	189	24	14.20%



YOUTH ATTENDANCE BY YEAR

YEAR	CITY	# OF YOUTH
2016	New Orleans	179
2017	San Antonio	198
2018	Anaheim	185
2019	Orlando	215
2020	San Antonio	176
2022	New Orleans	257
2023	Orlando	272
2024	Houston	268
2025	Denver	377
2026	San Antonio	390



2026 TOP STATES FOR FARMERS

	STATE	# OF FARMER ATTENDEES
1	Illinois	436
2	Iowa	406
3	Texas	281
4	Indiana	277
5	Georgia	261
6	Ohio	250
7	Minnesota	244
8	Kansas	216
9	Nebraska	212
10	Michigan	183

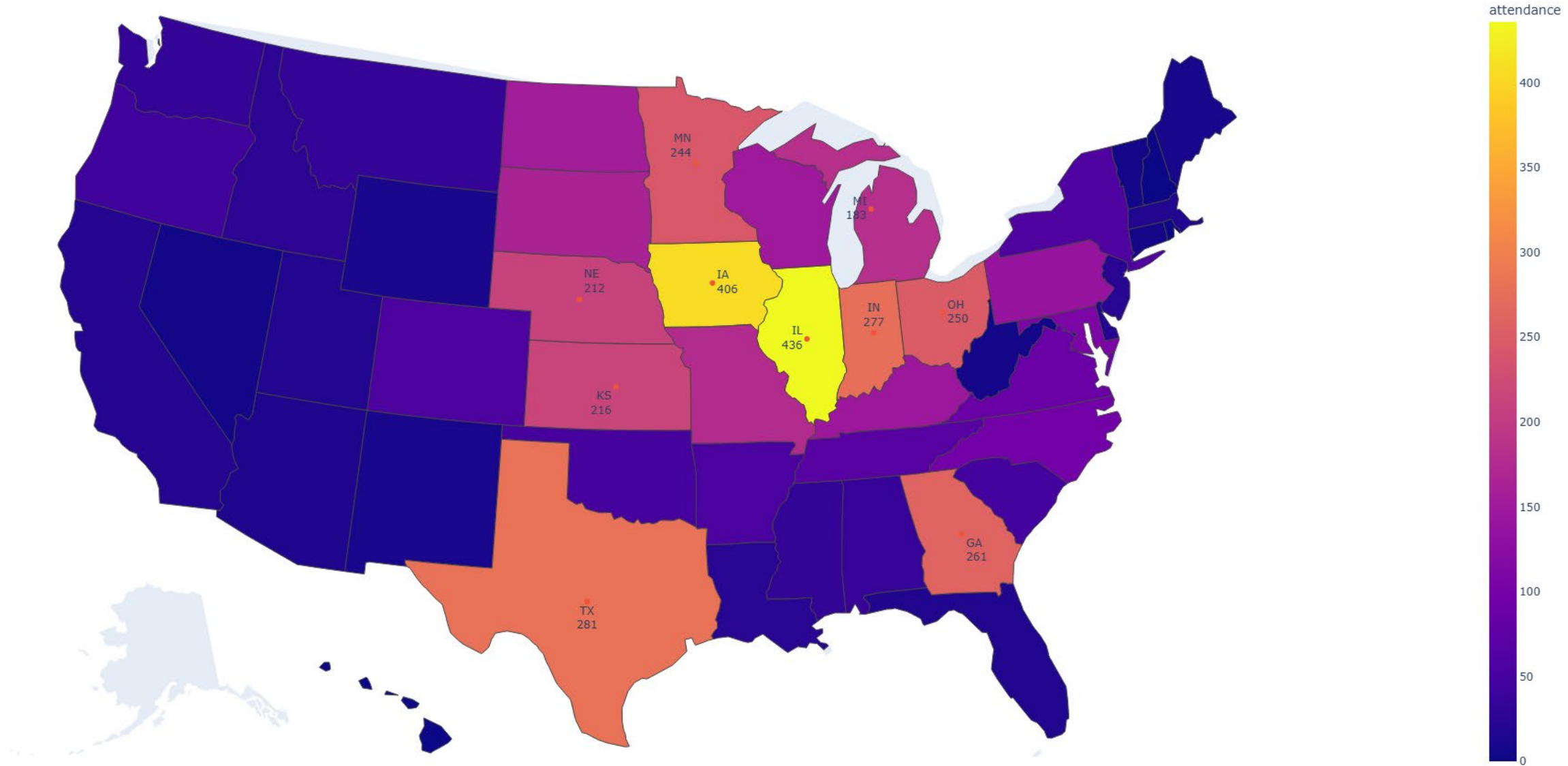
- More than half of the entire farmer audience comes from just 10 states
- Consistently the same top state year over year with the exception of 2025
- Farmers from plain states attended in Denver likely because they could drive, but did not attend again in 2026

State	2026	2025	Change
Colorado	56	412	-356
Kansas	216	391	-175
Nebraska	212	364	-152
South Dakota	165	220	-55



TOP STATES 2026

2026 Commodity Classic — Farmer Attendance Heat Map (Top 10 Labeled)



INTERNATIONAL ATTENDEE TRENDS

- International participation continues to increase
- Canada: 338 farmers
 - Canada alone would rank among the top 6 “states” if counted domestically
- Other Countries: 40 farmers and 378 total international attendees
- 2026: 25 other countries represented
- 2025: 17 other countries represented



2026 Commodity Classic Farmers By Age

San Antonio, Texas



FARMER PROFILE BY AGE

YEAR OVER YEAR KEY FINDINGS

- The largest demographic concentration is now ages 36–55
- The 41–45 segment experienced the fastest growth
 - This segment experienced the largest increase of any age range, from 2023 to 2026 with an increase of 443
 - Mid-career professionals (early-mid 40s) are becoming a dominant demographic
- Early career professionals (ages 20–25) are also increasing, indicating successful engagement with the next generation of producers.
- Older demographics (61+) are gradually declining, tracking with industry succession trends



FARMER PROFILE BY AGE

Age Range	2023	2024	2025	2026
Under 20	335	217	305	226
20-25	141	126	230	355
26-30	210	228	262	271
31-35	305	294	357	319
36-40	310	341	412	390
41-45	39	314	387	482
46-50	257	275	336	359
51-55	250	222	288	385
56-60	41	284	280	289
61-65	401	279	336	314
66-70	266	209	261	231
71-75	135	140	140	142
Over 76	84	55	66	56
Prefer not to answer	1078	1159	1495	2177

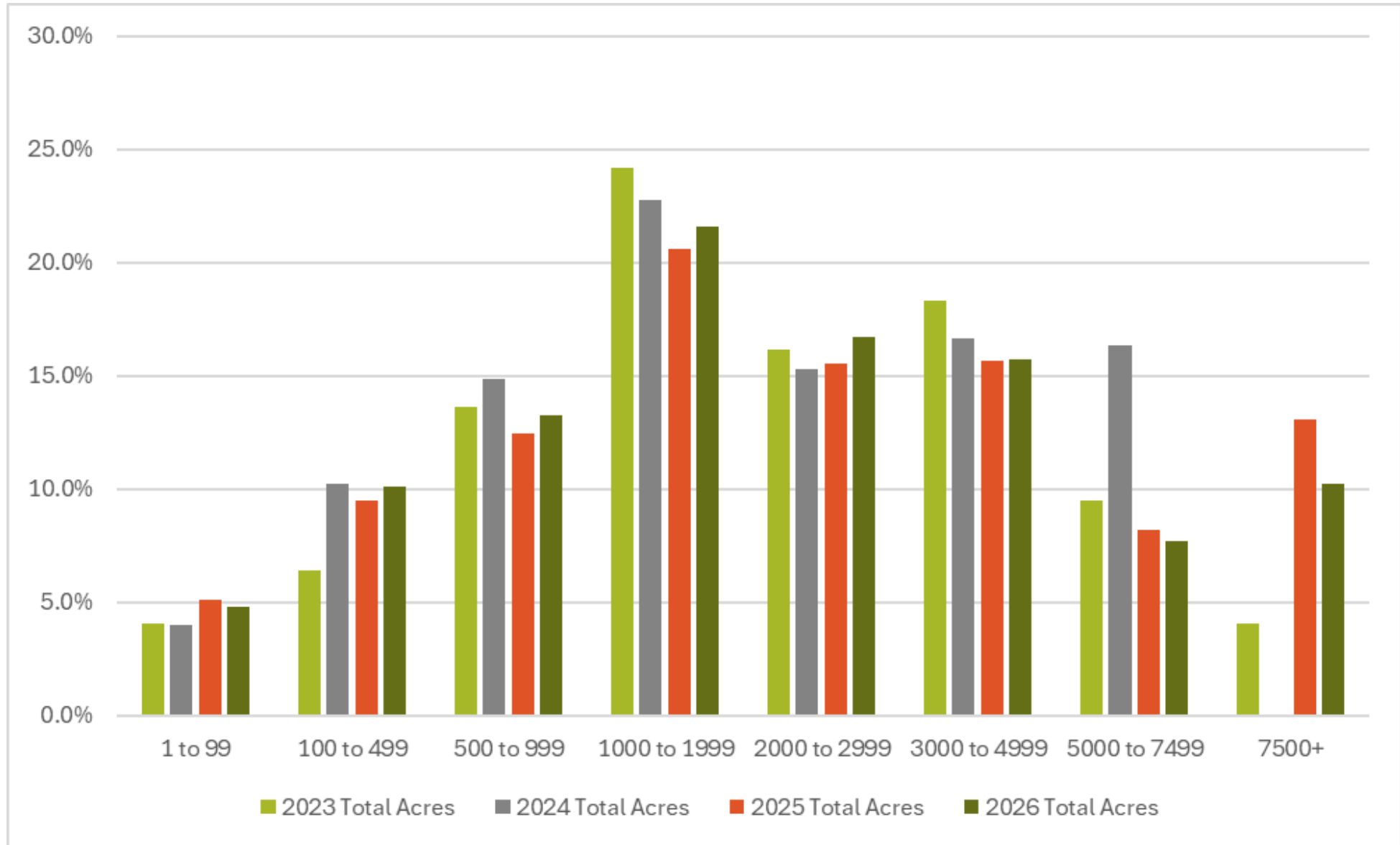


2026 Commodity Classic Farm Demographics

San Antonio, Texas



FARMER PROFILE BY ACREAGE



FARMER DEMOGRAPHIC INSIGHTS

- Mid-to-large farms dominate with the 1,000–4,999 acres range being the largest audience
- Strong presence of very large operations (5,000+ acres)
- Small farms (<100 acres) are a minor segment
- This is consistent with past years
- Returning farmers significantly outnumber first-timers, but both groups show similar farm size distributions
- First-time attendees are not just small farmers

Notable Shifts in 2026

- Increased representation of Southern and specialty crop producers, likely due to San Antonio location

Key Takeaway: Commodity Classic continues to attract high-value, commercial-scale producers, reinforcing its position as a premier event for large farming operations



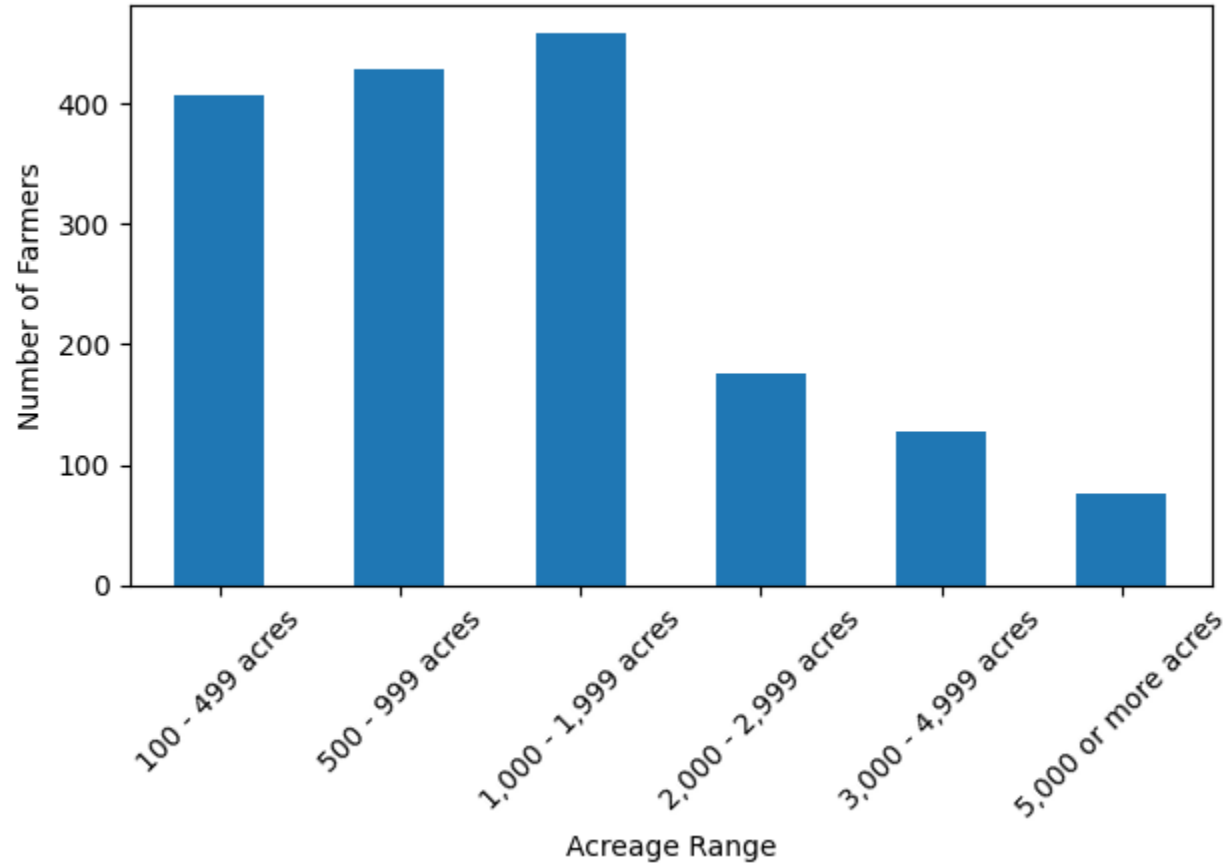
FARMER DEMOGRAPHICS – CROP PROFILE

- The crop mix remains consistent year-over-year
 - Corn and soybeans continue to dominate, confirming a row crop–centric audience
 - Wheat and hay remain important secondary crops
- 2026 saw modest increases in cotton, rice, peanuts, and vegetable production, slight expansion in geographic diversity, particularly from Southern regions perhaps due to San Antonio location
- **Key takeaway:** The audience remains firmly rooted in commodity row crop production, with emerging signs of broader regional representation, perhaps likely drive by Commodity Classic location

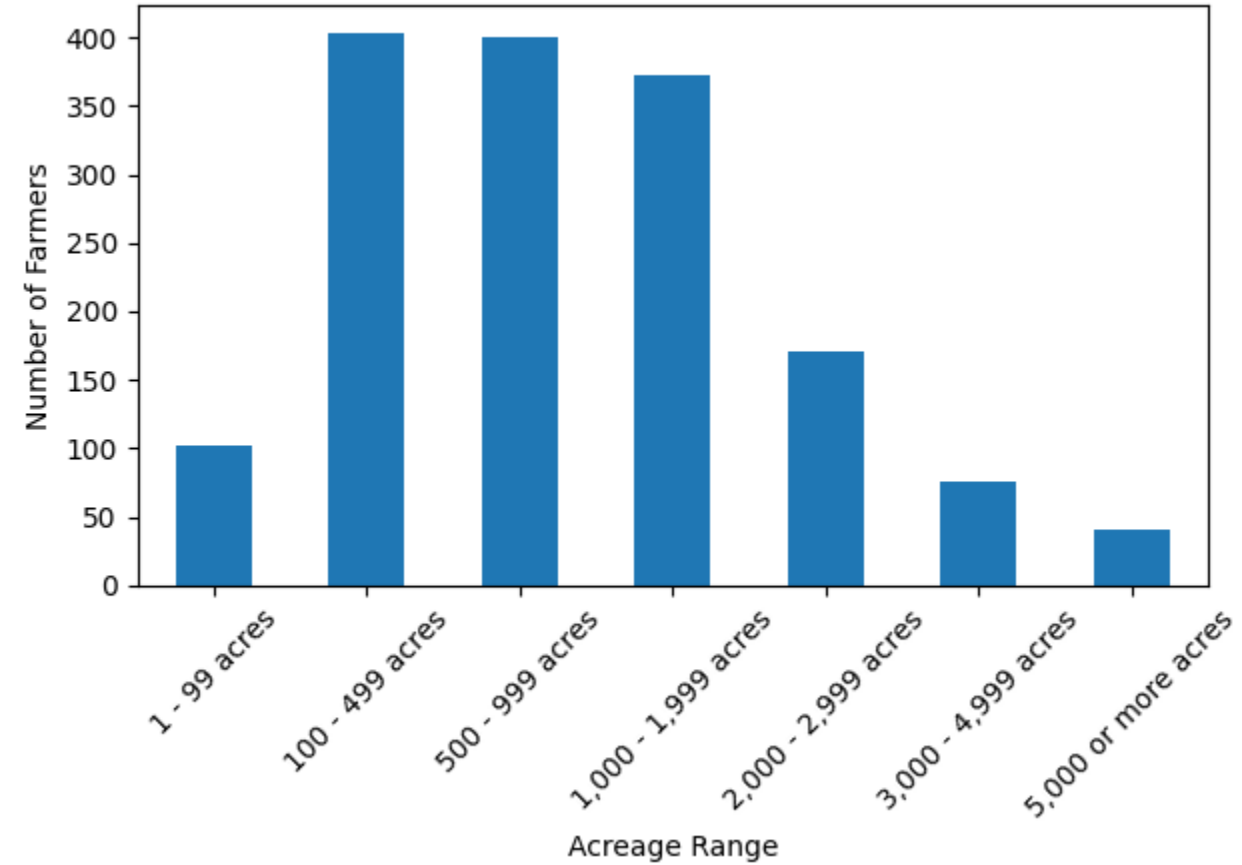


FARMER CROP ACREAGE – CORN & SOY

Corn Acreage Distribution (Ordered)

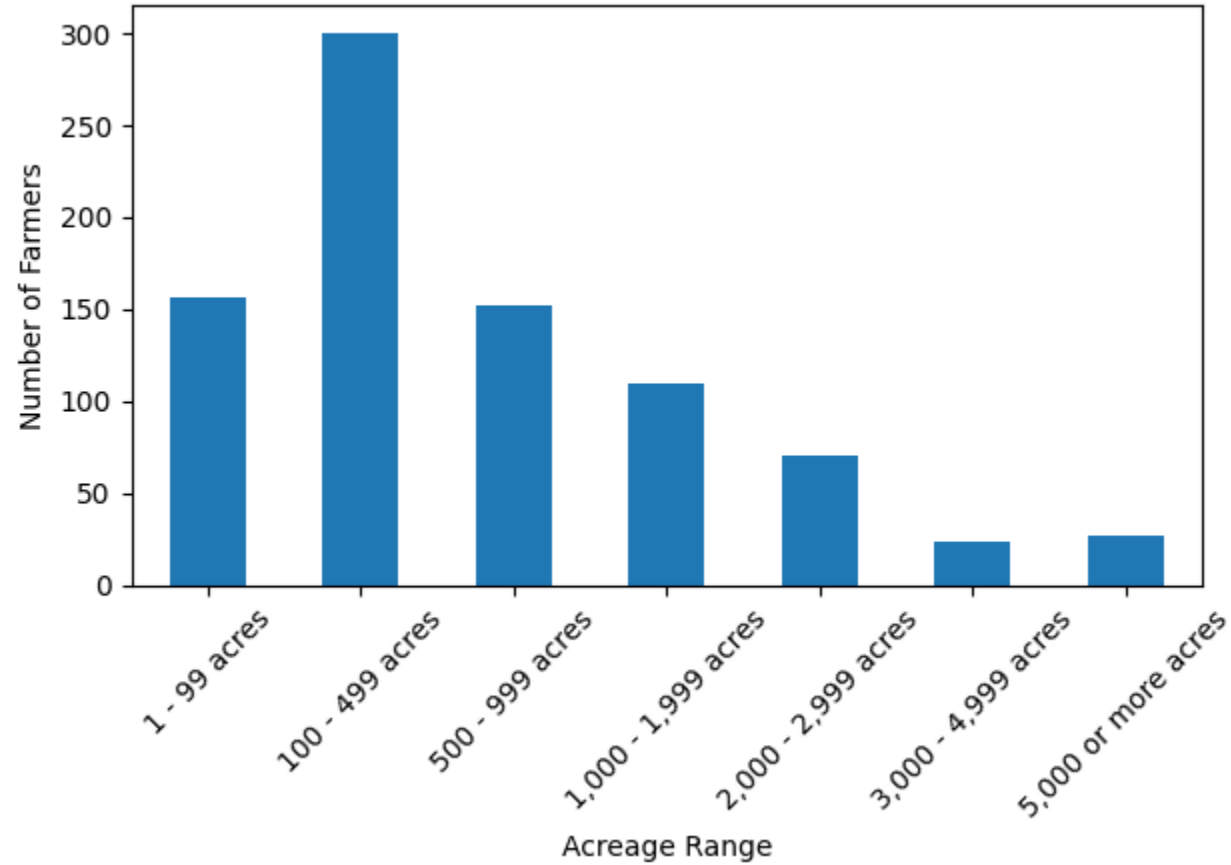


Soybean Acreage Distribution (Ordered)

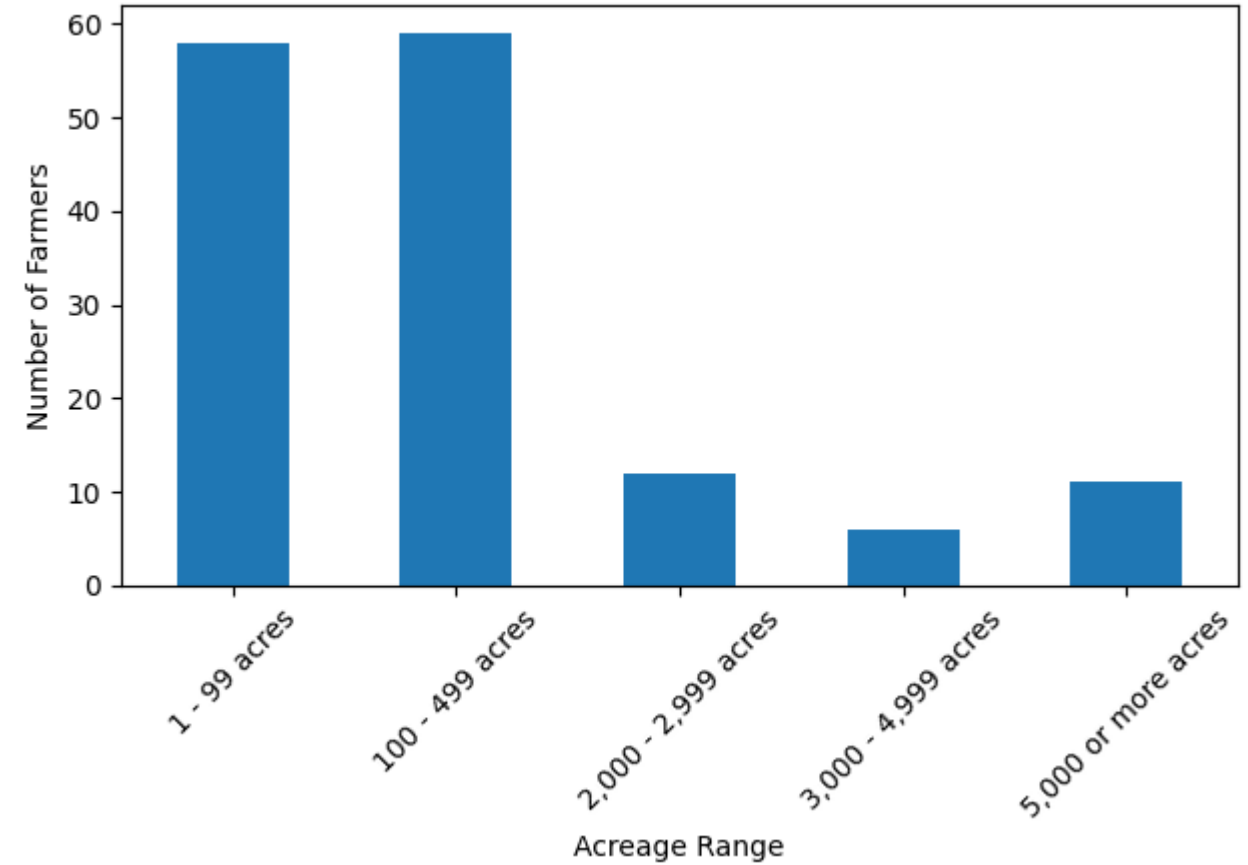


FARMER CROP ACREAGE – WHEAT & SORGHUM

Wheat Acreage Distribution (Ordered)

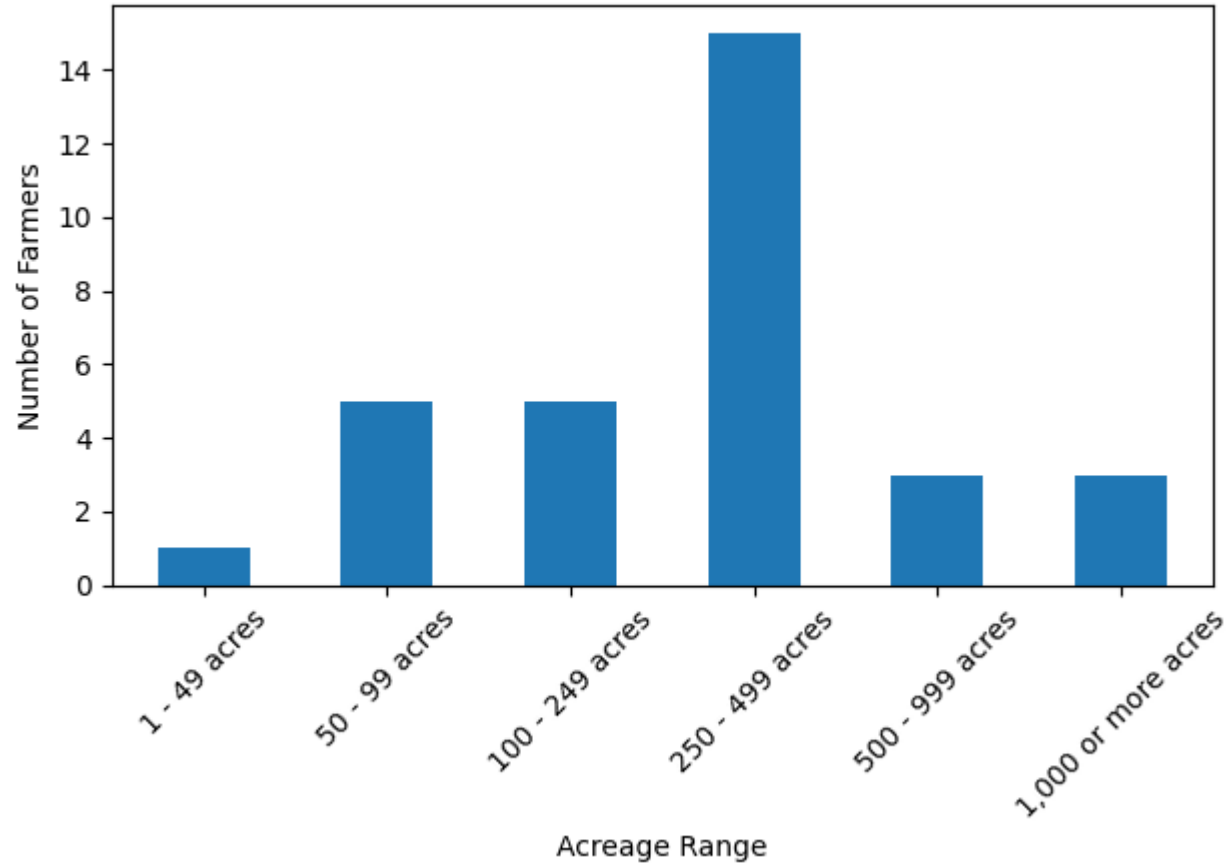


Sorghum Acreage Distribution (Ordered)

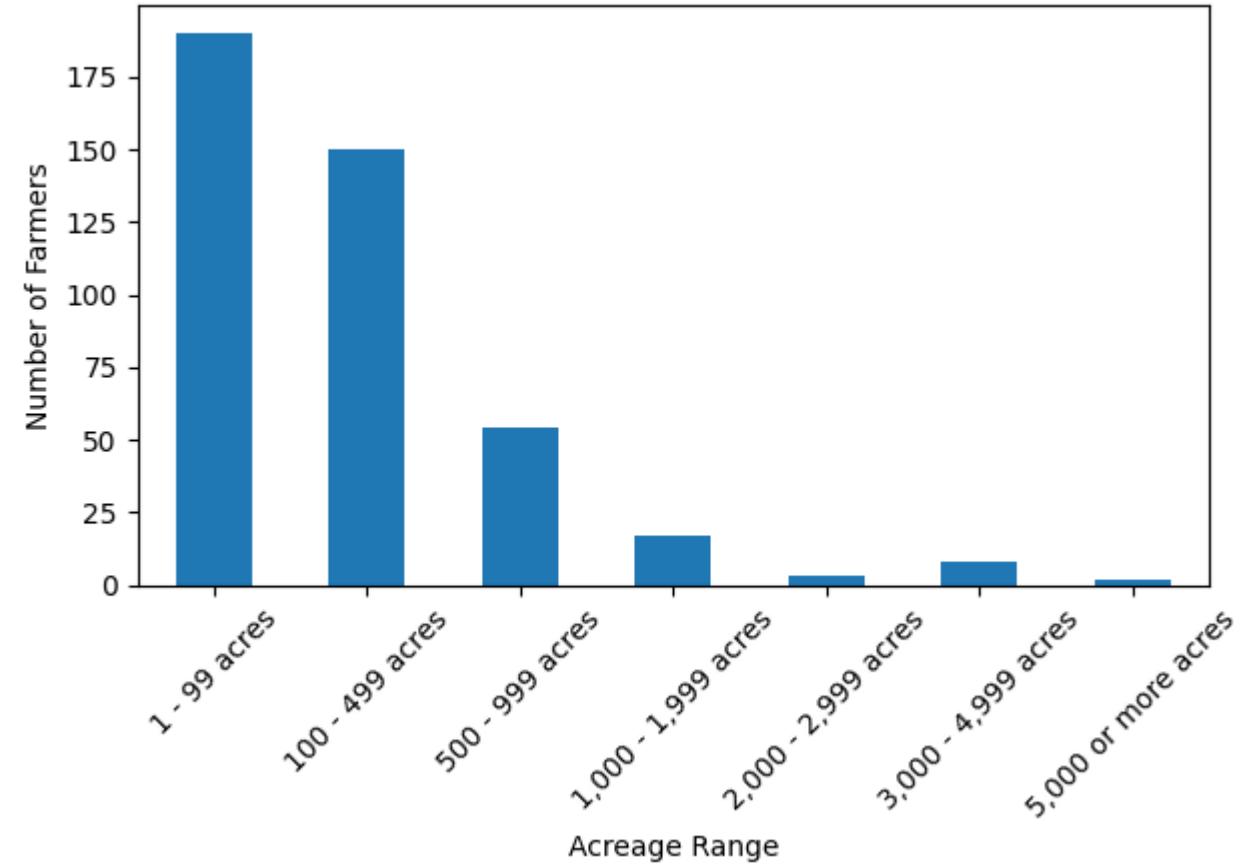


FARMER CROP ACREAGE – PEANUTS & HAY

Peanut Acreage Distribution (Ordered)

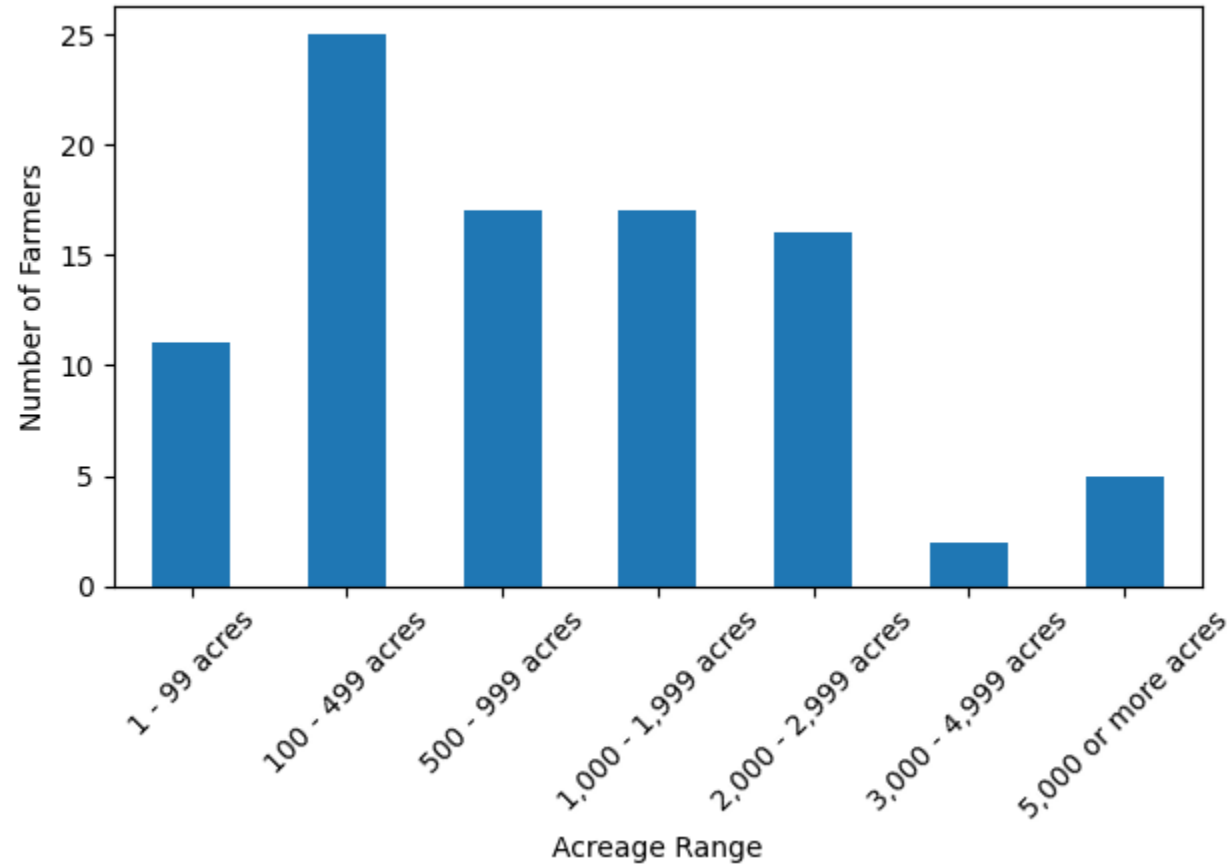


Hay Acreage Distribution (Ordered)

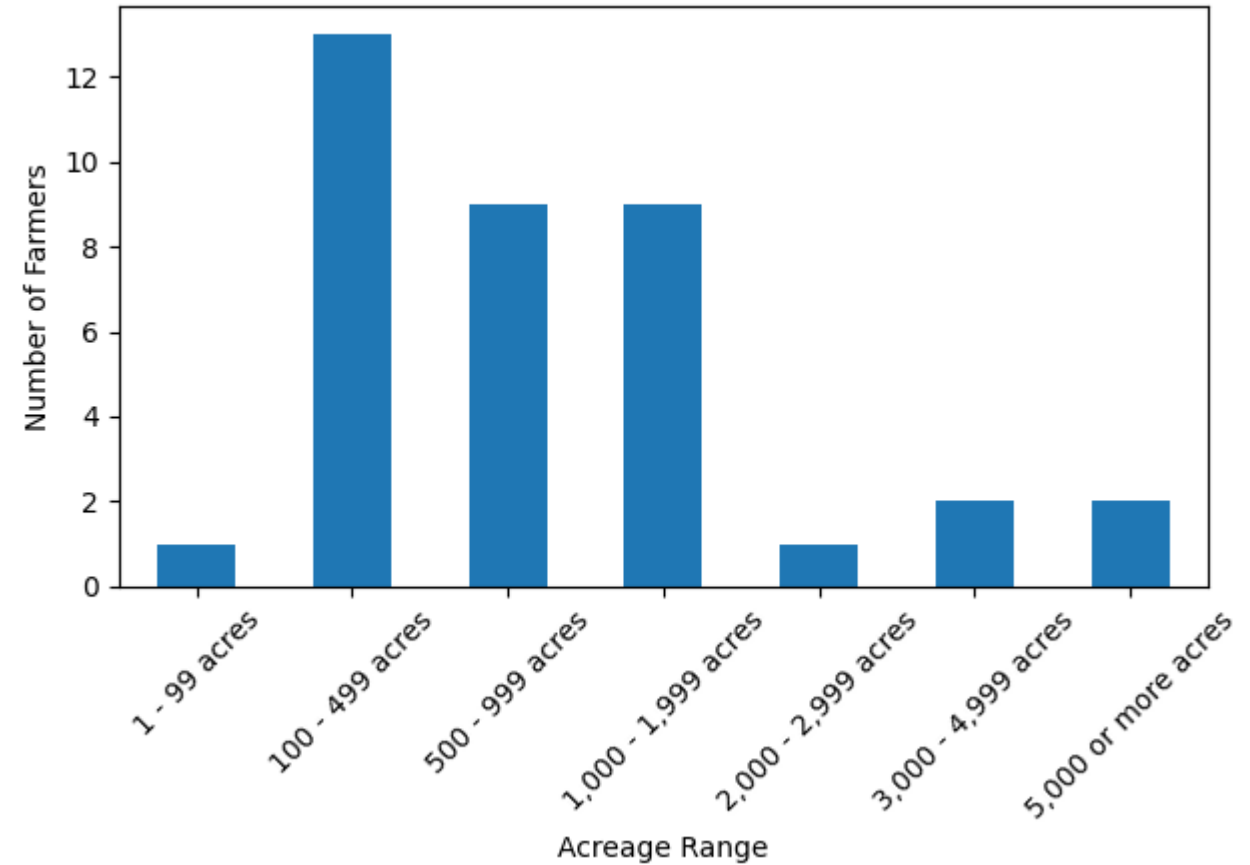


FARMER CROP ACREAGE – COTTON & RICE

Cotton Acreage Distribution (Ordered)

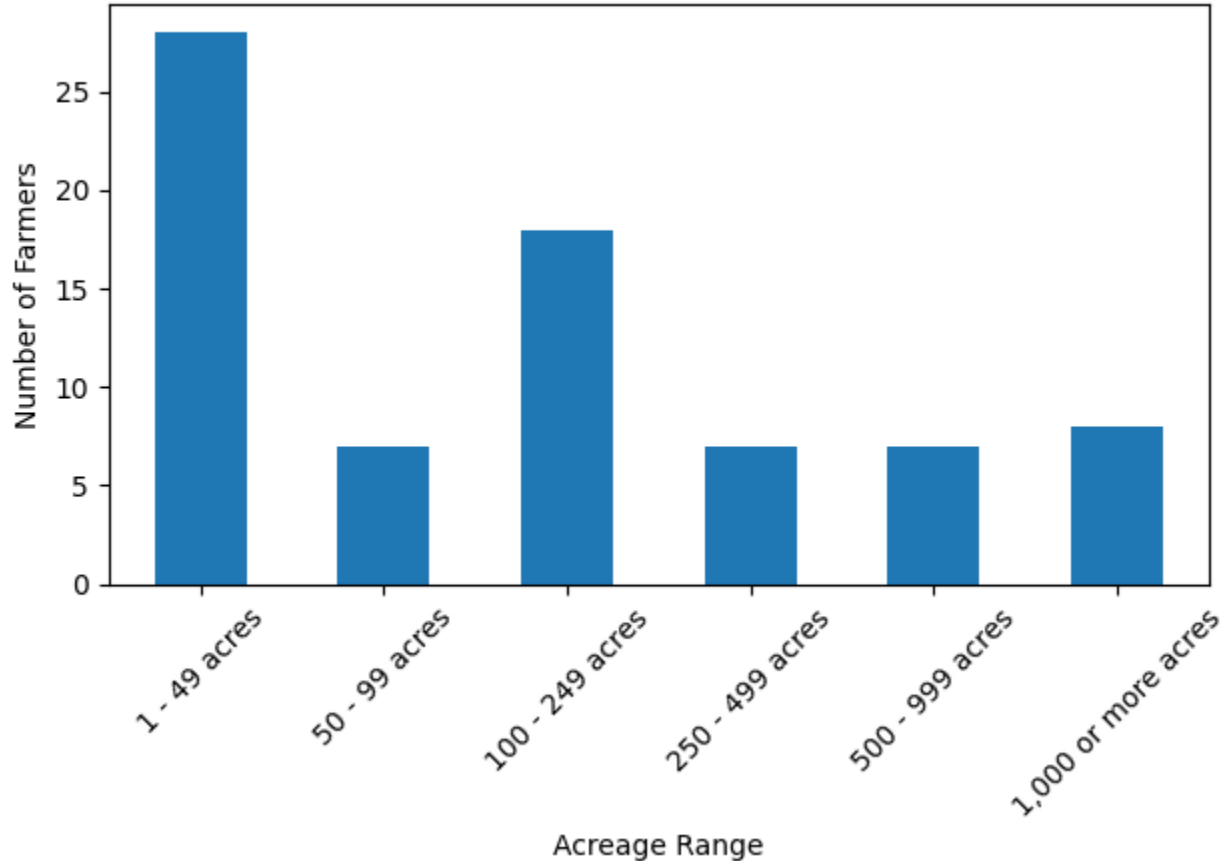


Rice Acreage Distribution (Ordered)

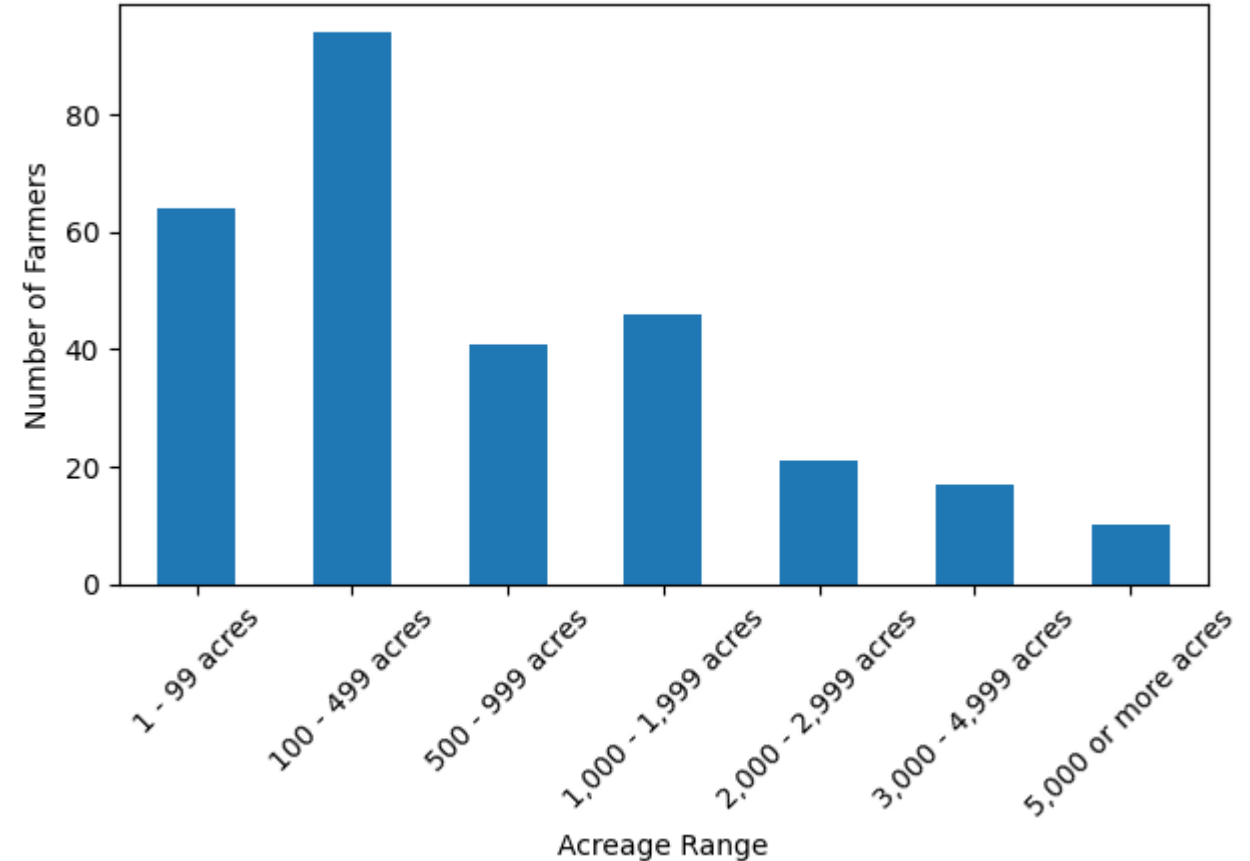


FARMER CROP ACREAGE – VEGETABLES & SPECIALTY CROPS

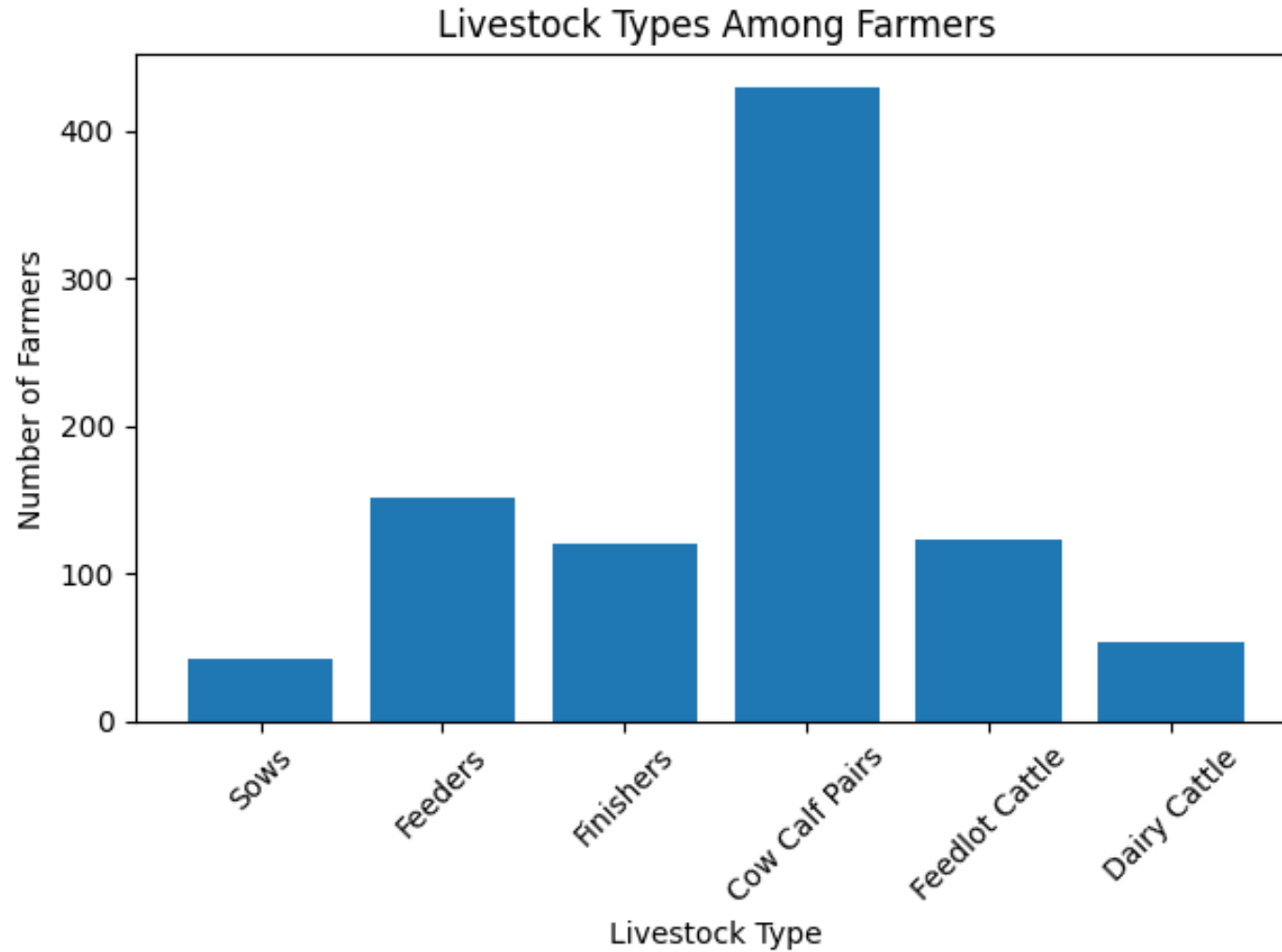
Vegetable Acreage Distribution (Ordered)



Specialty Acreage Distribution (Ordered)



FARMER DEMOGRAPHICS – LIVESTOCK



FARMER DEMOGRAPHICS – LIVESTOCK

- Approximately 1 in 8 attending farmers operate mixed crop-livestock operations, with beef production (cow-calf) representing the dominant livestock segment.
- Cow-calf operations are by far the largest group
- Hog production is the #2 segment
- Feeders + finishers combined are 270 farmers
- Dairy is a small niche with 54 farmers



FARMER DEMOGRAPHICS – CROP PROFILE

- Single crop farmers are a small minority (~10%)
- 2–3 crops The largest group
- 4+ crops A meaningful segment (~15–20%)

- **The majority of attending farmers grow multiple crops, with 2–3 commodities being the most common operation type**

- Farmers growing 3+ crops = ~1,000+ attendees

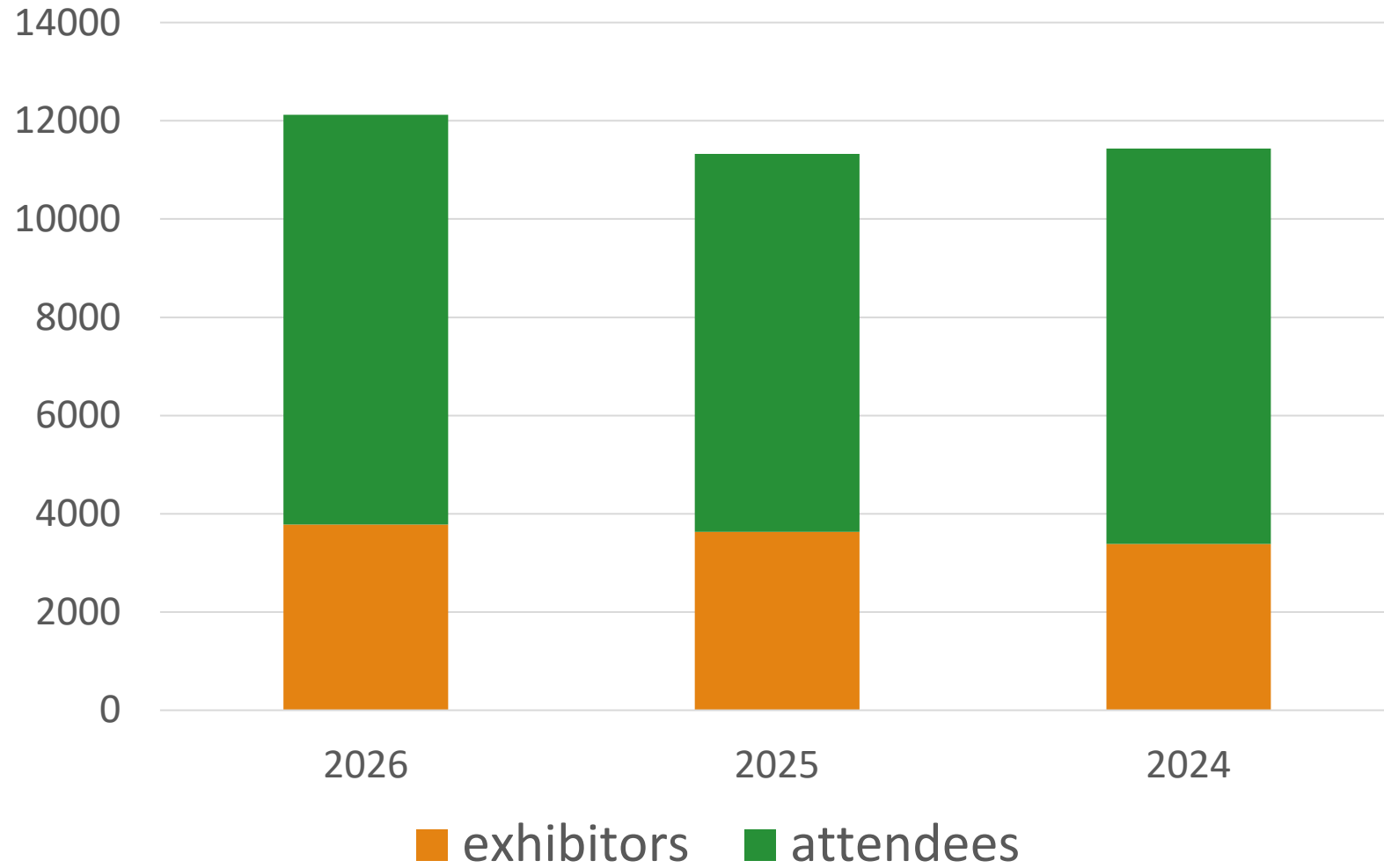


2026 Commodity Classic Survey Results Summary

San Antonio, Texas



Attendee/Exhibitor Percent of Total



EXHIBITOR SURVEYS



Net Promoter Score

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



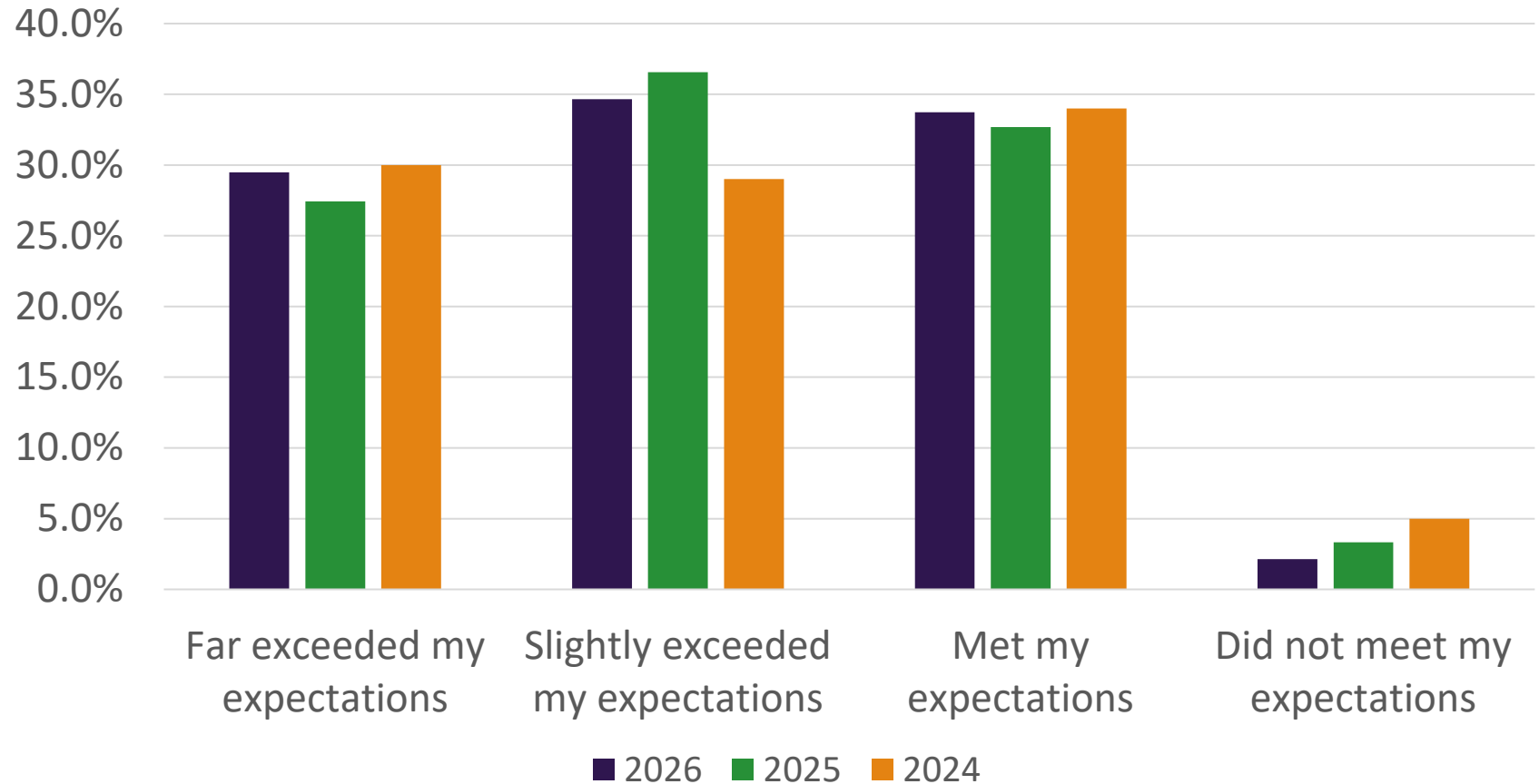
65

***58 in '25, 45 in 2024**

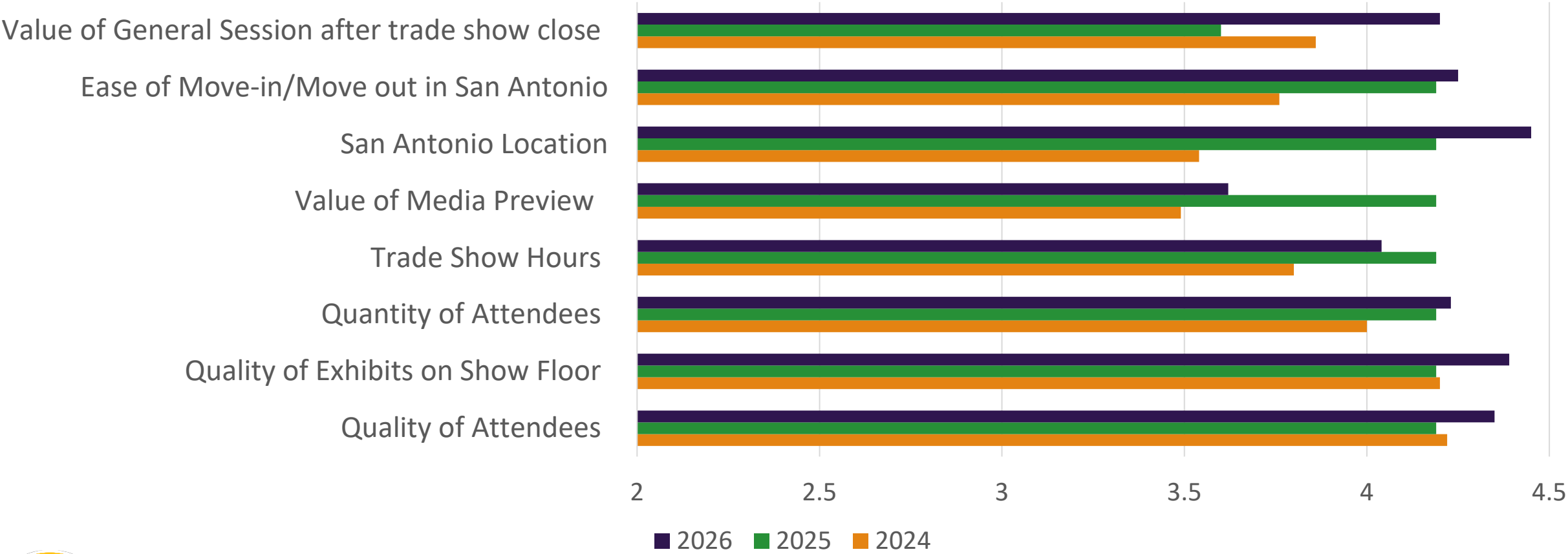
Globally, trade show exhibitors rate exhibitions with a negative average NPS of -17. Only 25% of shows have a positive NPS.

Overall, would you say the 2026 Commodity Classic...

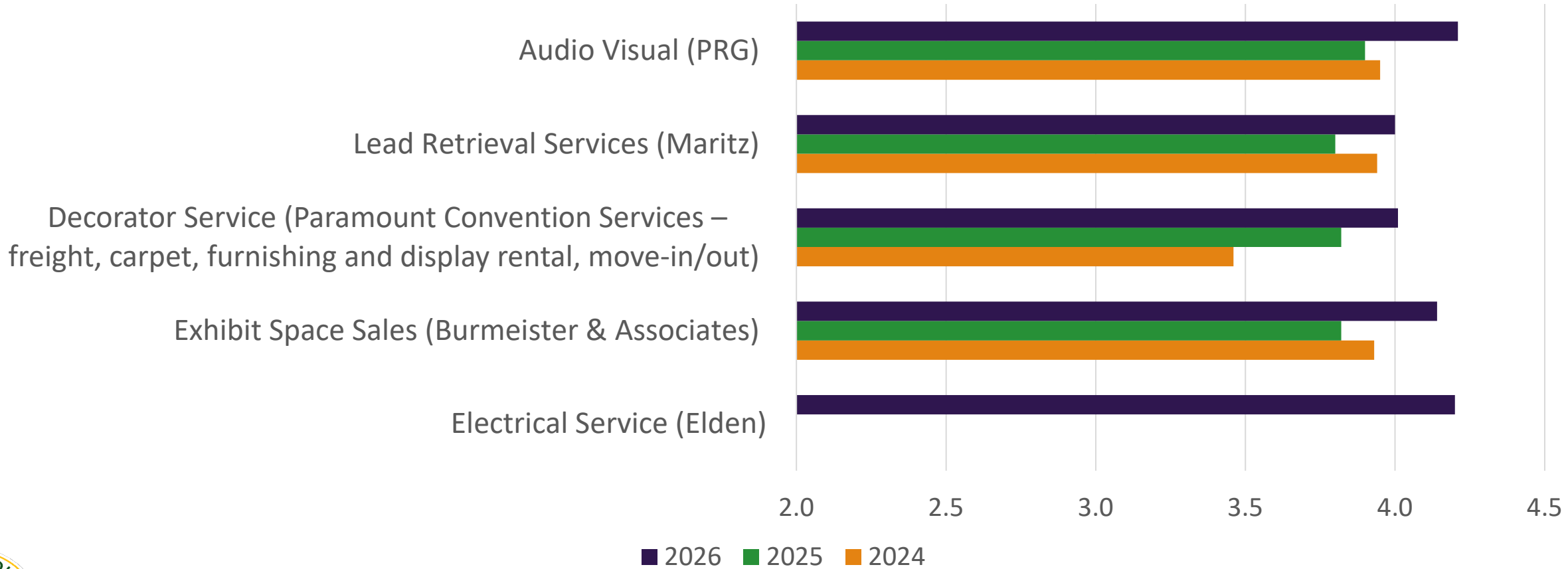
Classic Met or Exceeded expectations for 99.6% of exhibitors.



Please rate your satisfaction with the following:



Please rate your satisfaction with show vendors:



ATTENDEE SURVEYS



Net Promoter Score

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



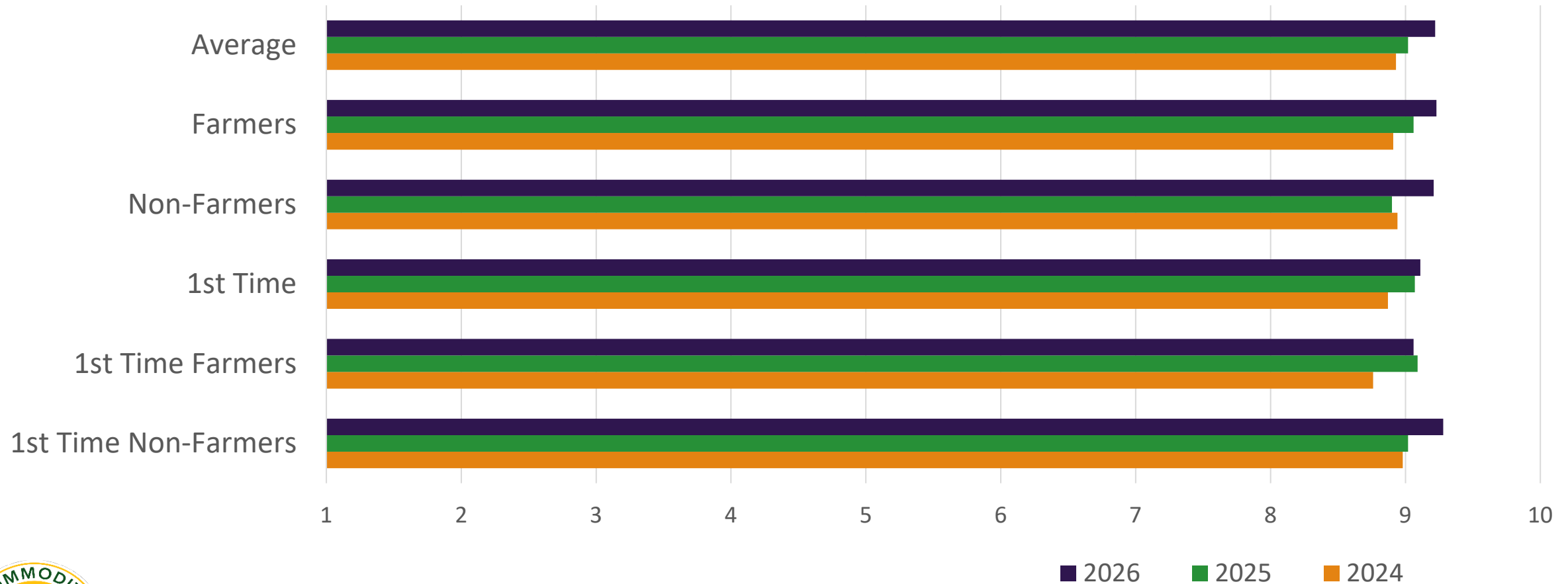
74

***65 in 2025**

***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?

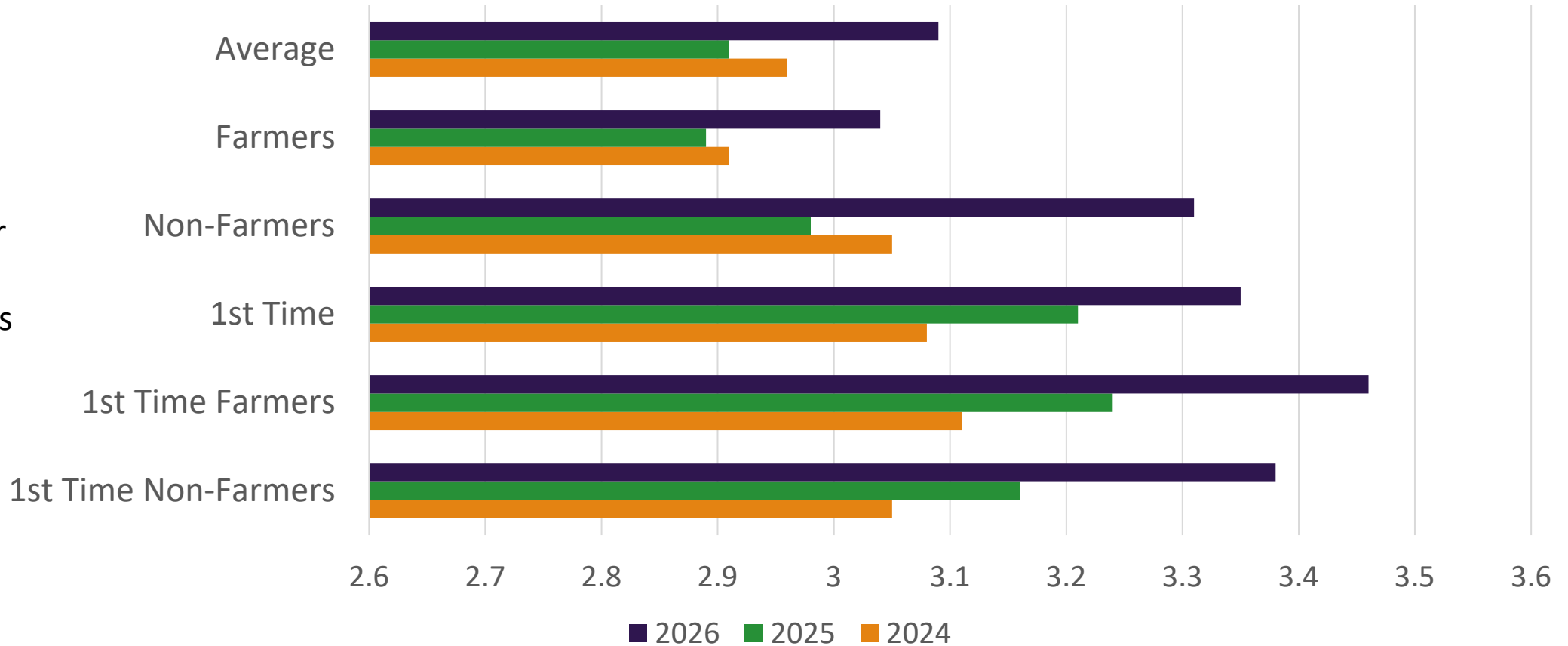


(scale of 1-10, 1 definitely not, 10 definitely recommend)



Overall Expectations Met

98% of all attendees said Classic Met to Far Exceeded their expectations in 2026.

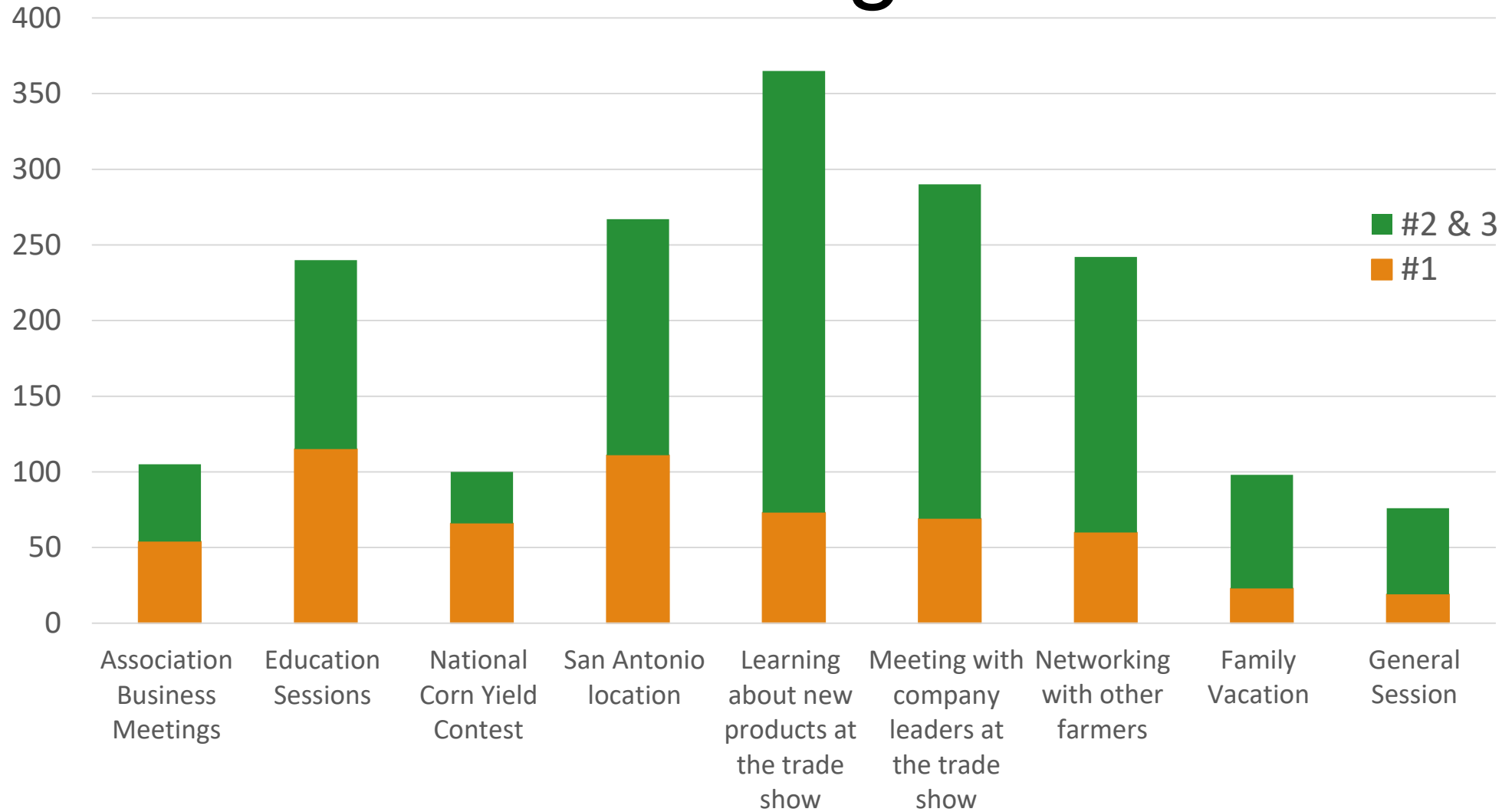


(1-4 Scale - Did not Meet to Far Exceeded)

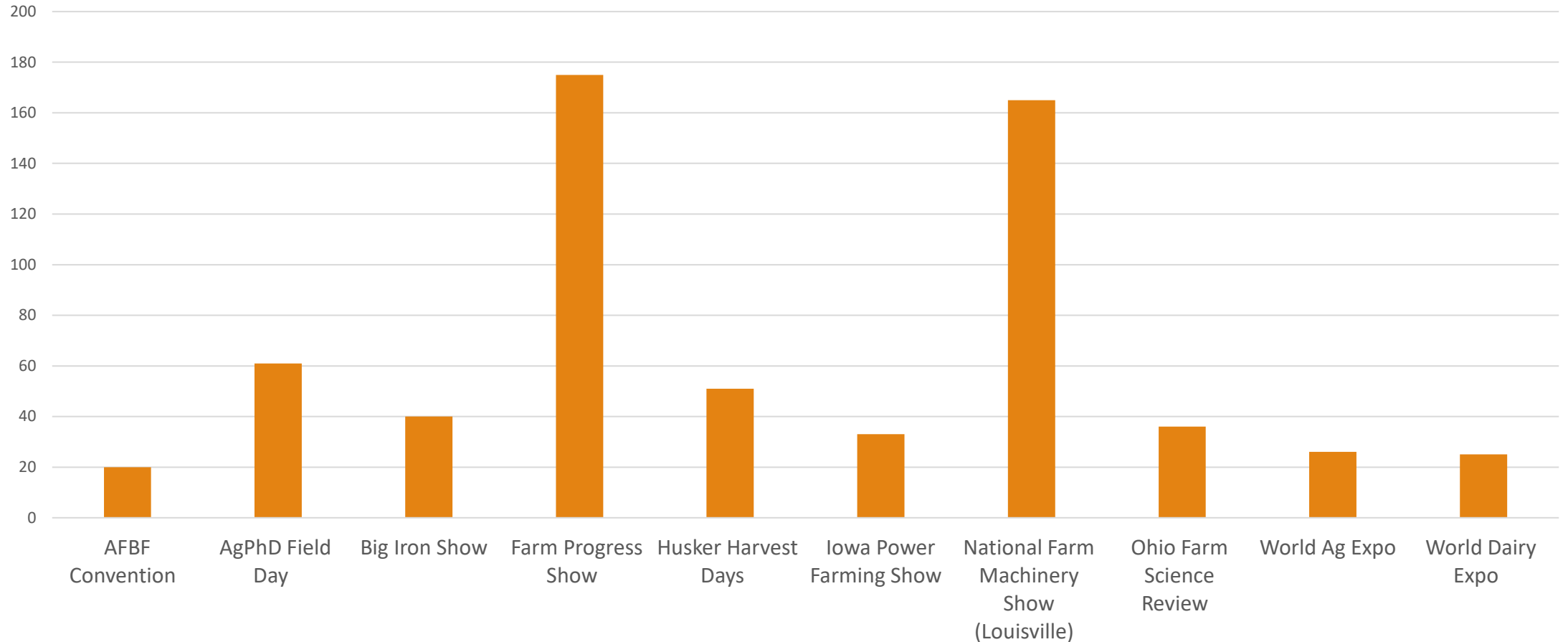


Top Reasons for Attending

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



Other Events



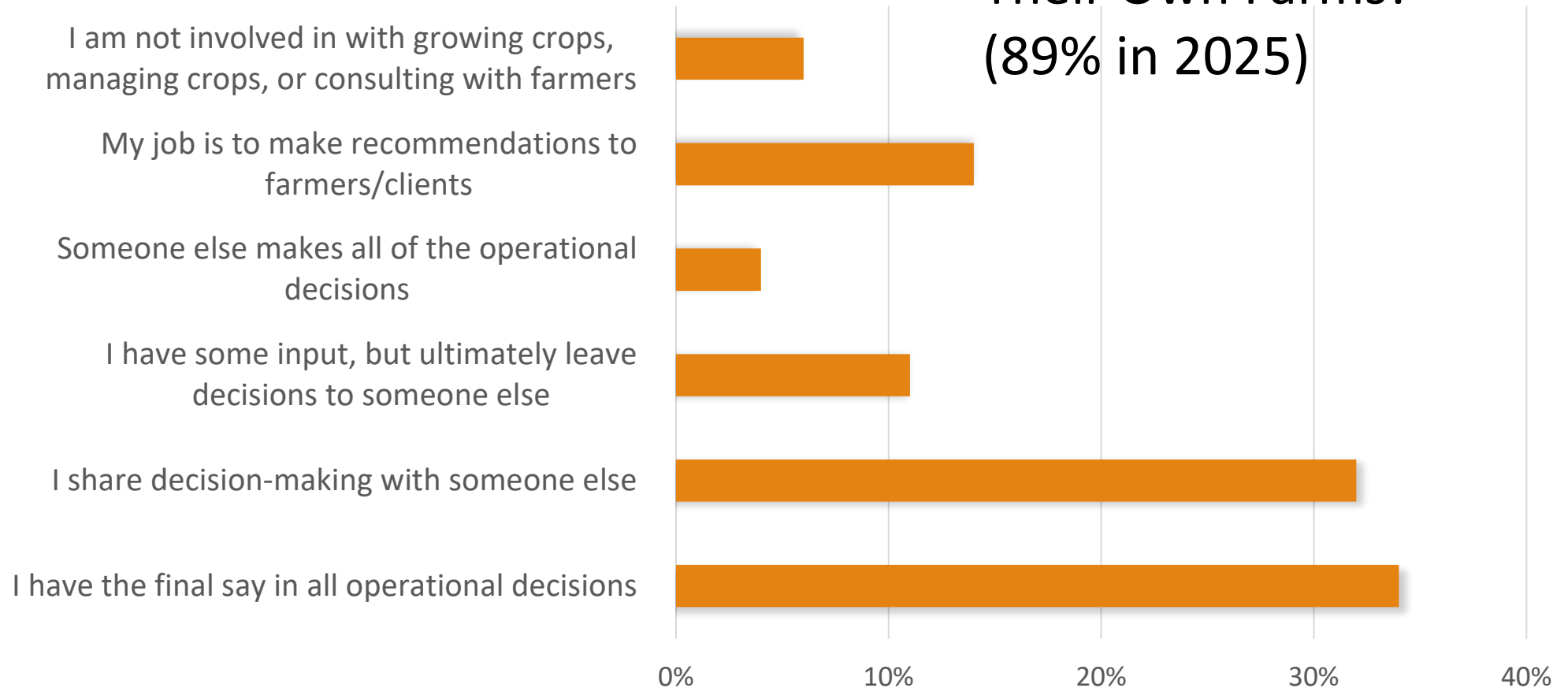
Commodity Classic was ranked as the most valuable show they attend by 71% of attendees



Decision Makers

90% of Attendees are Decision Makers on Their Own Farms!
(89% in 2025)

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



THANK YOU!

