

Commodity Classic 2018

ANAHEIM, CALIFORNIA



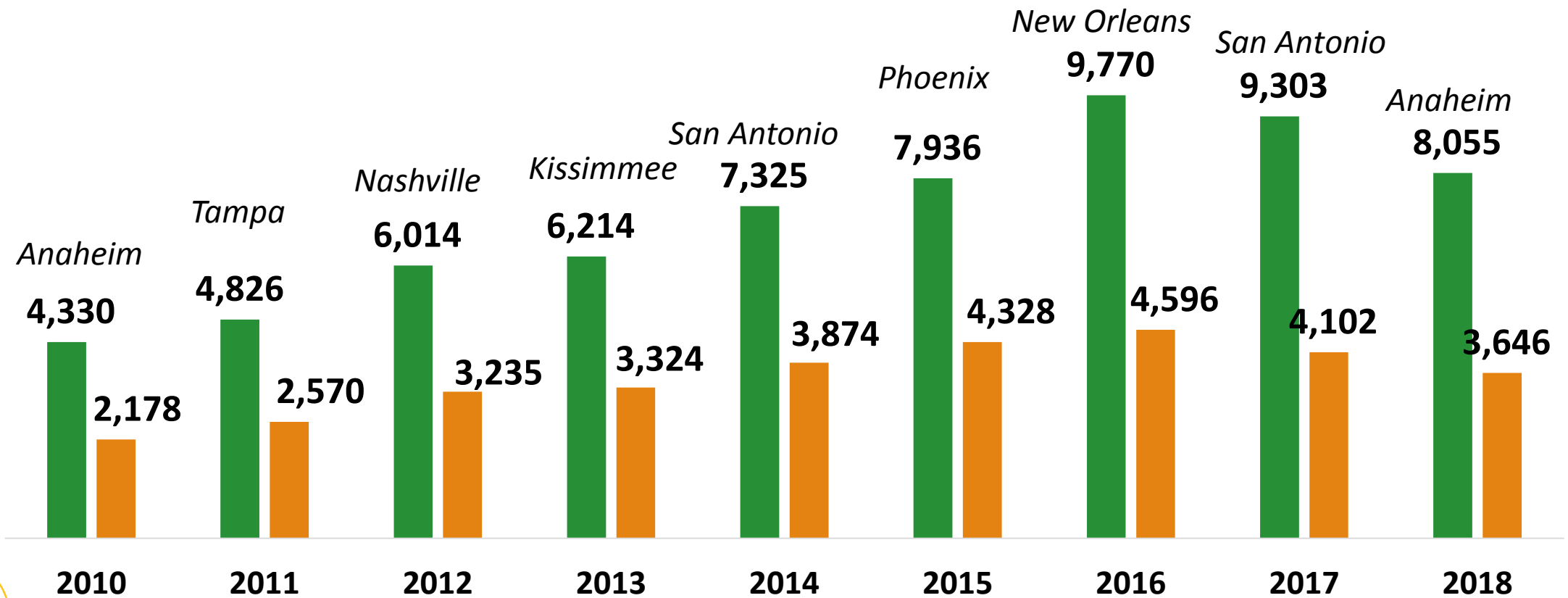
Attendance

2018 COMMODITY CLASSIC

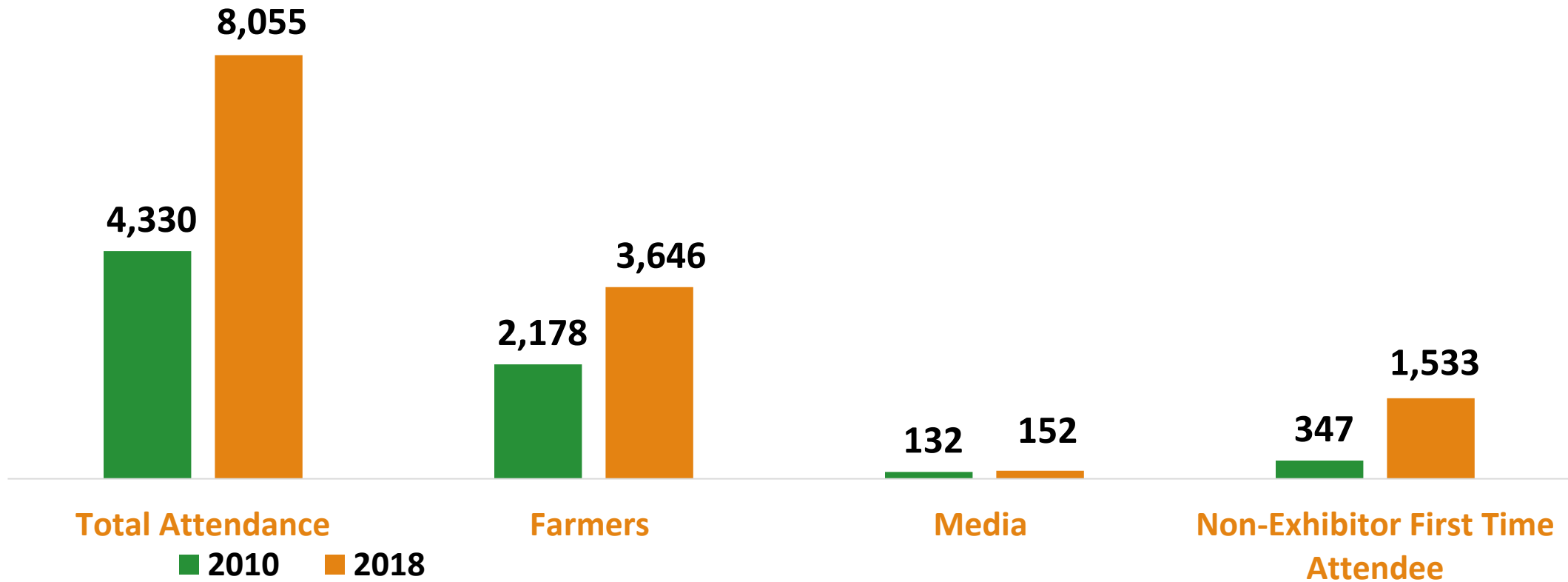


Year-to-Year Attendance

■ Total Attendees ■ Farmers

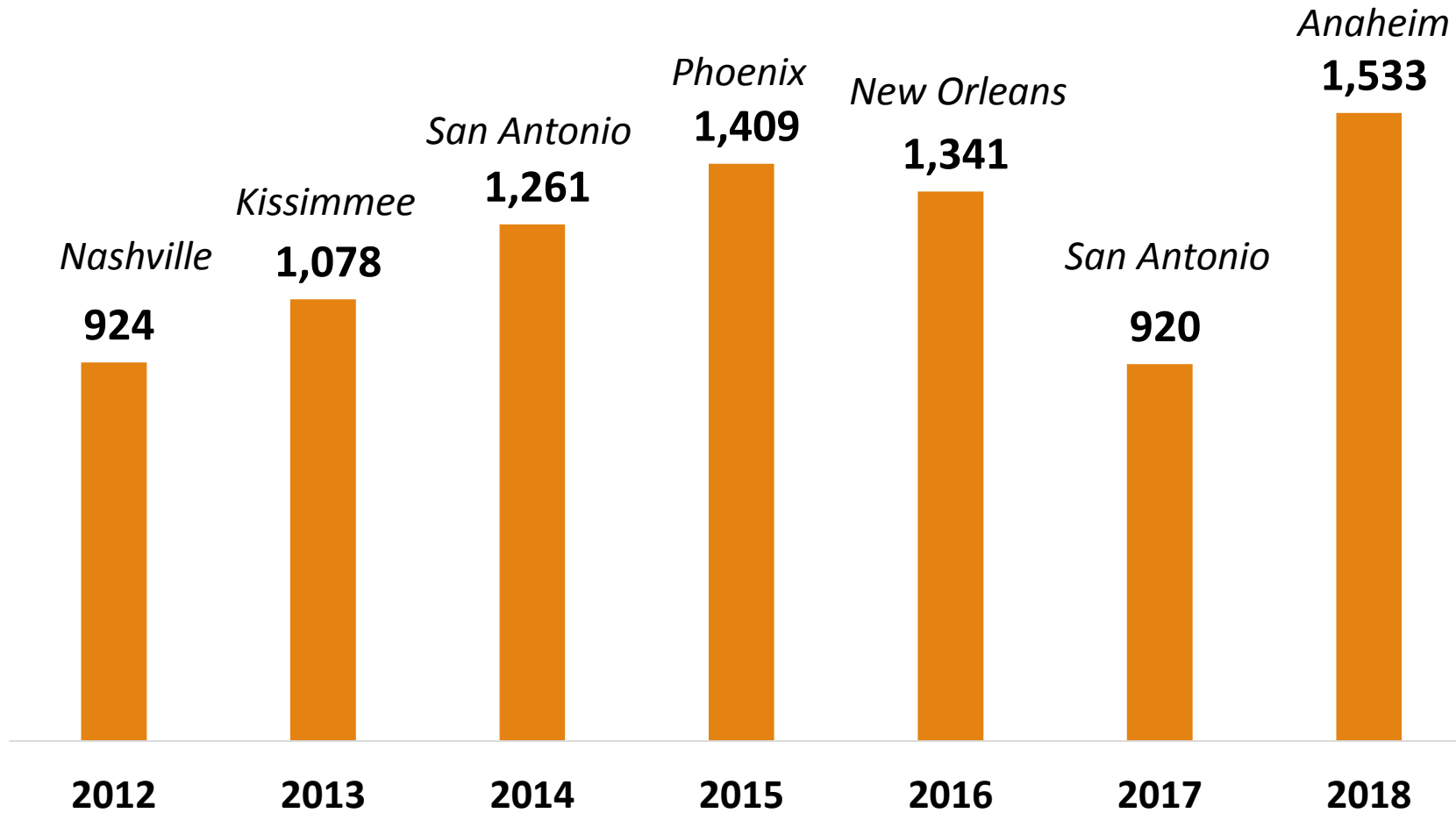


Year-to-Year Attendance 2010 compared to 2018



First-Time Attendees

(Non-Exhibitor)



Farmer Profile

	2018	2017	2016	2015	2014	2013	2012
Total Acres	2,850	2,779	2,893	3,009	2,520	2,332	2,401
Corn Acres	1,169	1,137	1,197	1,247	1,117	1,112	1,098
Soybean Acres	1,124	1,020	1,117	1,122	862	870	859
Wheat Acres	910	861	992	1,247	897	686	844
Sorghum Acres	474	445	471	467	582	419	670
Cotton Acres	872	1,023	988	NA	NA	NA	NA
Avg. Age	50.2	50.1	52.6	53.4	51.7	52.9	52.8

Based on registered farmers completing demographic information



Farmer Profile - Continued

	2018	2017	2016	2015	2014	2013	2012
No. Feedlot Cattle	550	314	604	NA	NA	NA	NA
Cow/Calf Pairs	240	177	150	NA	NA	NA	NA
Avg. Cattle	NA	NA	NA	481	414	446	401
Avg. Hogs	7,500	7,956	7,994	7,363	6,511	7,280	8,642
Hay/Forage Acres	485	432	NA	NA	NA	NA	NA
Peanut	893	646	NA	NA	NA	NA	NA

Based on registered farmers completing demographic information

Other Attendee Groups

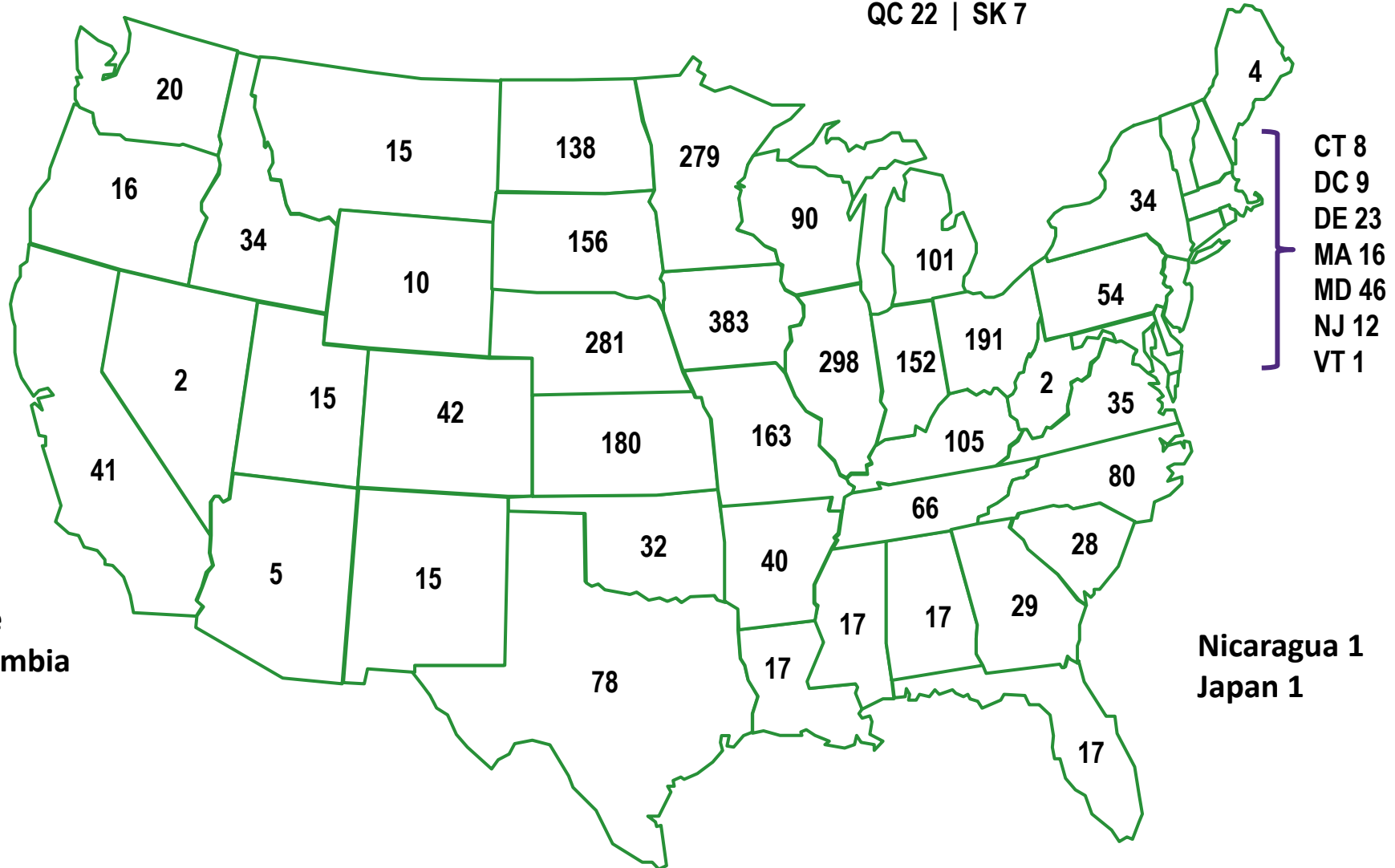
	2018	2017	2016	2015	2014	2013	2012
Media	152	162	186	148	160	138	156
	2018	2017	2016	2015	2014	2013	2012
Youth (15-22)	165	198	291	188	263	414	270
Child (14 & under)	340	136	NA	NA	NA	NA	NA
	2018	2017	2016	2015	2014	2013	2012
College Students	116	50	NA	NA	NA	NA	NA

Based on registration categories



Farmer Map

CANADA
 MB 33 | ON 177 | NS 4
 QC 22 | SK 7



46 states & the
 District of Columbia
 represented

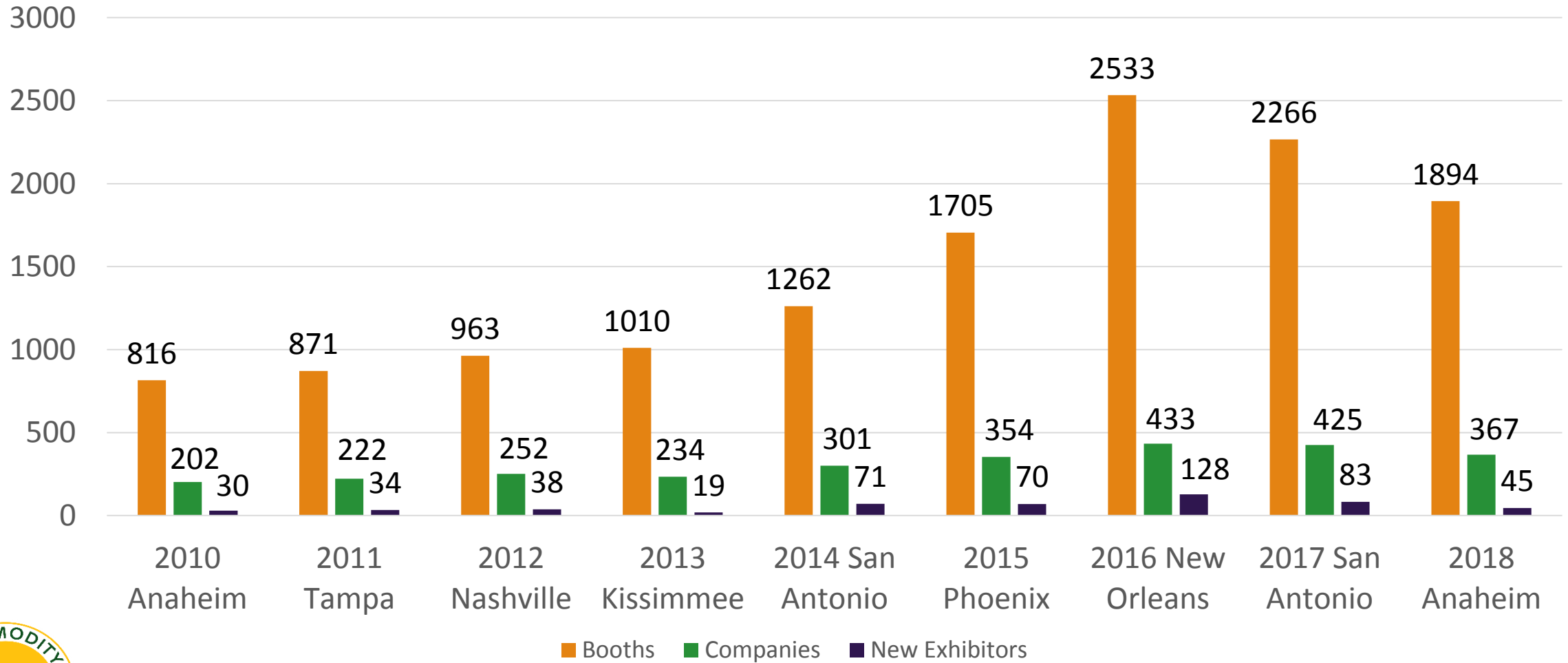


Trade Show

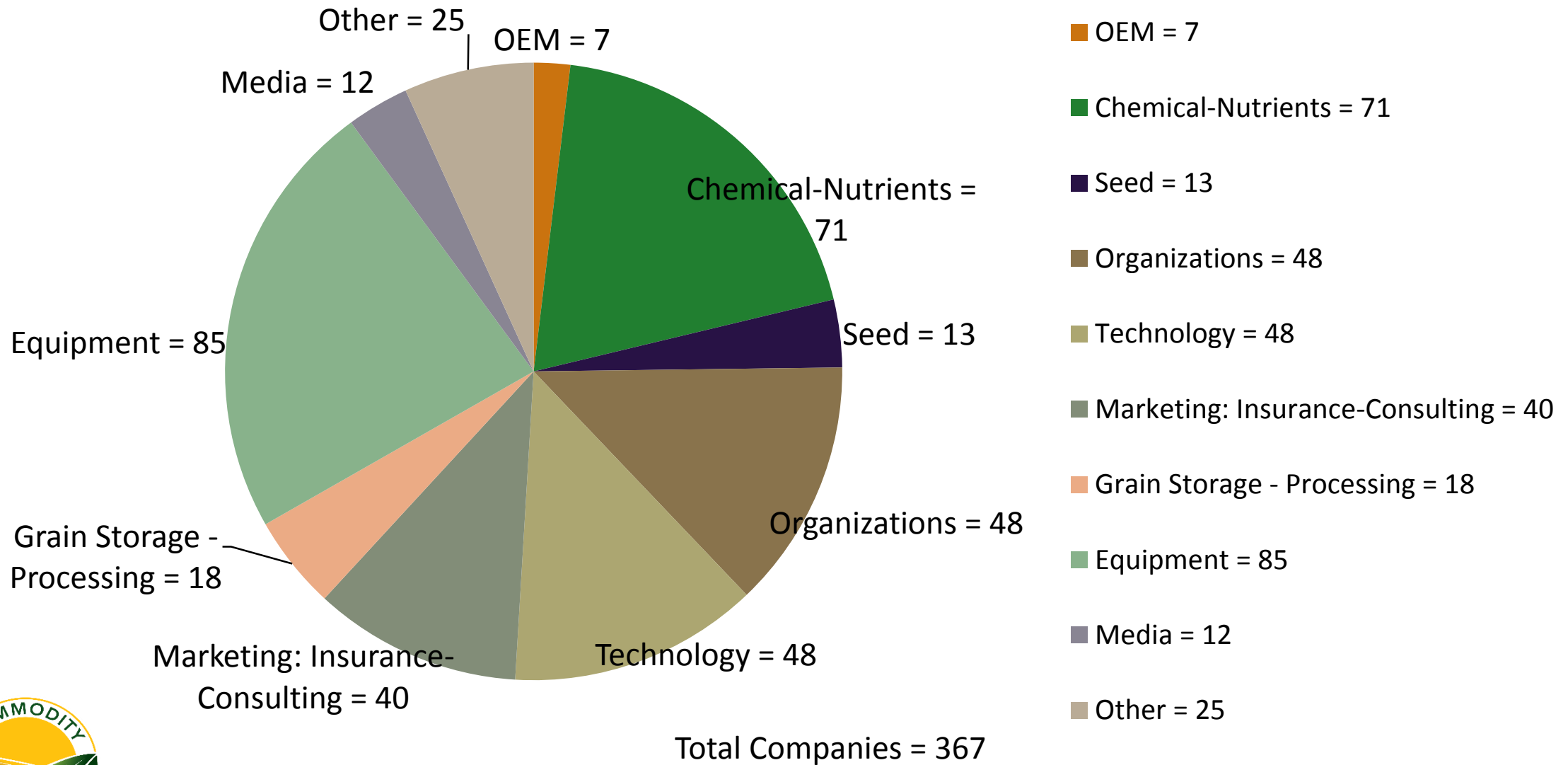
2018 COMMODITY CLASSIC



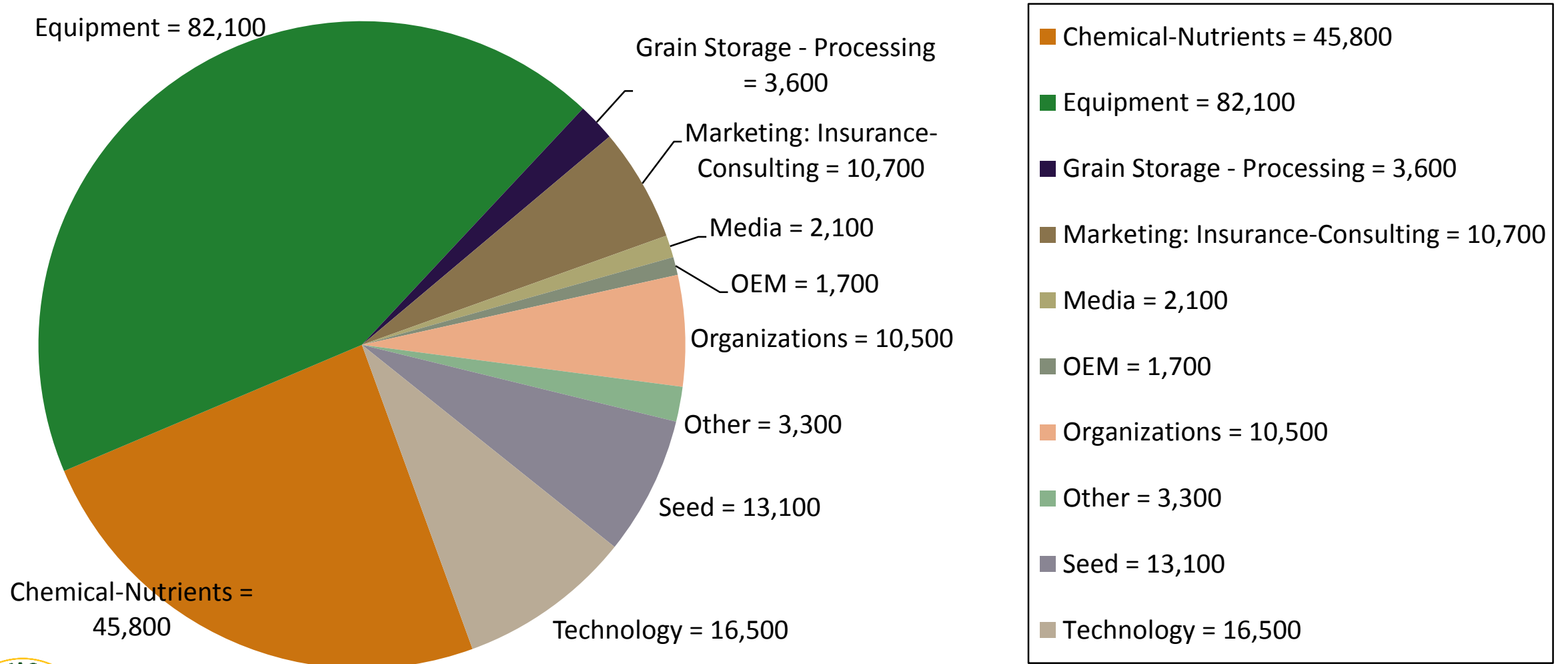
Trade Show Profile



Number of Companies by Products and Services



Net Square Feet by Exhibitor Category



Total Net Square Feet = 189,400

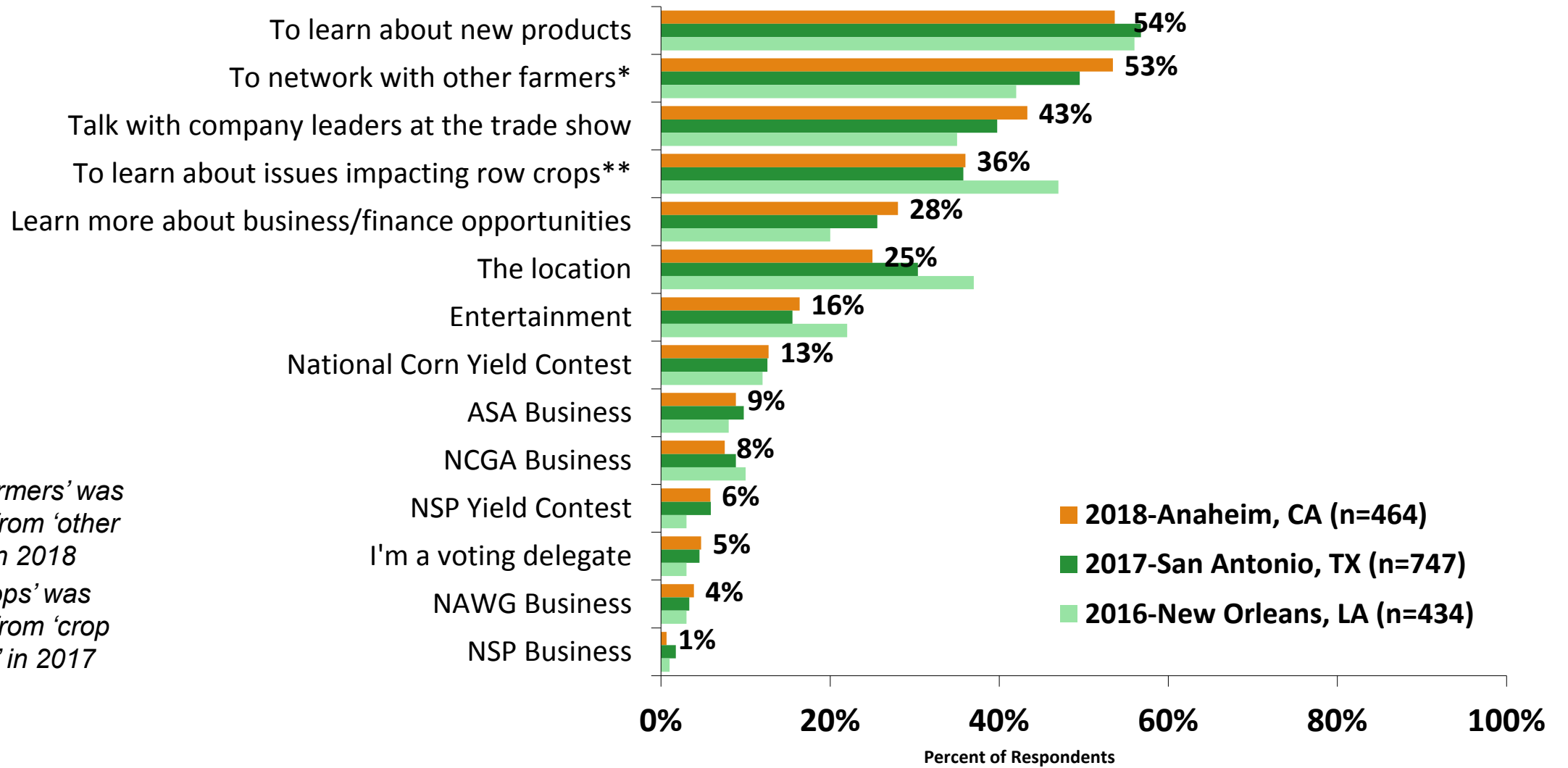


Onsite Survey

2018 COMMODITY CLASSIC



Main Reasons for Attending

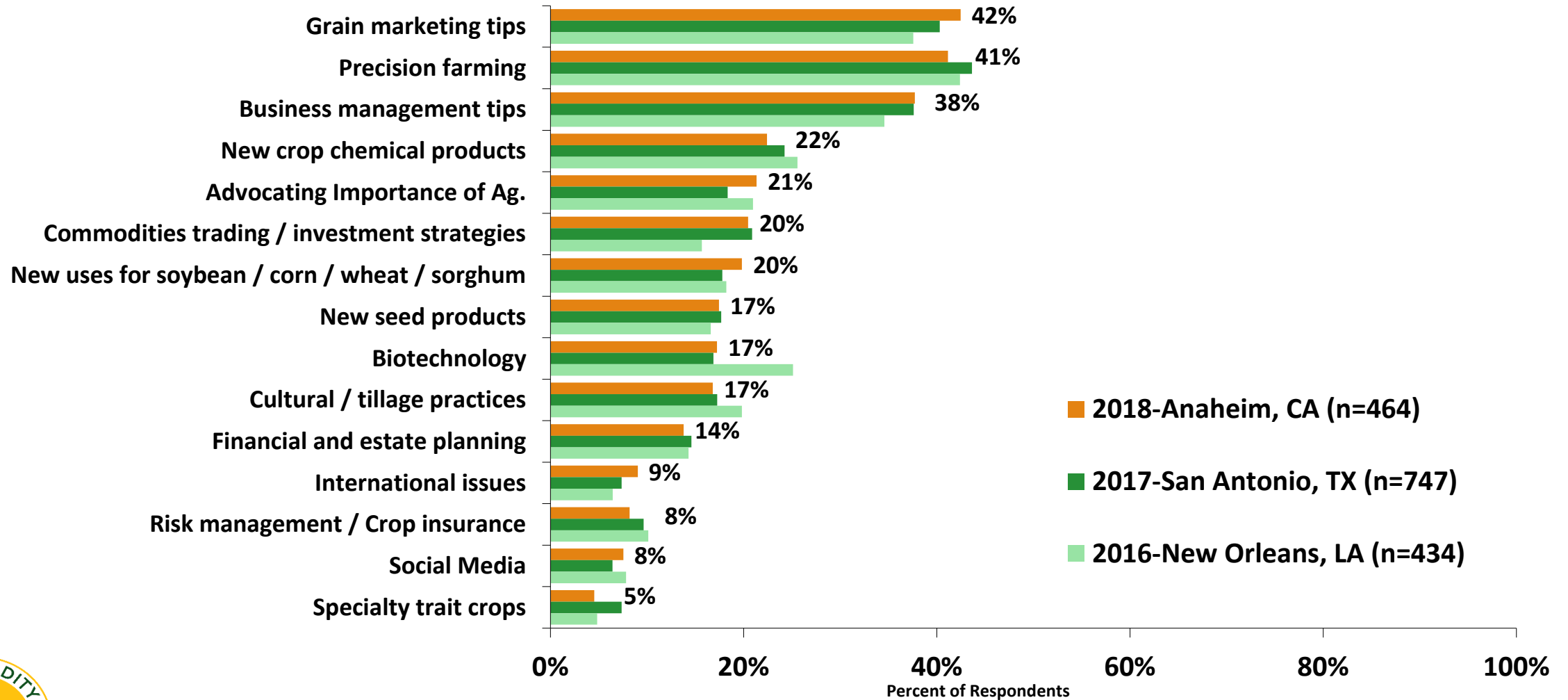


* 'other farmers' was changed from 'other growers' in 2018

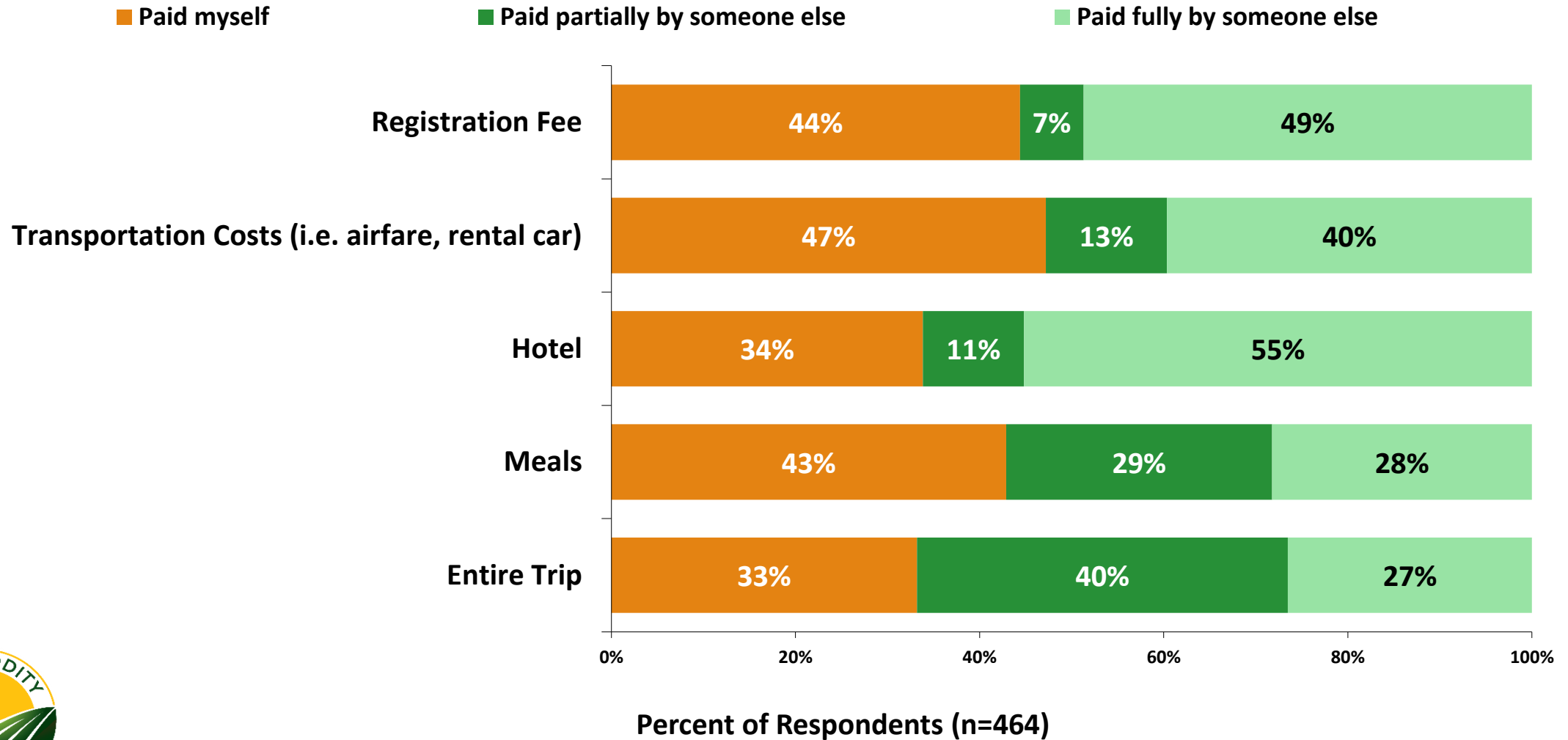
** 'row crops' was changed from 'crop industries' in 2017



Education Most Interested In



Registration Fee



Q7. 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

■ Yes ■ No

Registration fee (n=258)

53%

47%

Transportation costs (i.e. airfare, rental car)
(n=245)

50%

50%

Hotel (n=307)

46%

54%

Meals (n=265)

77%

23%

Entire trip (n=310)

55%

45%

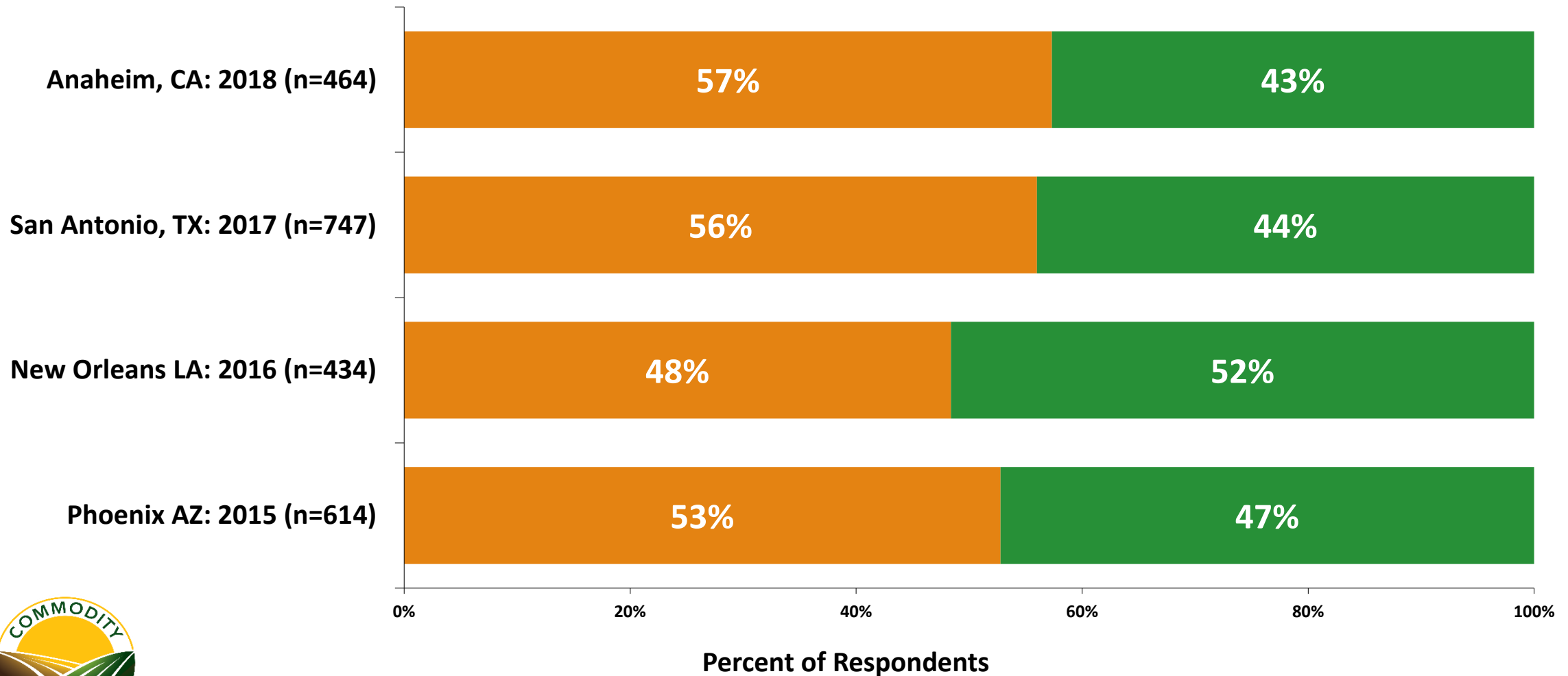
0% 20% 40% 60% 80% 100%

Percent of Respondents Not Paying Fee



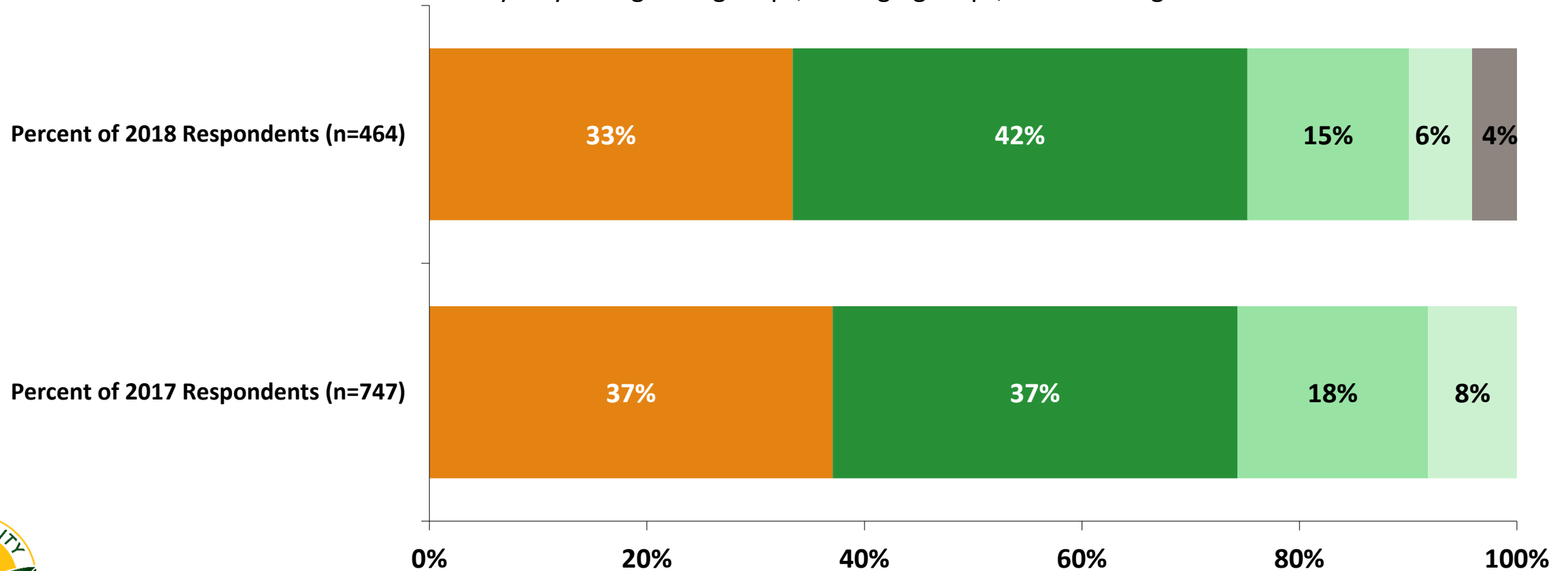
Direct Others in Making Purchase Input Decisions

Yes No No answer

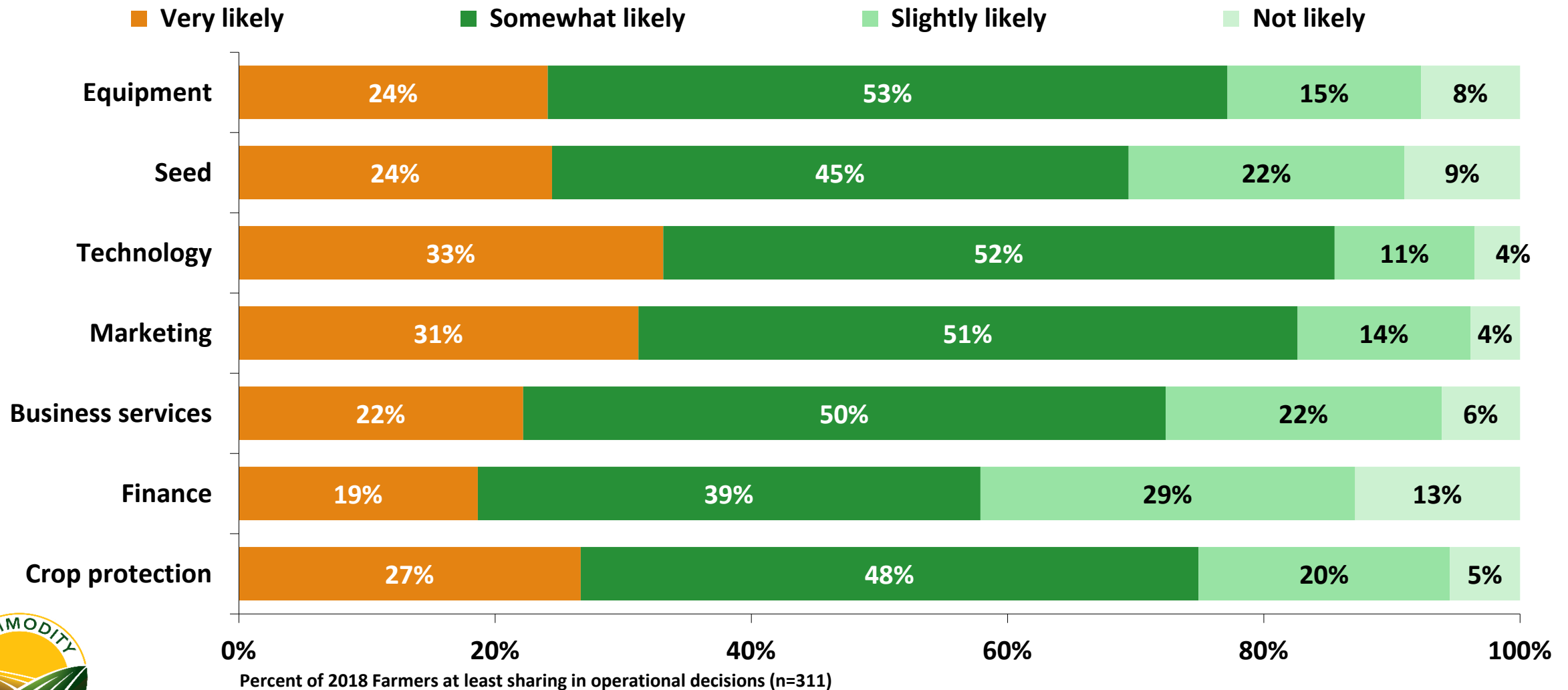


Role in Operation

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

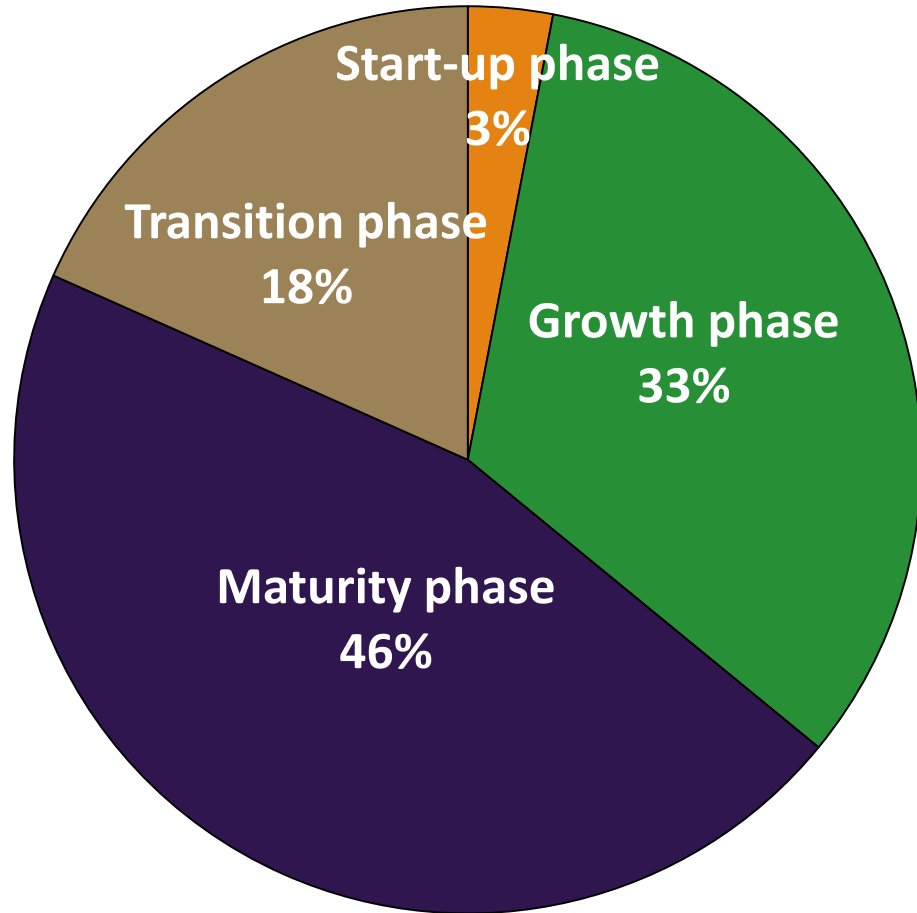


Likelihood to Make Decision Based on C.C. Information *(Farmers Only)*



Q11. 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

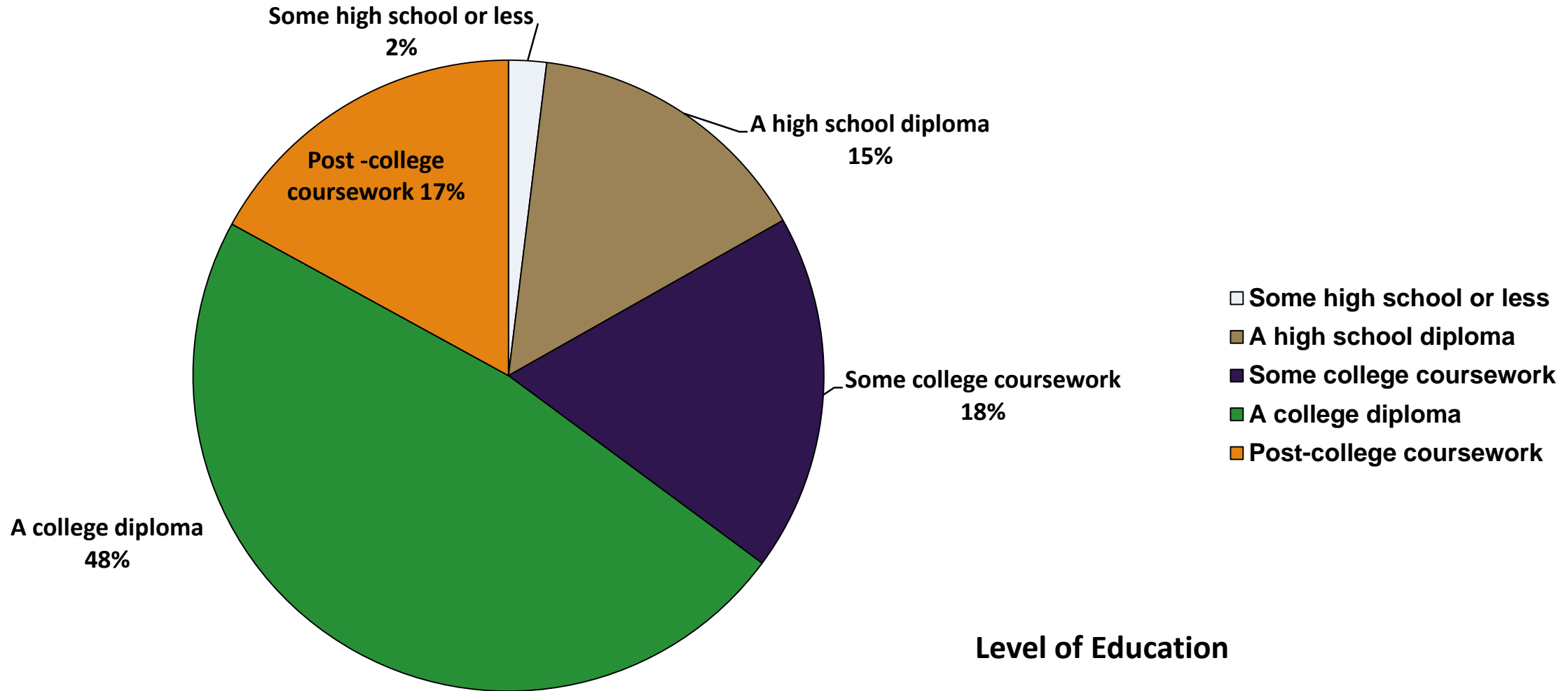


Phase	Definition
Start-up	Recently began buying into a farming operation or starting a new operation
Growth	In the process of purchasing equipment and capital, working to increase the size in the next few years.
Maturity	Focusing on maintaining size of the operation, not intending to greatly increase 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.

Percent of 2018 Respondents (n=398)



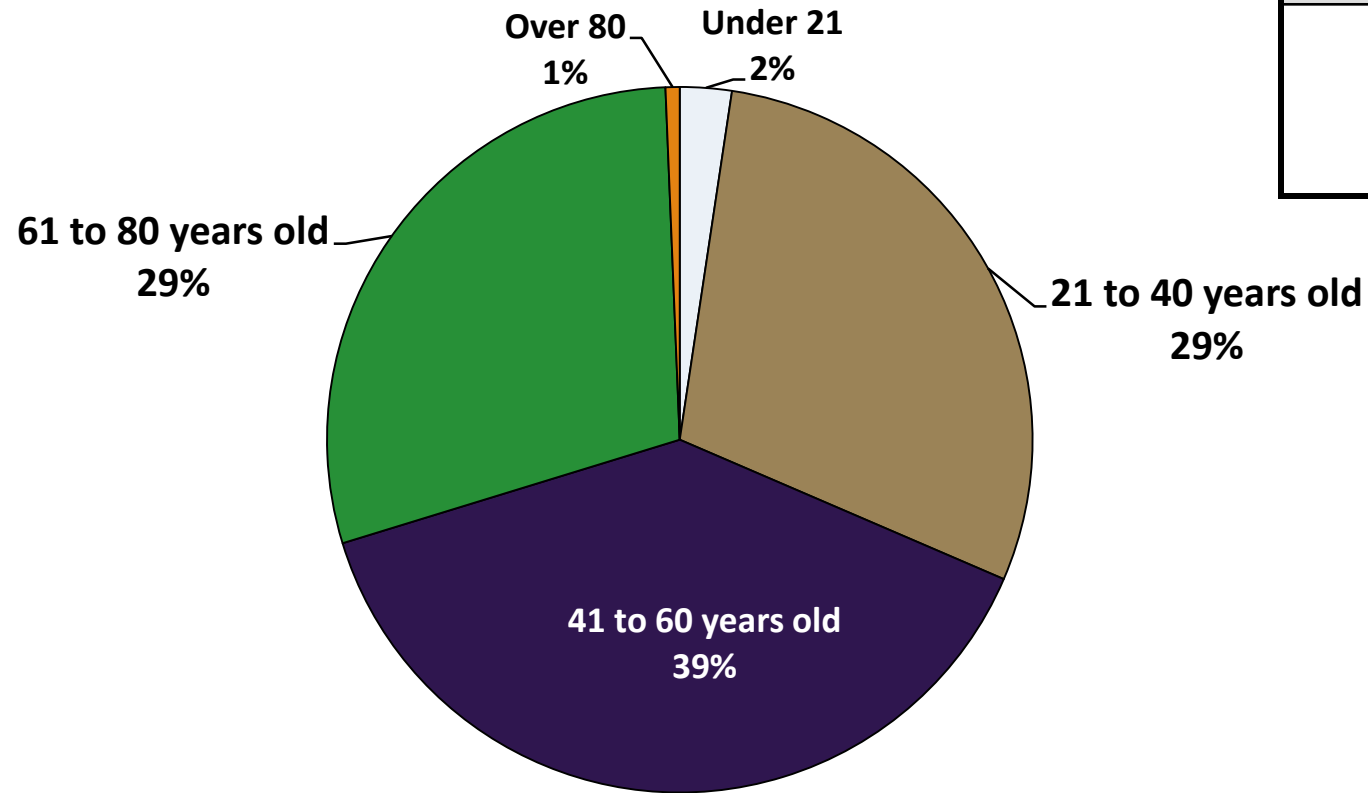
Level of Education



Level of Education
Percent of 2018 Respondents (n=464)



Age of Respondents

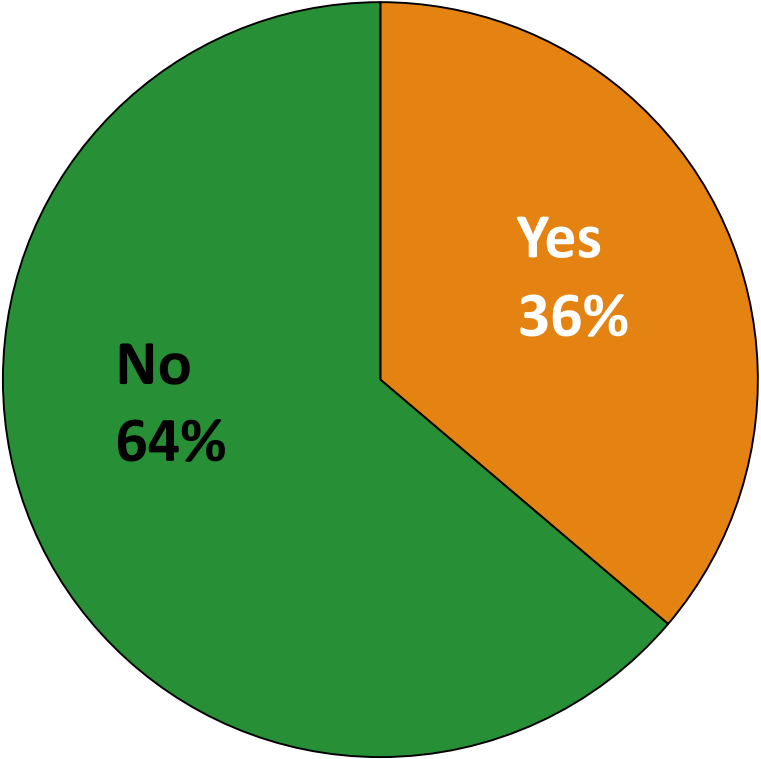


Mean Age	Median Age
50	53

Percent of 2018 Respondents (n=464)



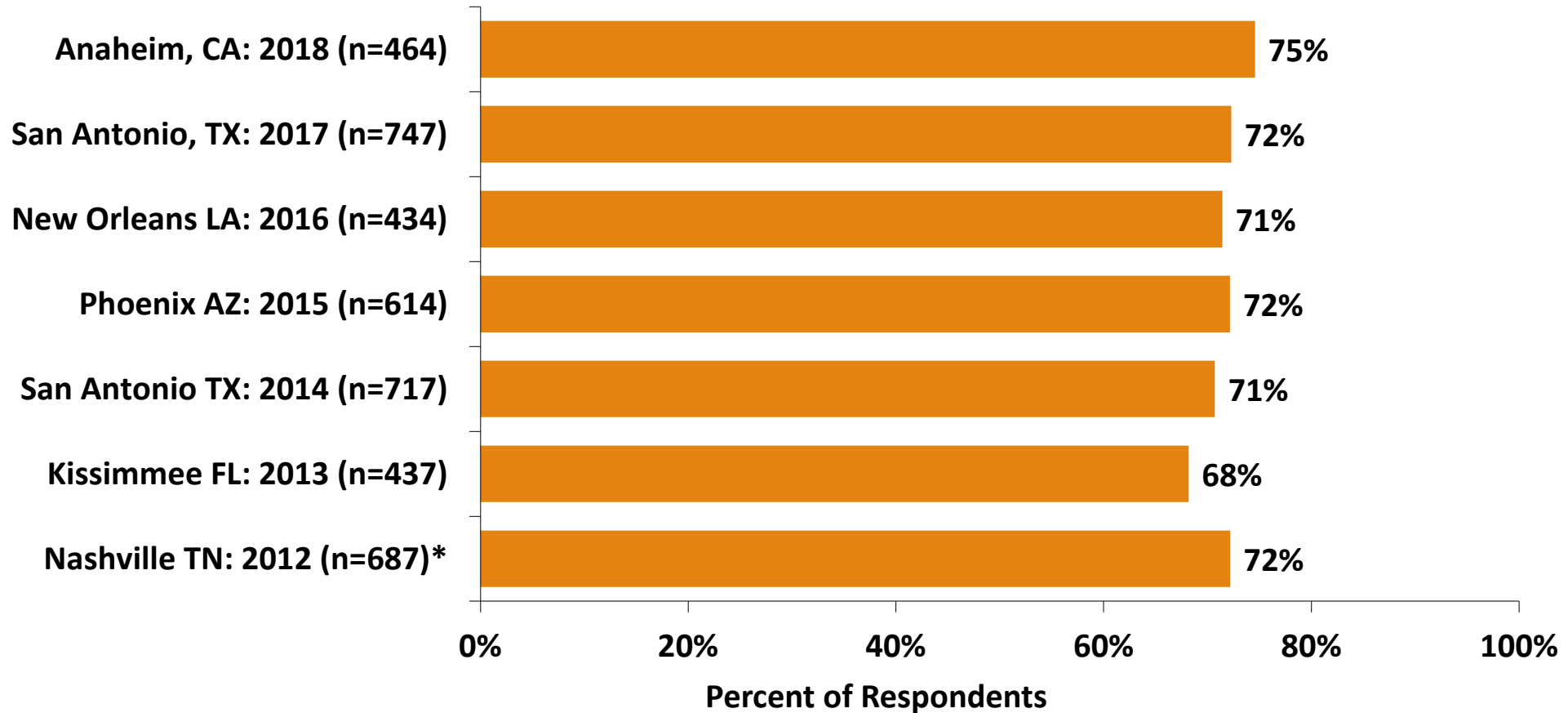
New Commodity Classic Attendees



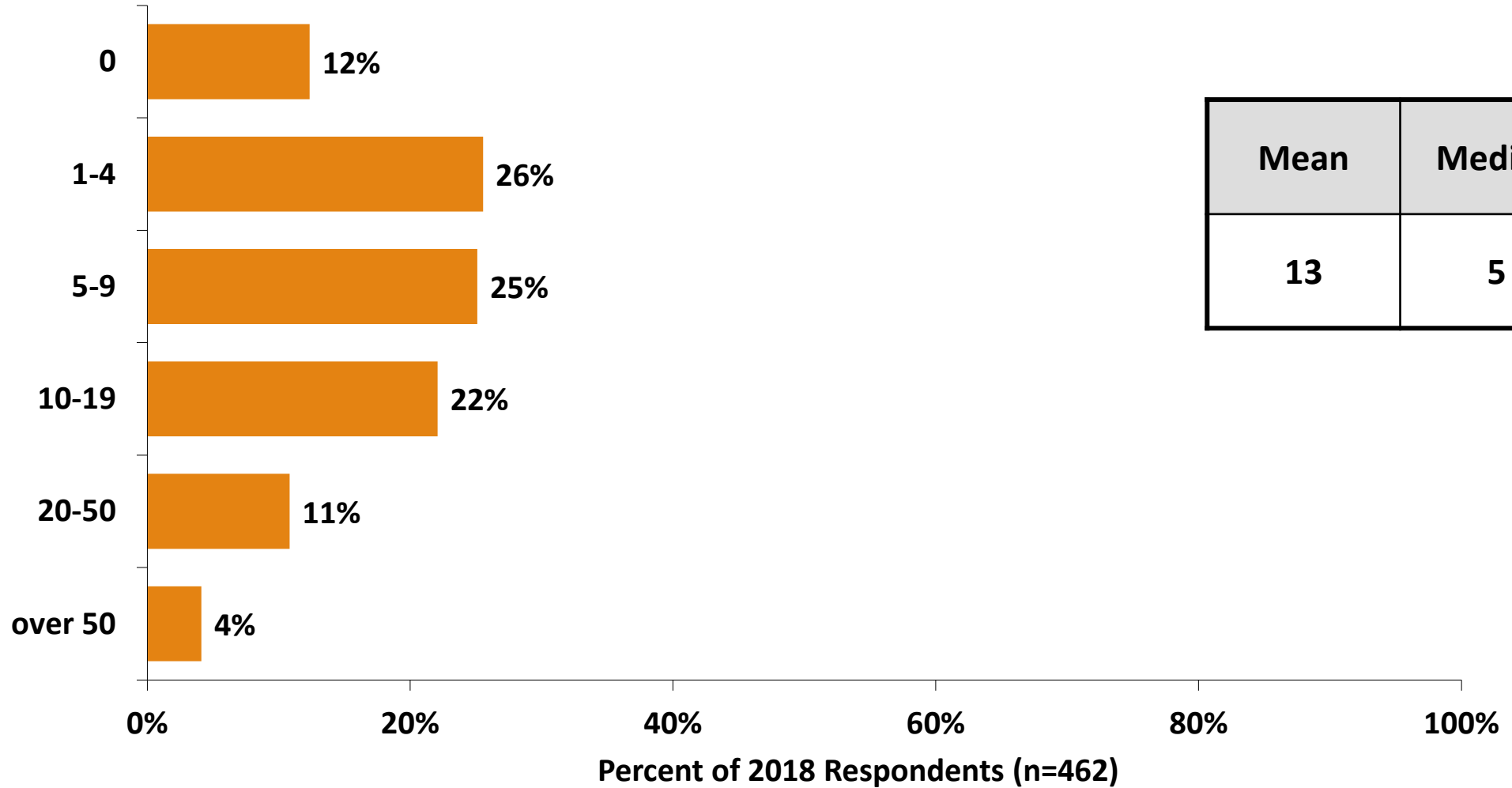
Percent of 2018 Respondents (n=464)



Attendees Who Consider Themselves Early Adopters



Number of Farmers Influenced

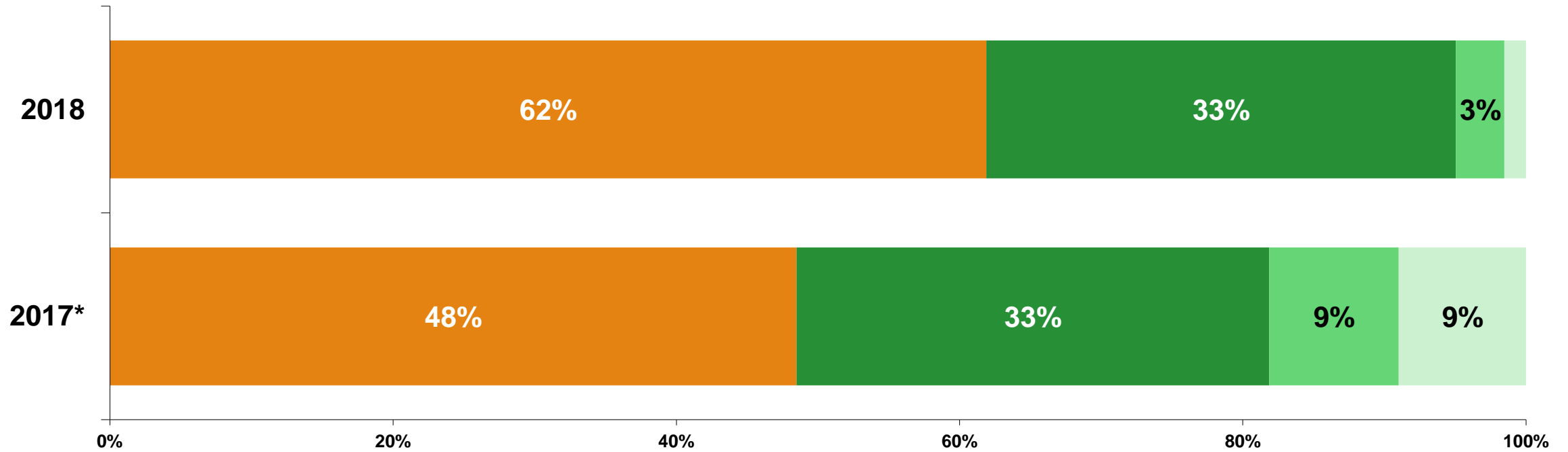


Post-Event Survey

2018 COMMODITY CLASSIC



Convention Registration Process



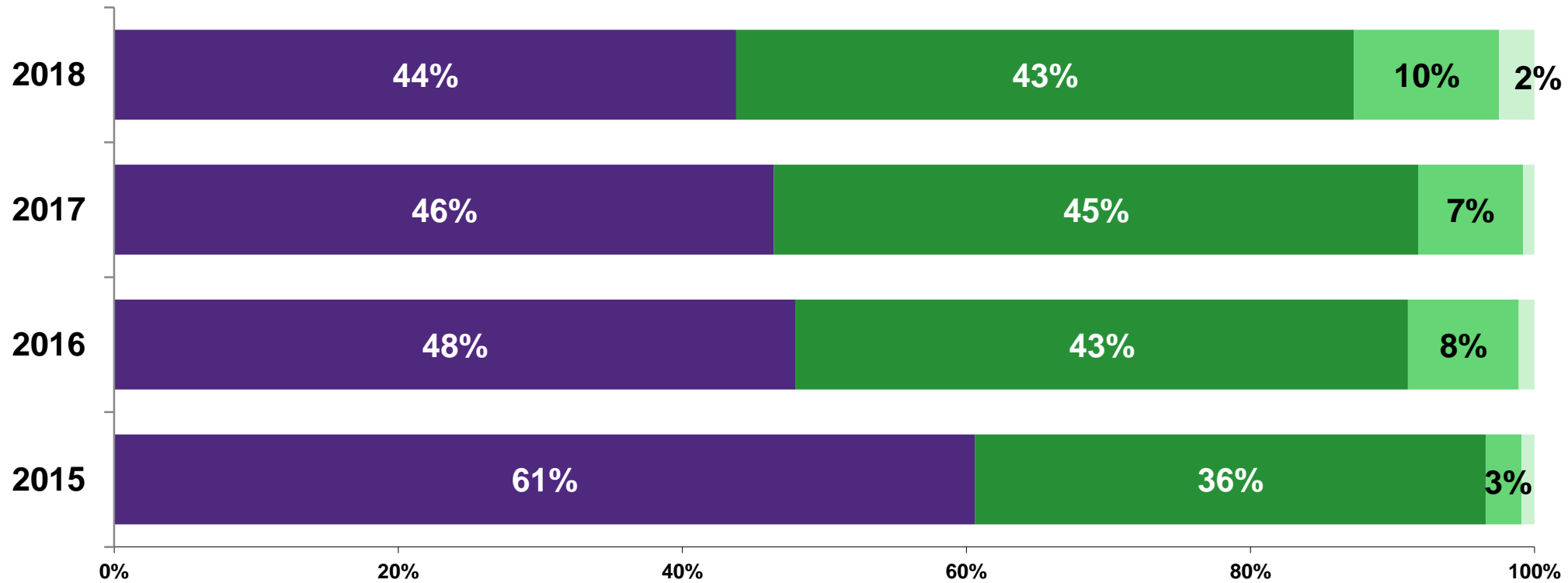
Percent of Respondents Rating (n=585)

■ Excellent ■ Good ■ Fair ■ Poor

**Added in 2017*



Monday Opening Welcome Reception

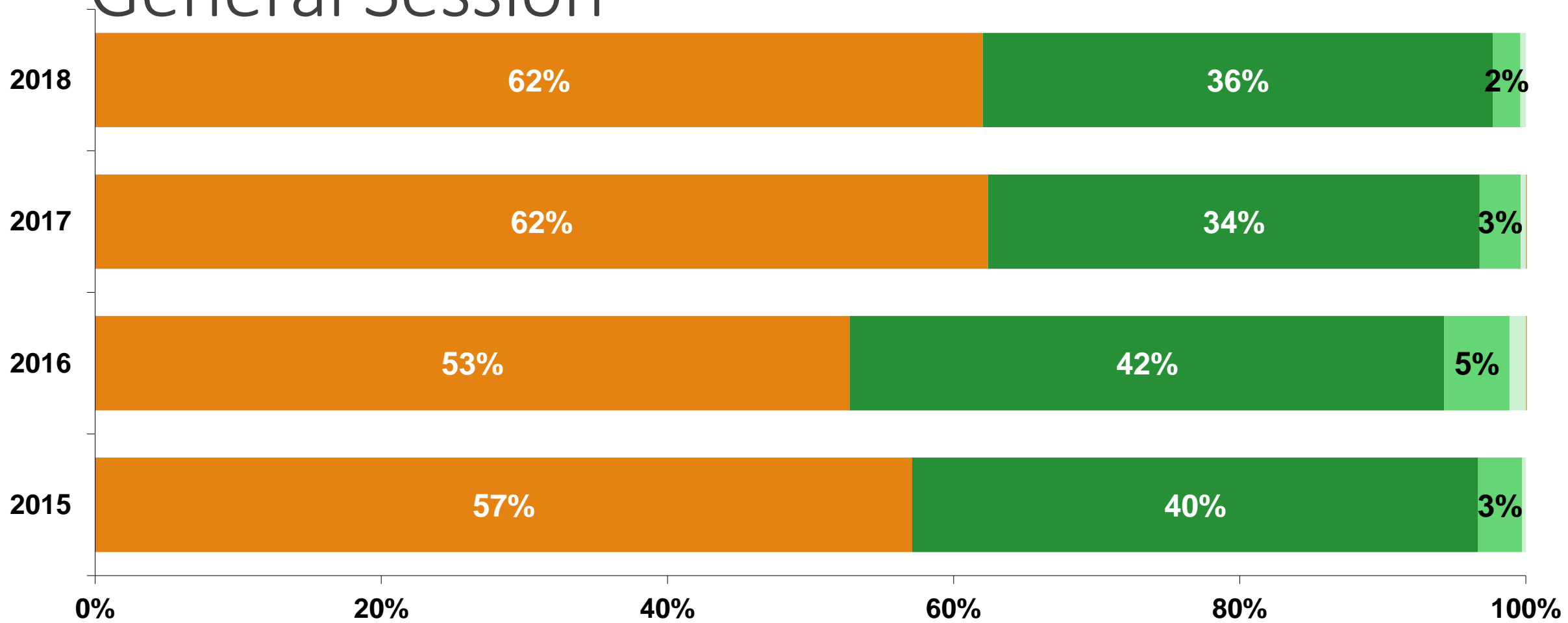


Percent of Respondents Rating (n=322)

■ Excellent ■ Good ■ Fair ■ Poor



General Session



Percent of Respondents Rating (n=519)

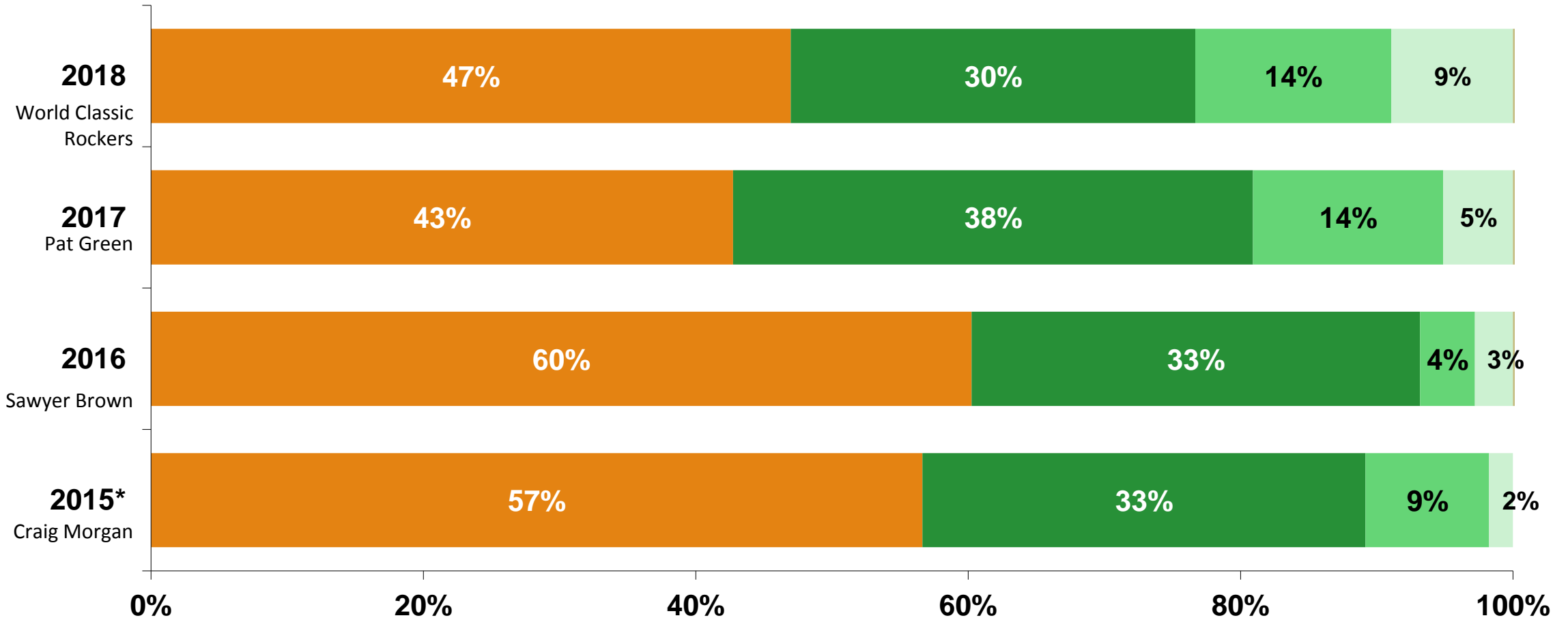
■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Comment

**Starting in 2015, no longer including those who say 'no comment' in total %*

***Survey moved from paper to on-line format*



Evening of Entertainment



Percent of Respondents Rating (n=313)

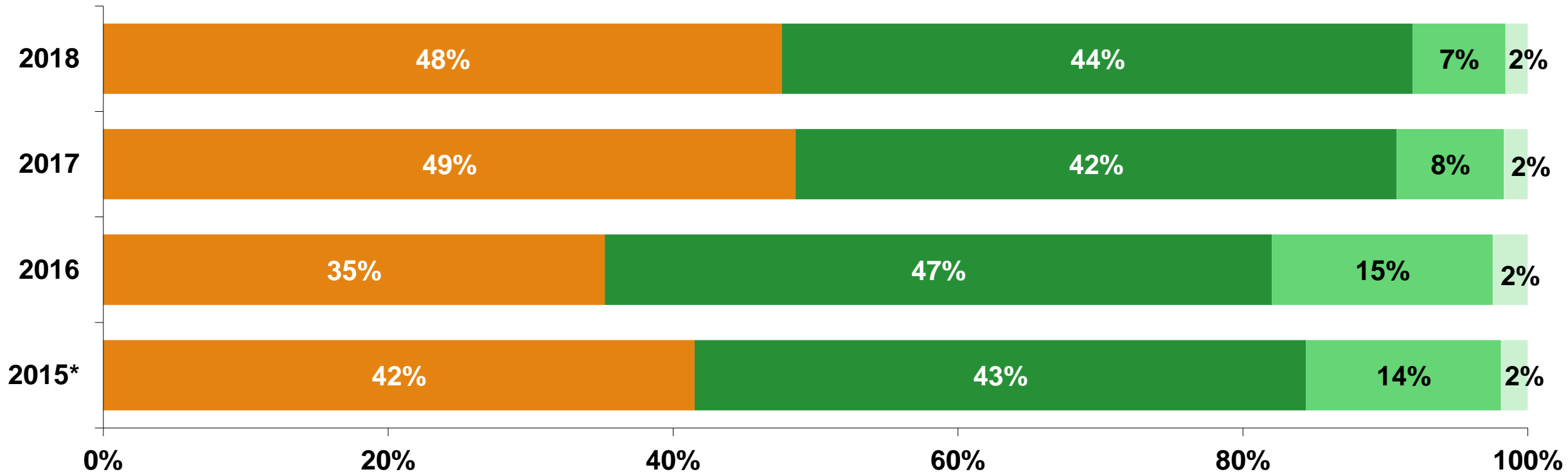
■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Comment

**Starting in 2015, no longer including those who say 'no comment' in total %*

***Survey moved from paper to on-line format*



Commodity Classic Mobile App



Percent of Respondents Rating (n=384)

**Added in 2015*

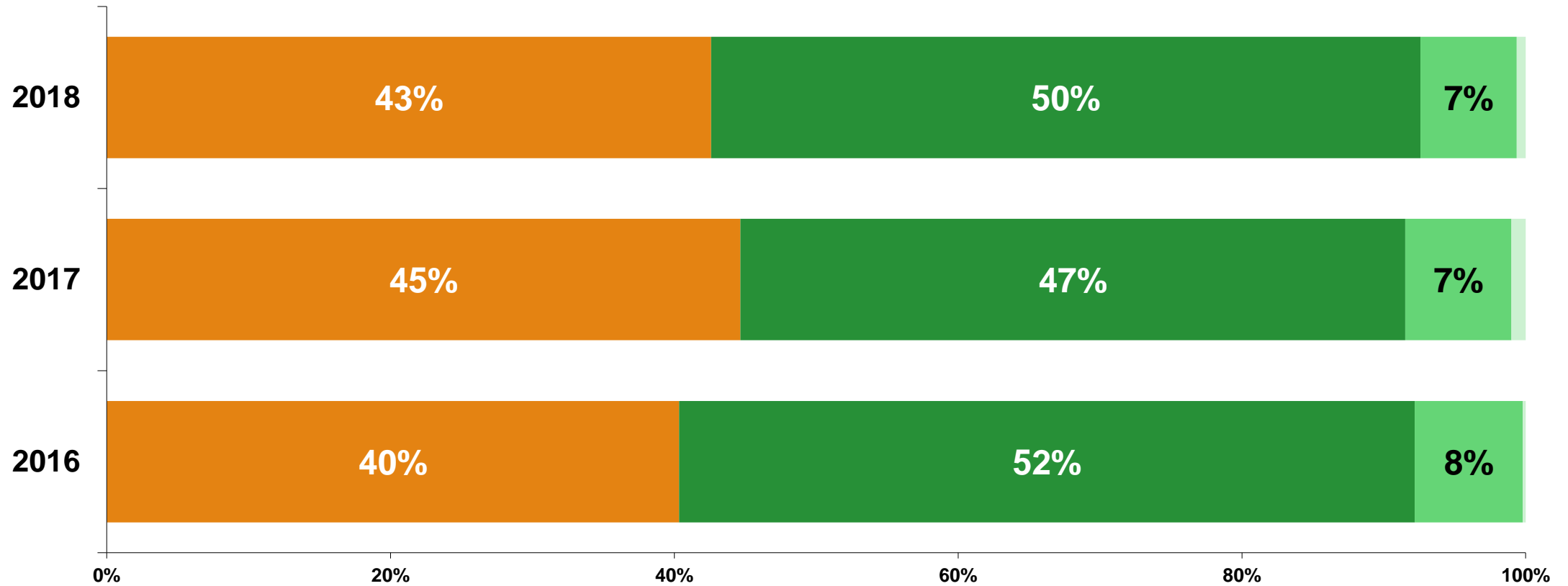
■ Excellent ■ Good ■ Fair ■ Poor



Main Stage Education

**Starting in 2015, no longer including those who say 'no comment' in total %*

***Survey moved from paper to on-line format*

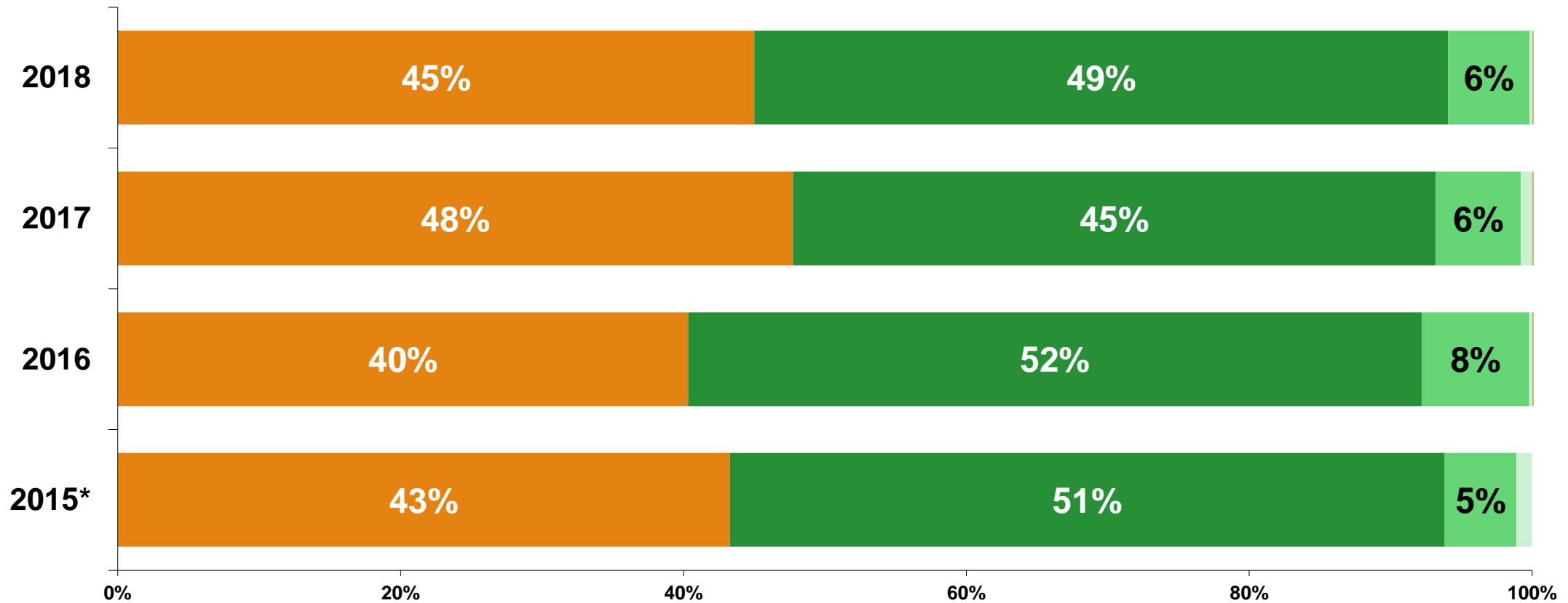


Percent of Respondents Rating (n=472)

■ Excellent ■ Good ■ Fair ■ Poor



Overall Educational Value



Percent of Respondents Rating (n=571)

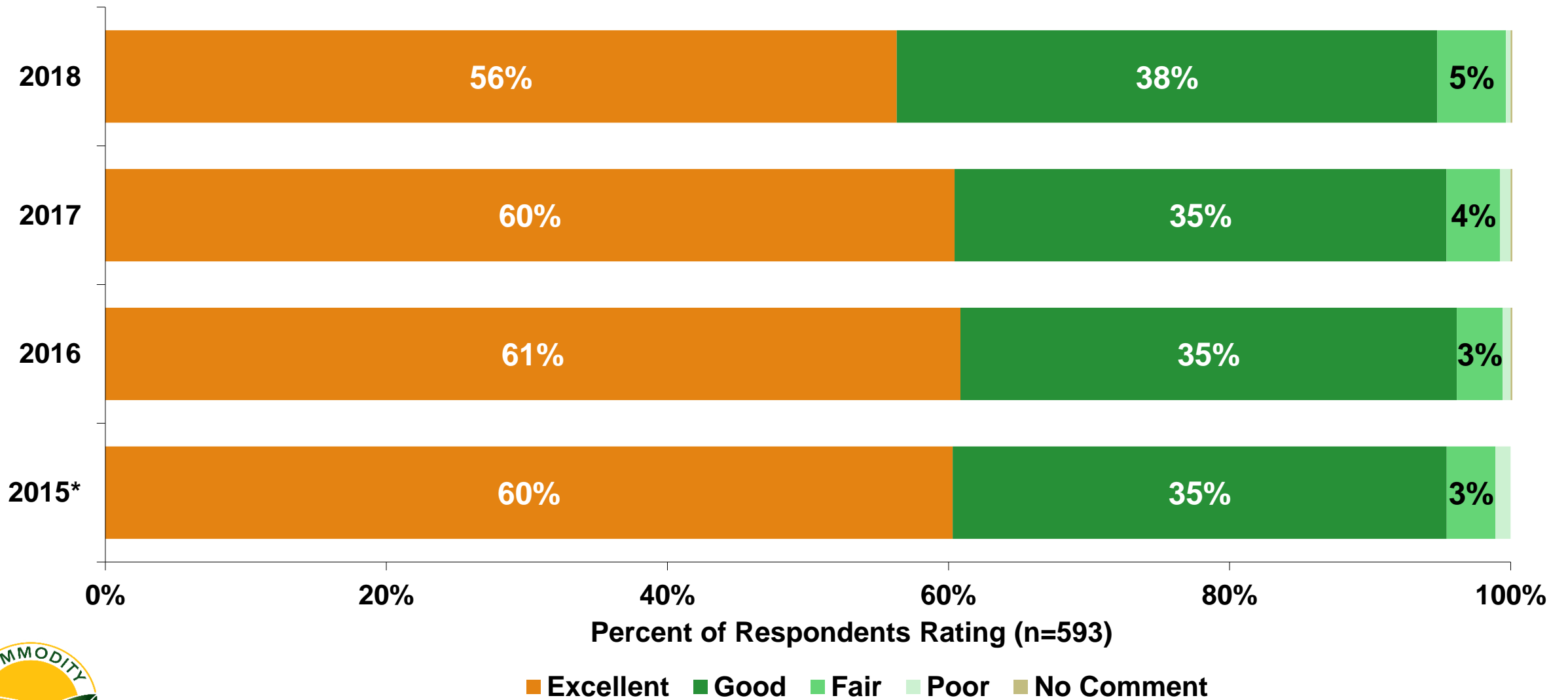
■ Excellent ■ Good ■ Fair ■ Poor ■ No Comment

**Starting in 2015, no longer including those who say 'no comment' in total %*



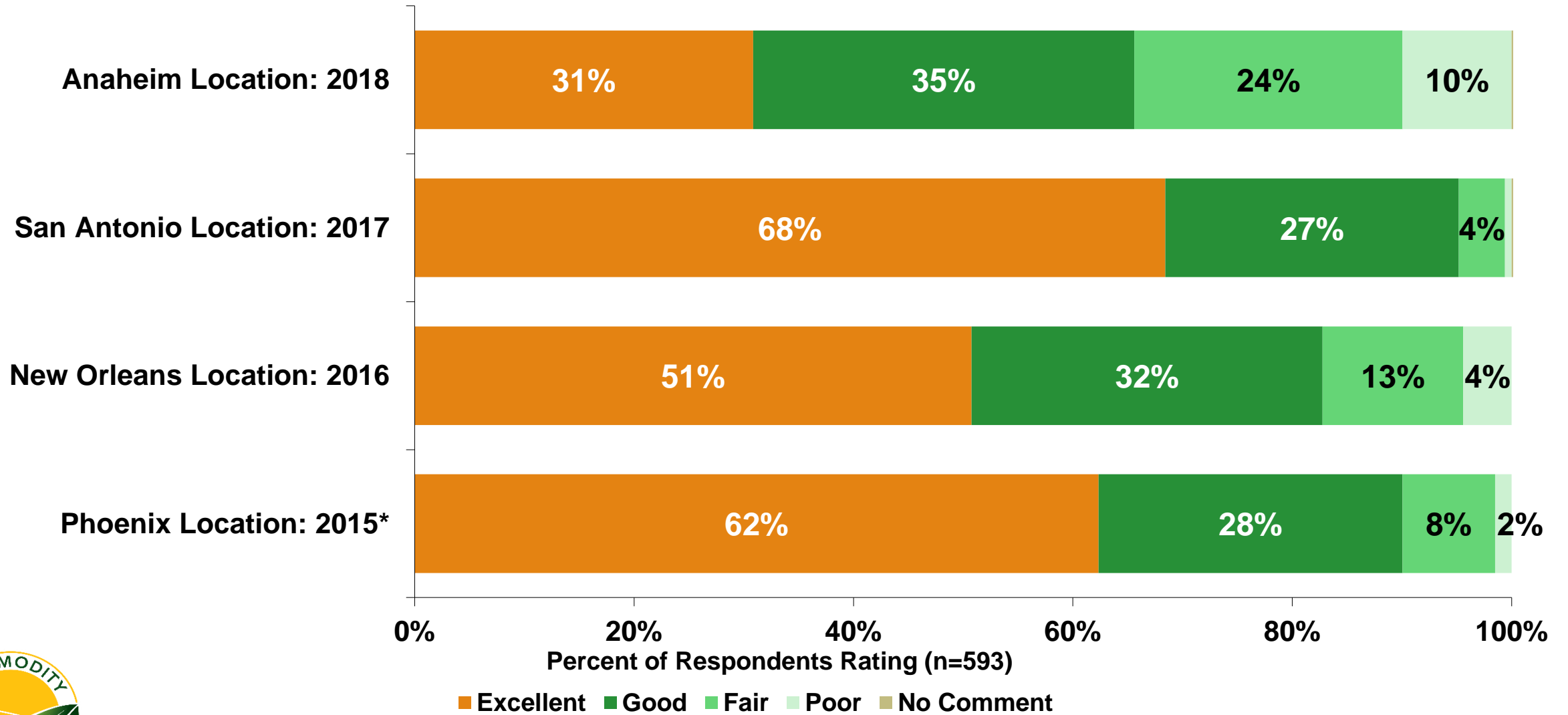
Overall Trade Show

**Starting in 2015, no longer including those who say 'no comment' in total %*

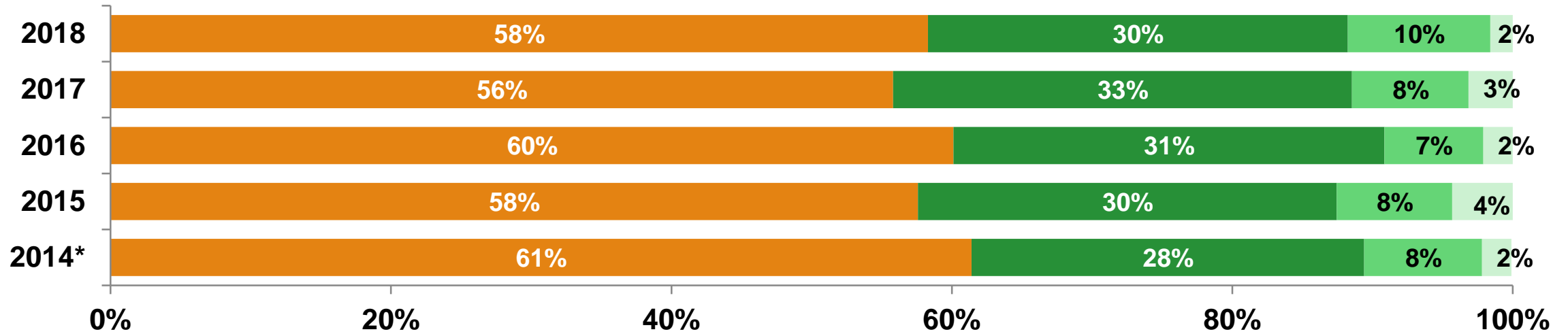


Location

**Starting in 2015, no longer including those who say 'no comment' in total %*



Likelihood of Recommending Commodity Classic to a Friend



■ Top Box(10-9)
 ■ Near Top(8-7)
 ■ Mid(6-5)
 ■ Bottom(4-0)

Percent of Respondents (n=561)

Mean
8.6
8.4
8.6
8.4
8.6

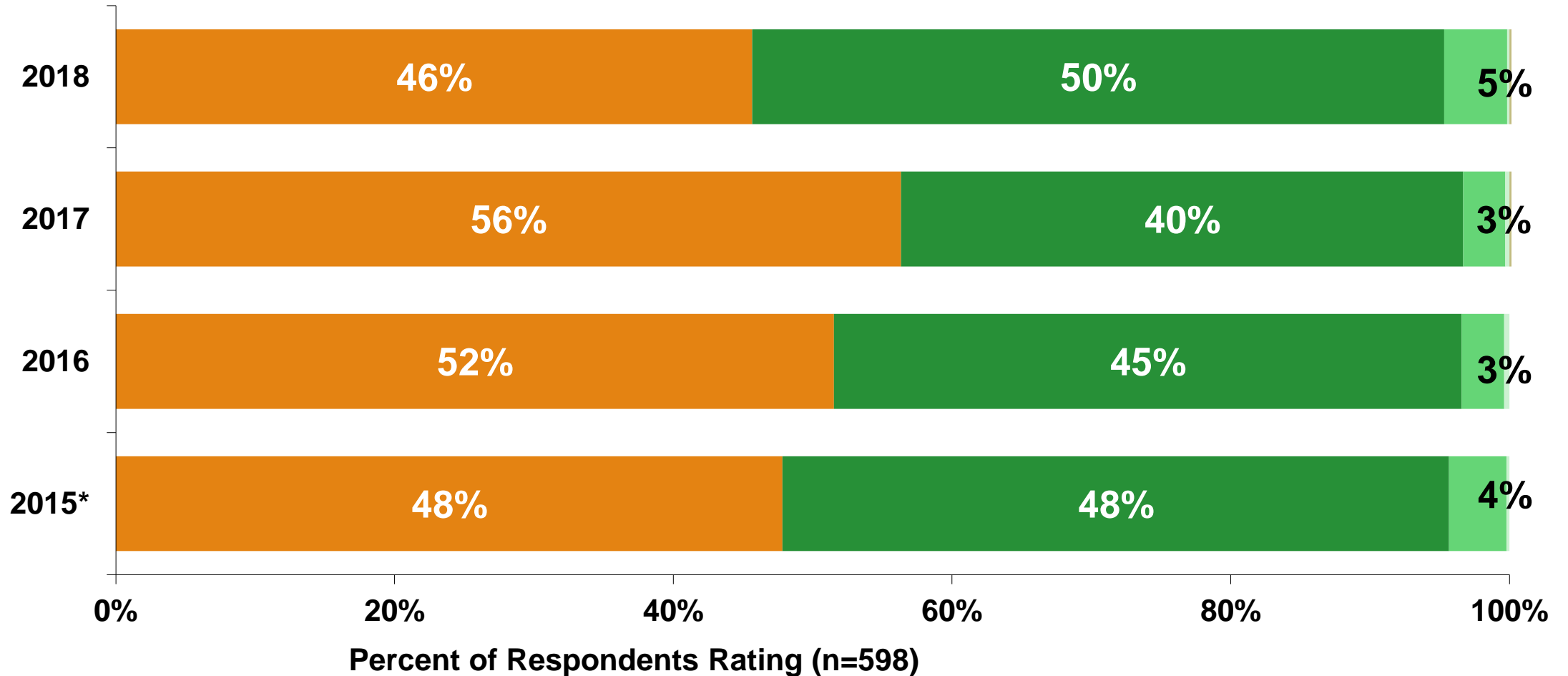
*Added in 2014



Top Three Reasons for Attending



Overall Commodity Classic



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ No Comment

**Starting in 2015, no longer including those who say 'no comment' in total %*



Acres & Dollars Impact

2018 COMMODITY CLASSIC



Methodology

- Commodity Classic Registration
- Commodity Classic Surveys
- USDA NASS January 2018
- USDA WASDE March 2018
- USDA ERS December 2017



High Impact

7,085,579 total acres in attendance

- Corn: 2,252,663
- Soybeans: 2,165,948
- Wheat: 1,753,570
- Sorghum: 913,398

Per Farm

Avg. Gross Farm Income:	\$1,508,415
Avg. Equipment Purchases:	\$347,622
Avg. Seed & Chem. Purchases:	\$297,092
Avg. Fertilizer Purchases:	\$214,774



High Impact

7,085,579 total acres in attendance

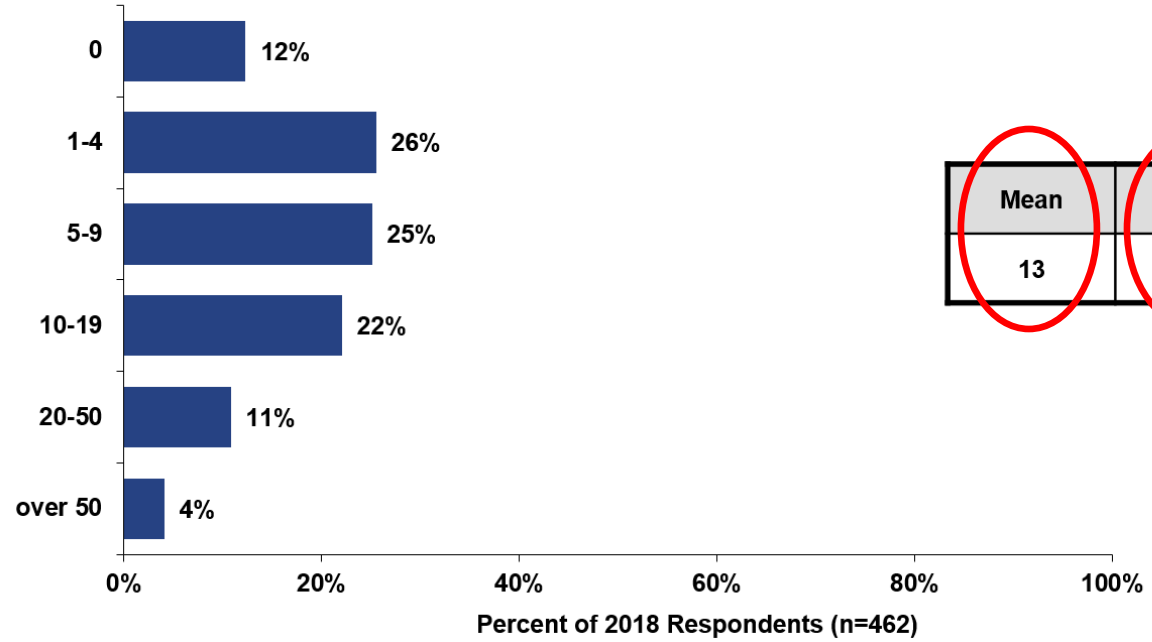
- Corn: 2,252,663
- Soybeans: 2,165,948
- Wheat: 1,753,570
- Sorghum: 913,398

Total Gross Farm Income:	\$2,906,716,033
Equipment Purchases:	\$669,866,746
Seed & Chem. Purchases:	\$572,496,496
Fertilizer Purchases:	\$413,869,151



Impact Beyond the Event

Number of Growers Influenced



D9. How many growers in your area would you say often ask your opinion on new agricultural products and practices?
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High Impact *(Factor 5)*

35,427,895 total acres impacted (15%)

- Corn: 11,263,315
- Soybeans: 10,829,740
- Wheat: 8,767,850
- Sorghum: 4,566,990

Total Gross Farm Income:	\$14,533,580,163
Equipment Purchases:	\$3,349,333,731
Seed & Chem. Purchases:	\$2,862,482,480
Fertilizer Purchases:	\$2,069,345,756



High Impact *(Factor 13)*

85,549,760 total acres impacted (37%)

- Corn: 28,879,140
- Soybeans: 27,767,453
- Wheat: 22,480,767
- Sorghum: 6,422,400

Total Gross Farm Income:	\$36,063,260,235
Equipment Purchases:	\$8,140,909,566
Seed & Chem. Purchases:	\$7,136,846,226
Fertilizer Purchases:	\$5,112,549,423



Questions?

