

Commodity Classic 2019

ORLANDO, FLORIDA



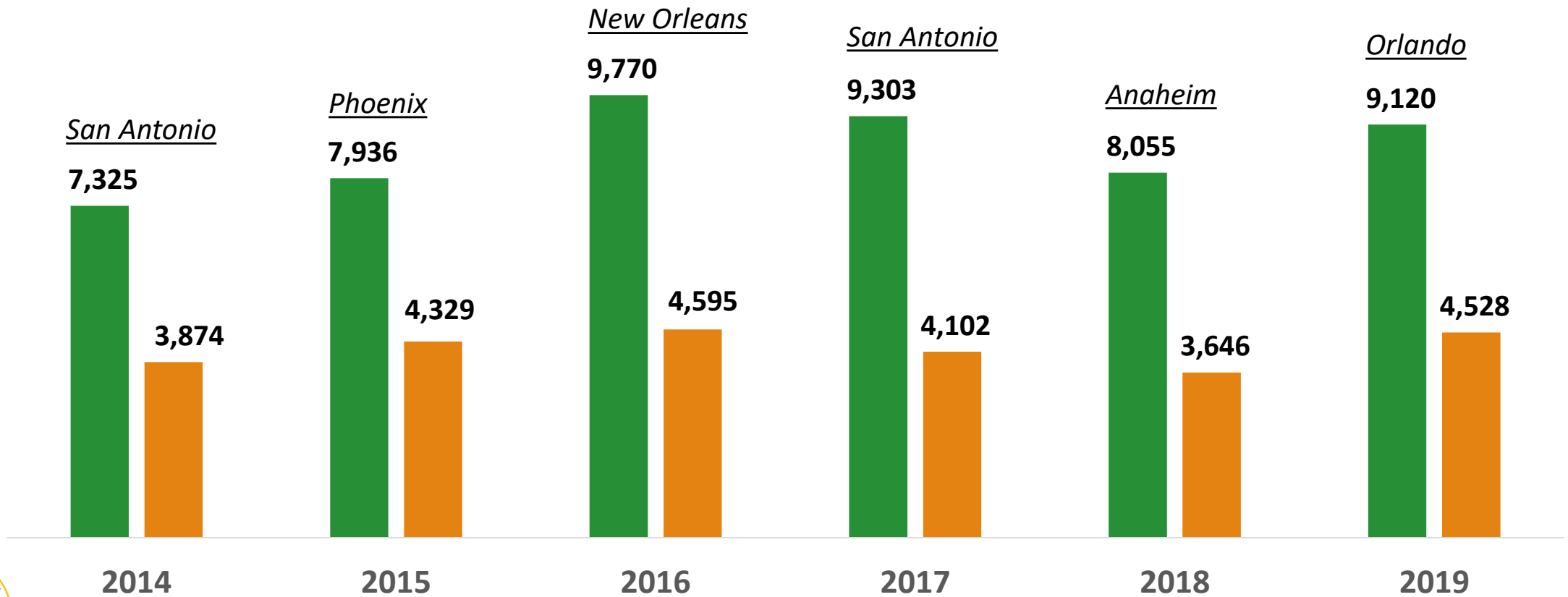
Attendance

2019 COMMODITY CLASSIC



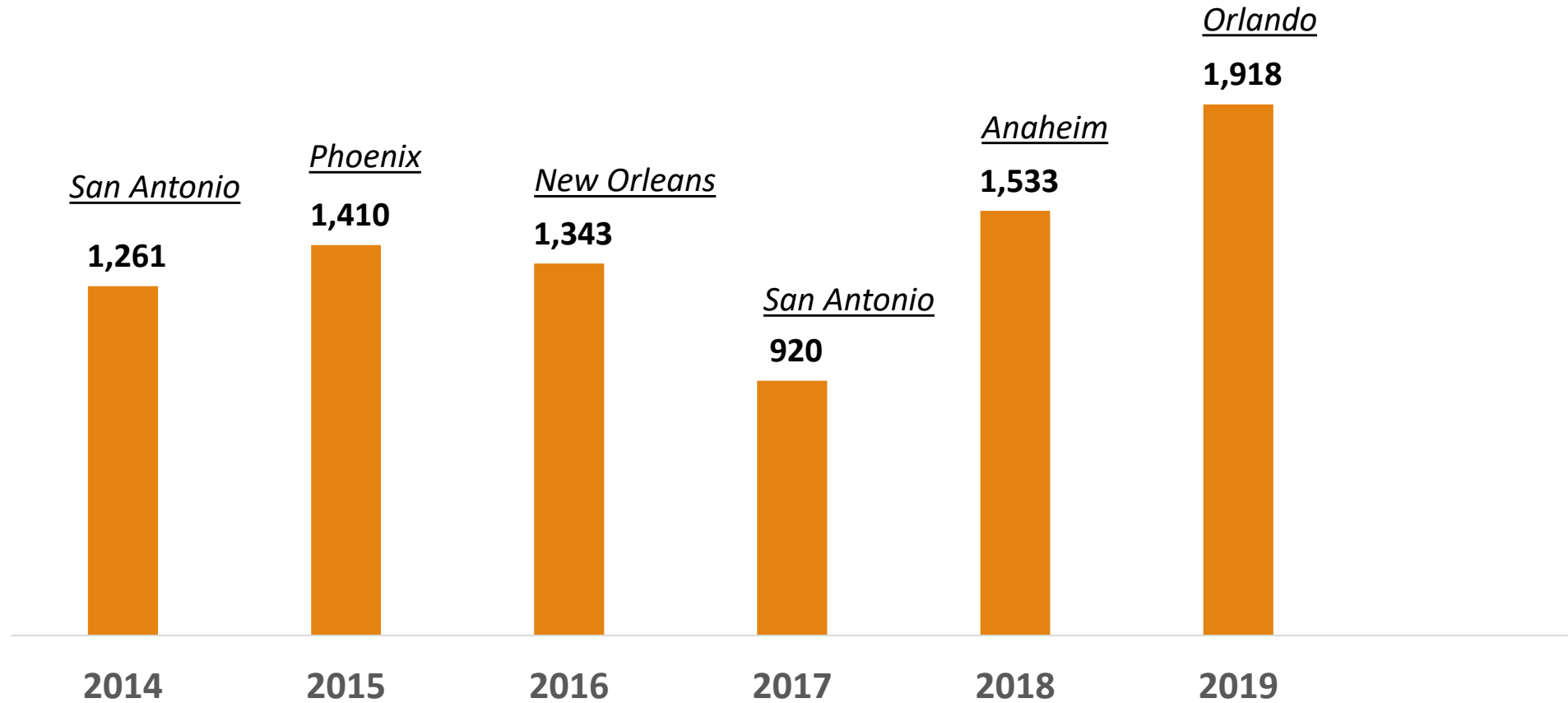
Year-to-Year Attendance

■ Total Attendees ■ Farmers



First-Time Attendees

(Non-Exhibitor)



Farmer Profile

	2014	2015	2016	2017	2018	2019
Total Acres	2,520	3,009	2,893	2,779	2,850	3,136
Corn Acres	1,117	1,247	1,197	1,137	1,169	1,260
Soybean Acres	862	1,122	1,117	1,020	1,124	1,070
Wheat Acres	897	1,247	992	861	910	1,045
Sorghum Acres	582	467	471	445	474	473
Cotton Acres	NA	NA	988	1,023	872	998
Rice Acres	NA	NA	NA	NA	NA	827
Hay/Forage Acres	NA	NA	NA	432	485	538
Peanut	NA	NA	NA	646	893	610

Based on registered farmers completing demographic information



Farmer Profile - *Continued*

	2014	2015	2016	2017	2018	2019
Vegetables Acres	NA	NA	NA	NA	NA	696
Other Specialty Acres	NA	NA	NA	NA	NA	1,513
No. Feedlot Cattle	NA	NA	604	314	550	702
Cow/Calf Pairs	NA	NA	150	177	240	398
Avg. Hogs	6,511	7,363	7,994	7,956	7,500	NA
Sows	NA	NA	NA	NA	NA	1,026
Feeders	NA	NA	NA	NA	NA	1,329
Finishers	NA	NA	NA	NA	NA	5,658
Avg. Age	51.7	53.4	52.6	50.1	50.2	52.3

Based on registered farmers completing demographic information

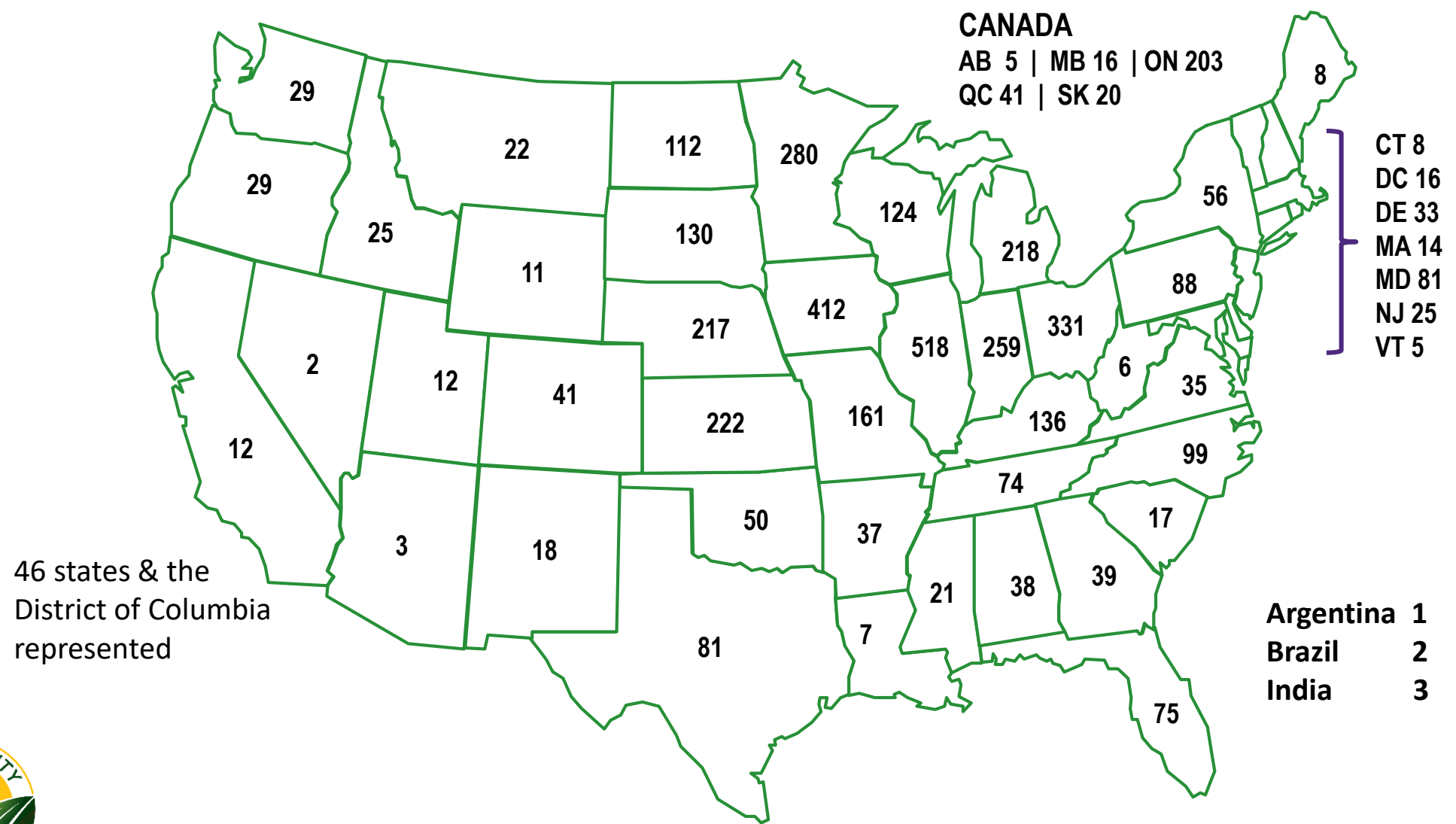
Other Attendees of Note

	2014	2015	2016	2017	2018	2019
Media	160	148	186	162	152	139
	2014	2015	2016	2017	2018	2019
Youth (15-22)	263	188	291	198	165	215
Child (14 & under)	NA	NA	NA	136	340	510
	2014	2015	2016	2017	2018	2019
College Students	NA	NA	NA	50	116	100

Based on registration categories



Farmer Geographic Distribution

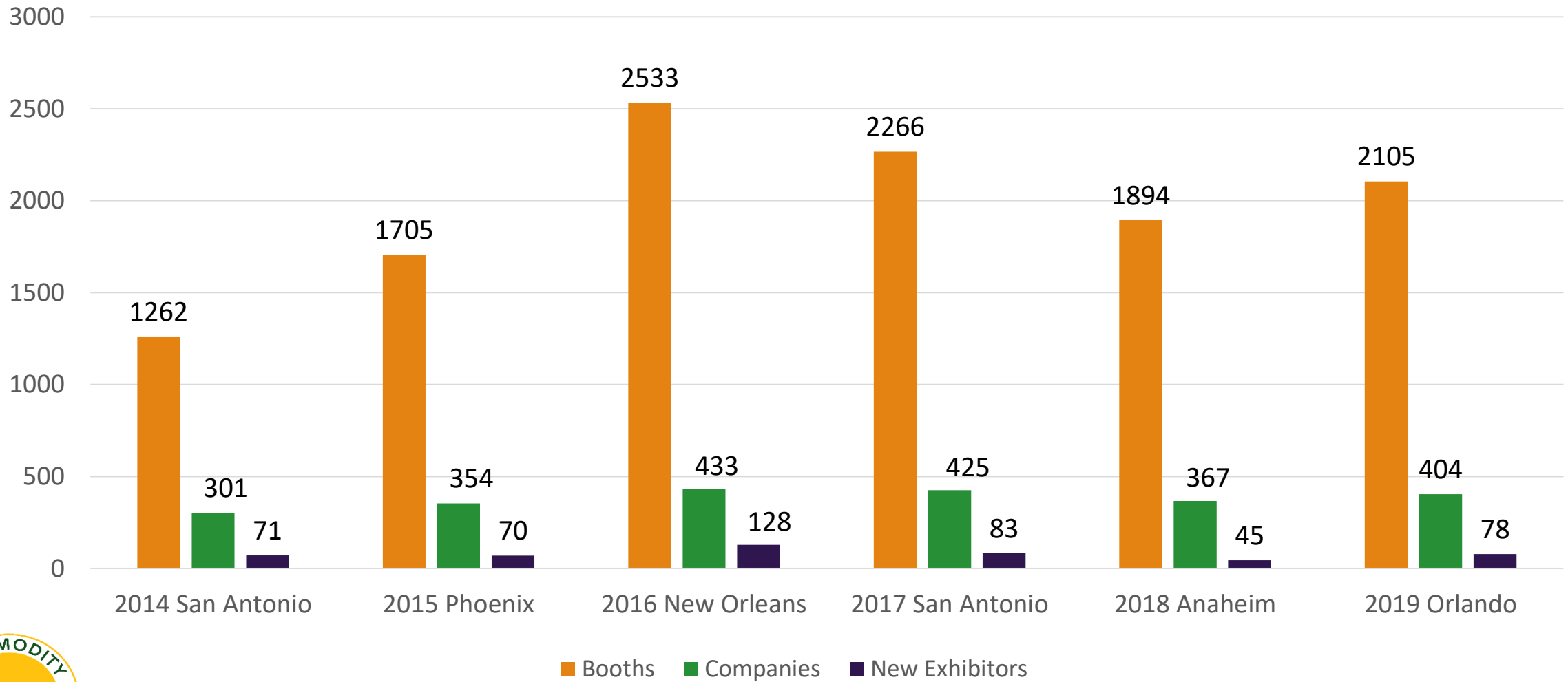


Trade Show

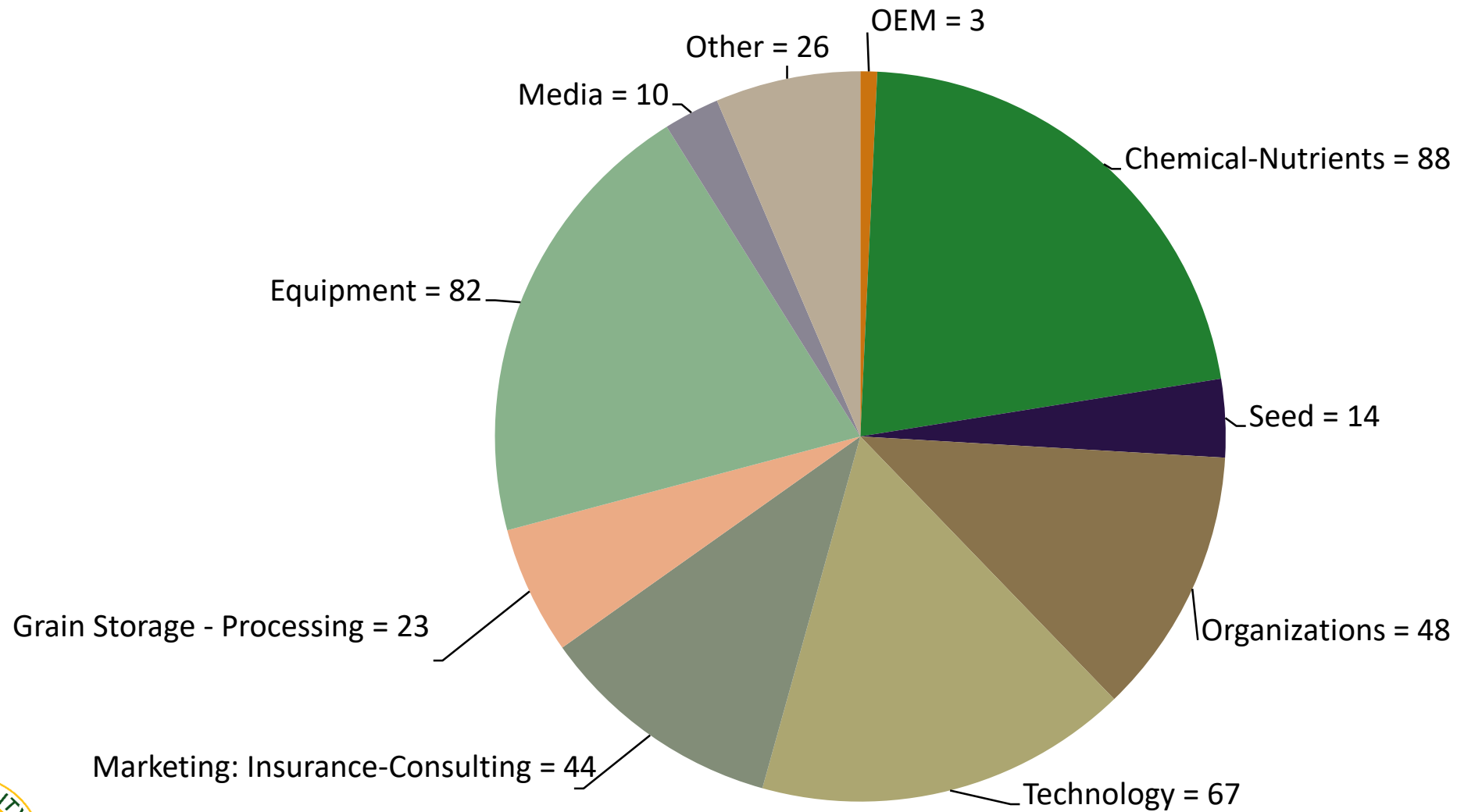
2019 COMMODITY CLASSIC



Trade Show Profile



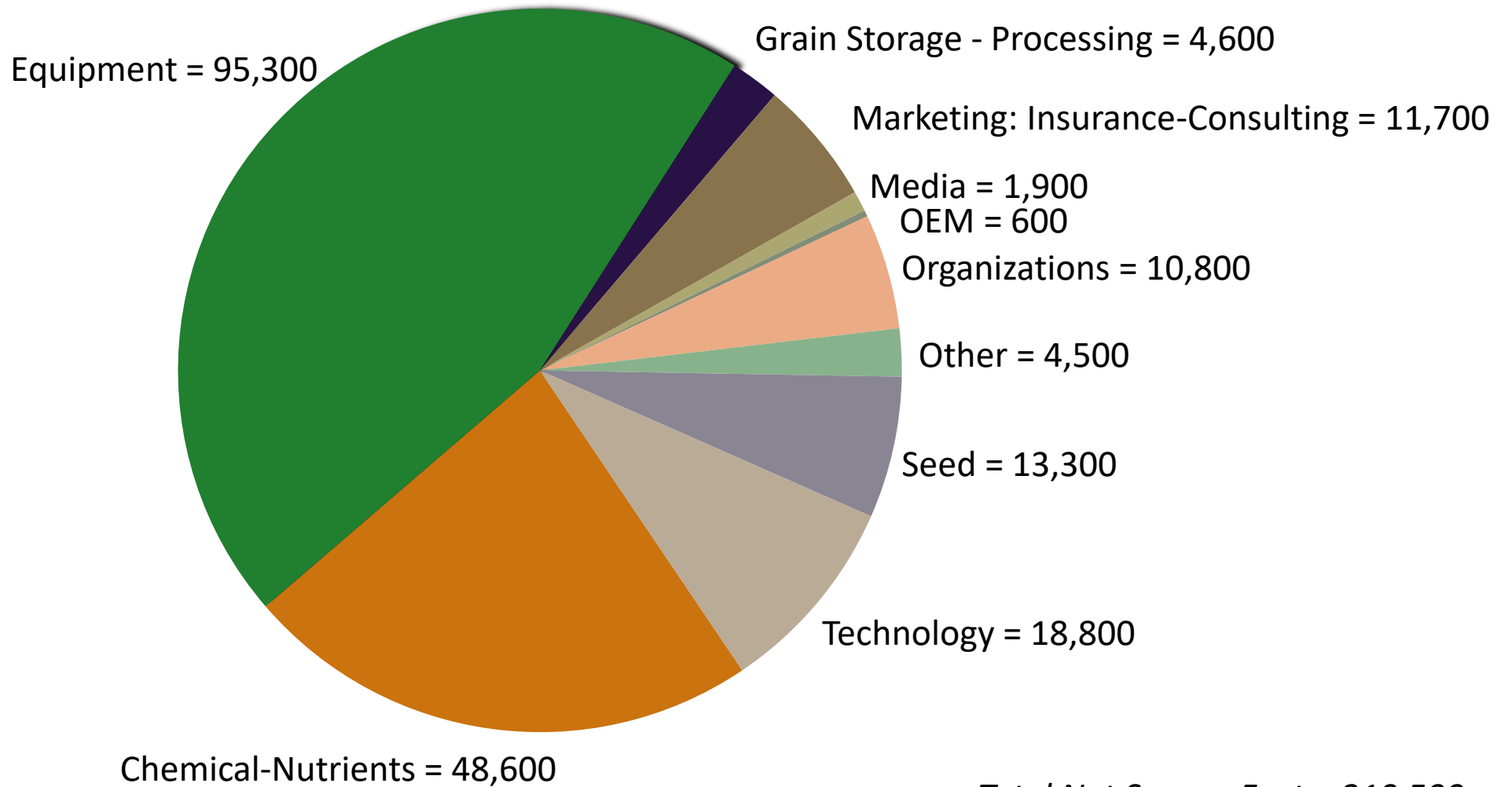
Number of Companies by Products and Services



Total Companies = 405



Net Square Feet by Exhibitor Category



Total Net Square Feet = 210,500



Audience Insight

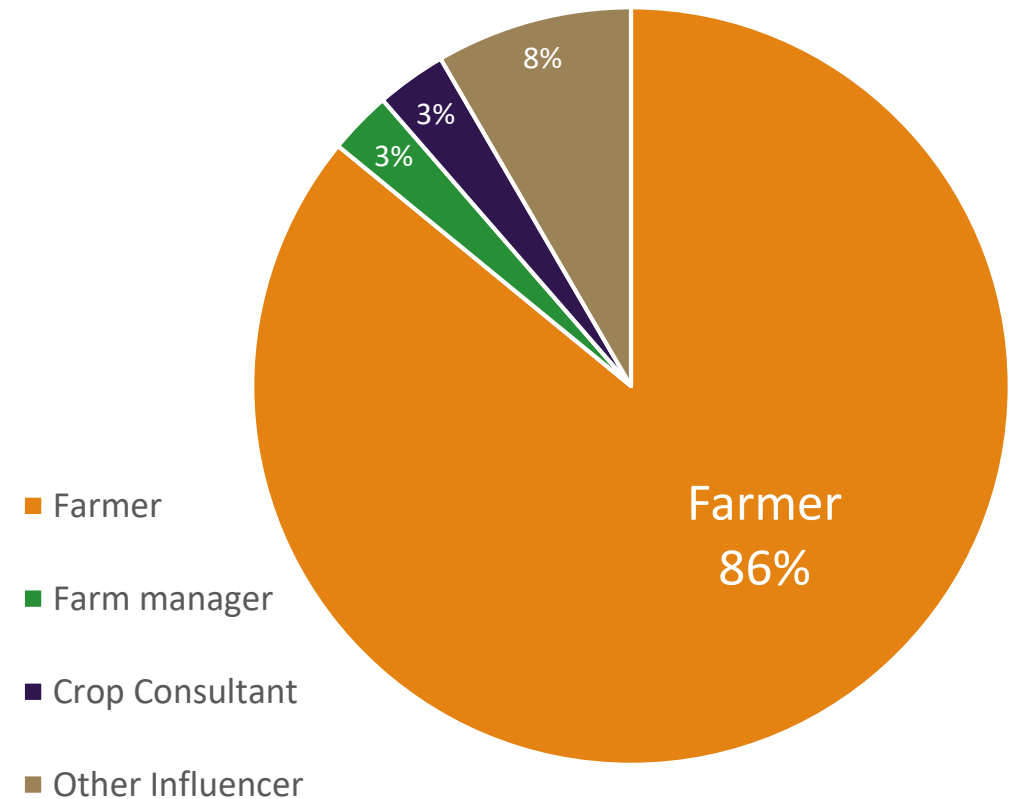
A SUMMARY OF INSIGHT FROM ONSITE SURVEY AND INTERVIEWS
2019 COMMODITY CLASSIC



Representative Sample of Farmers

- Surveys (onsite and post) were designed to provide more insight on farmer attendees and reasons for attending
- The on-site survey was completed by 335 attendees.
- Post survey was completed by 370 attendees.
- Survey participants were incented with sweepstakes
- Farmer and Influencer attendees were targeted for survey

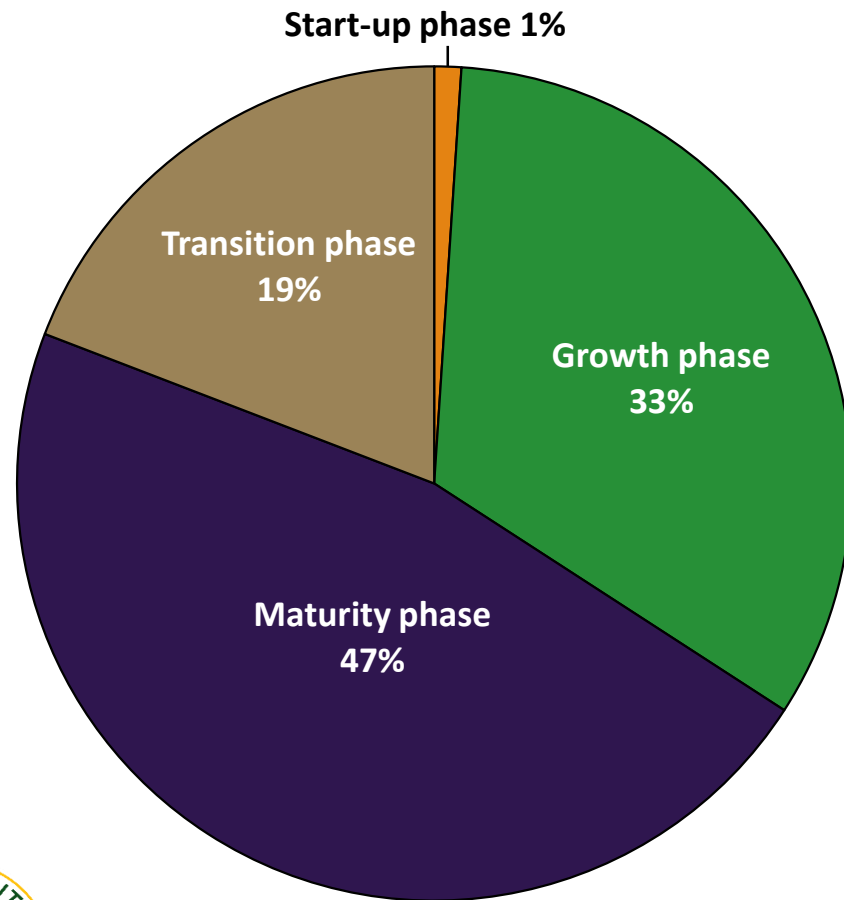
Demographic profile of survey responses aligns with registration data of farmer attendees



The Classic Audience is
Highly Sought-After
Group of Farmers,
Influencers and
Industry Professionals



Growing and Maintaining Their Operations



N = 287

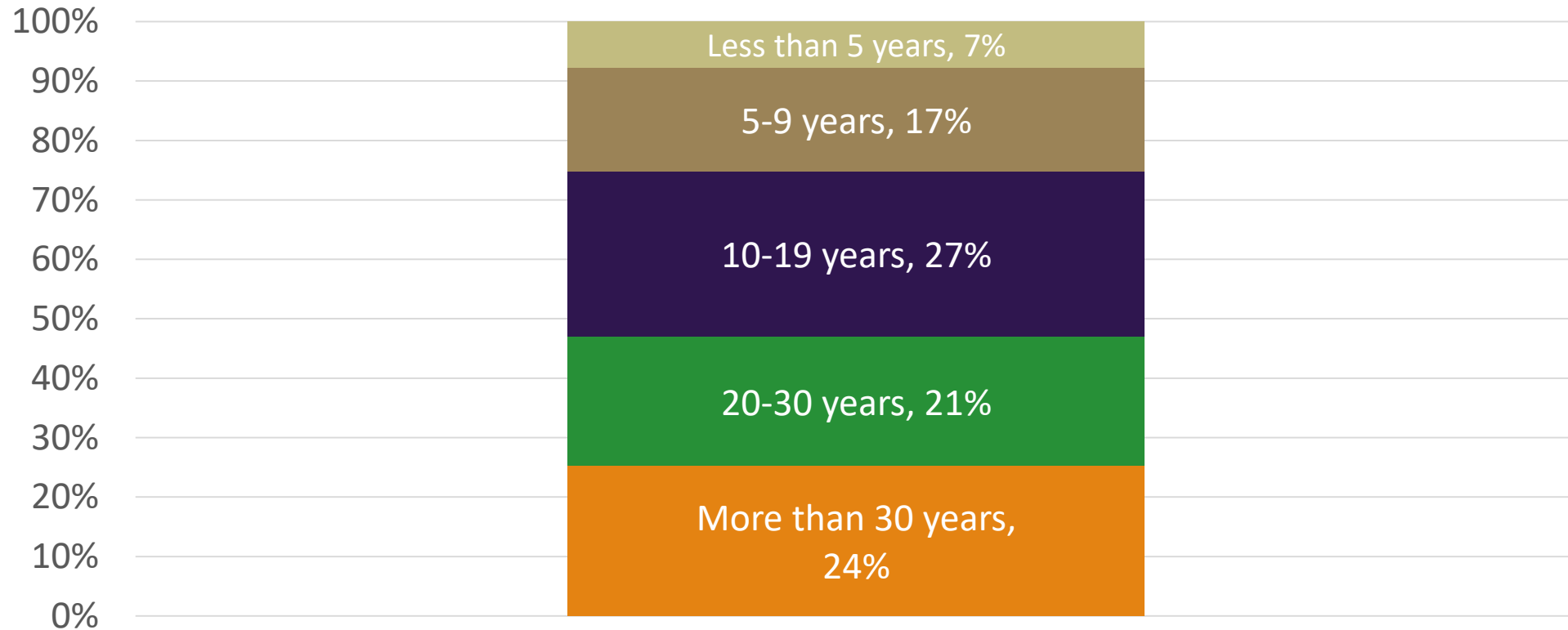
Phase	Definition
Start-up	Recently began buying into a farming operation or starting a new operation
Growth	In the process of purchasing equipment and capital, working to increase the size in the next few years.
Maturity	Focusing on maintaining size of the operation, not intending to greatly increase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

Q1. Which of the following best describes your role in the farming operation?



Plan to Farm For Quite Some Time

How long do you intend to continue farming?

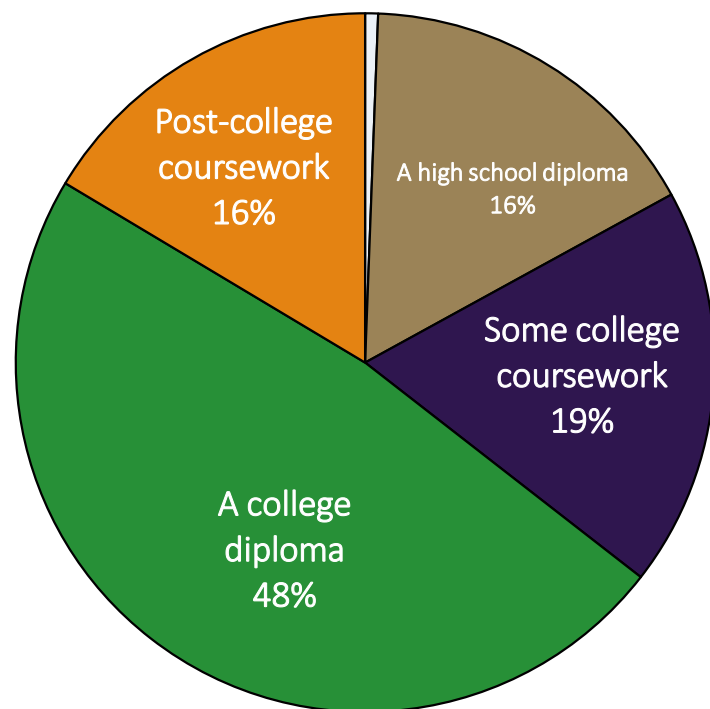


N = 335

Q2. If all goes according to plan, how many more years do you see yourself being actively involved in farming?



Attendees Are Well Educated



Over 60% of Commodity Classic farmer and farmer influencer attendees are college graduates

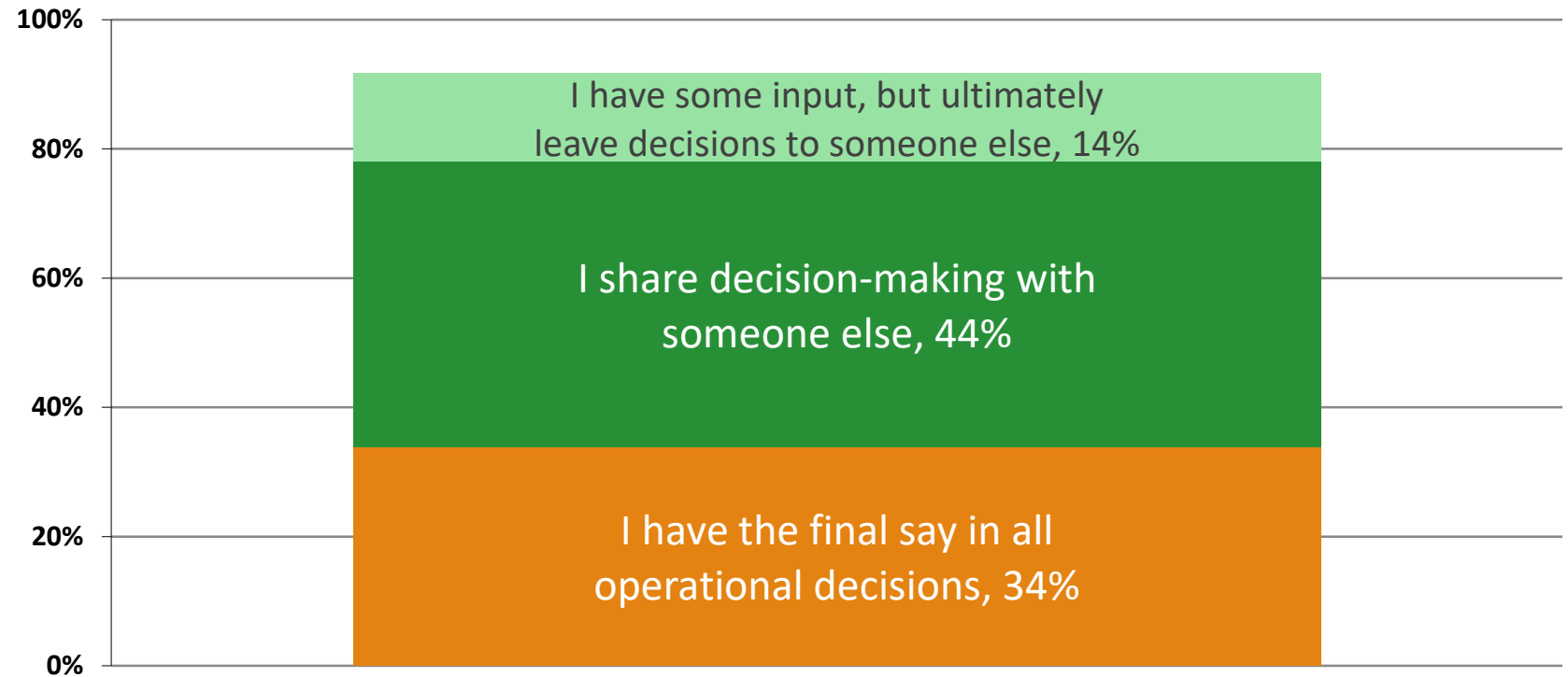


N = 335

D2. Which of the following best describes your level of education?

Farmer Attendees are Decision Makers

Over 90% of Commodity Classic farmer attendees are decision makers on their own farms

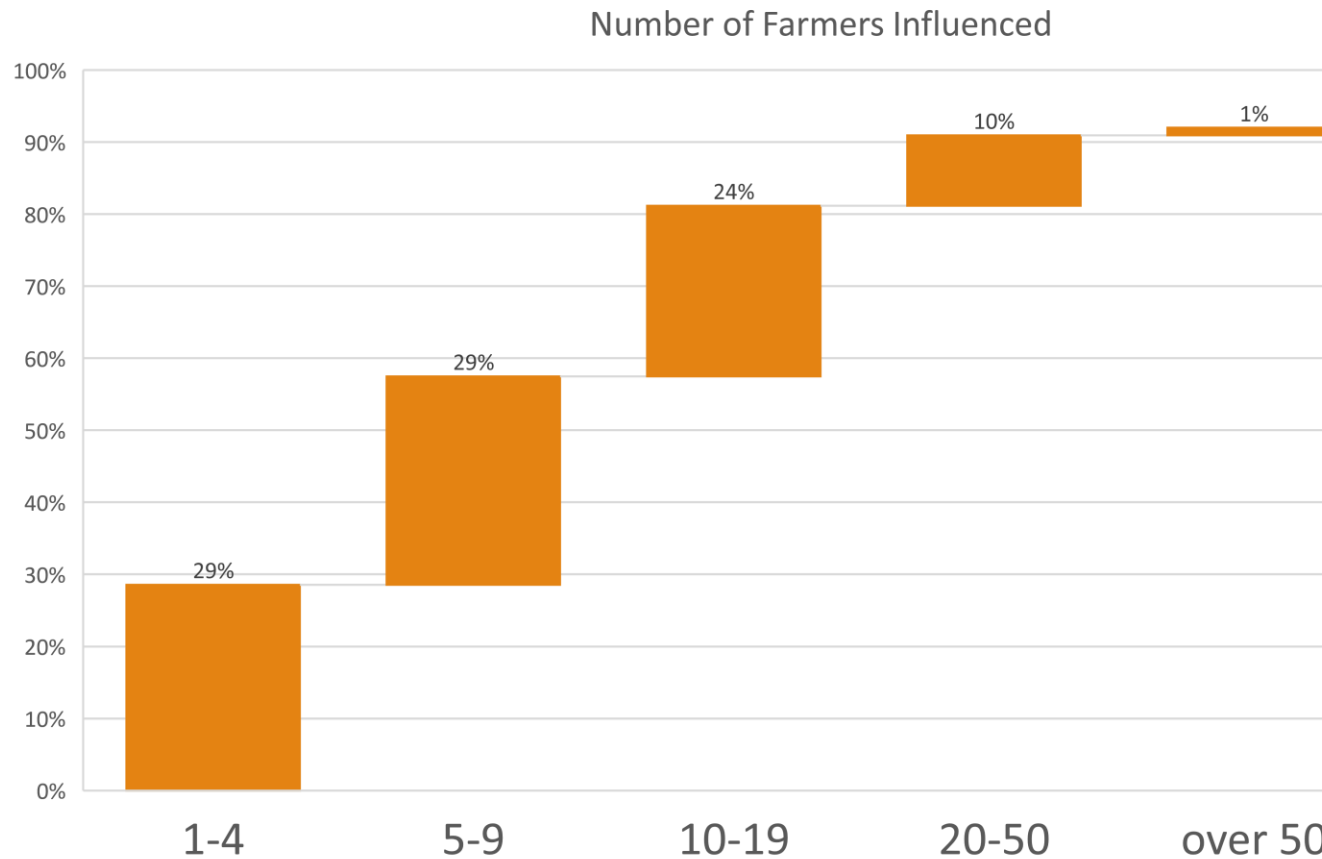


N =287

Q4. Which of the following statements best describes your role on the operation?



Highly Influential Audience



*Commodity Classic
farmer attendees
influence their
neighbors and other
farmers in business
decisions*

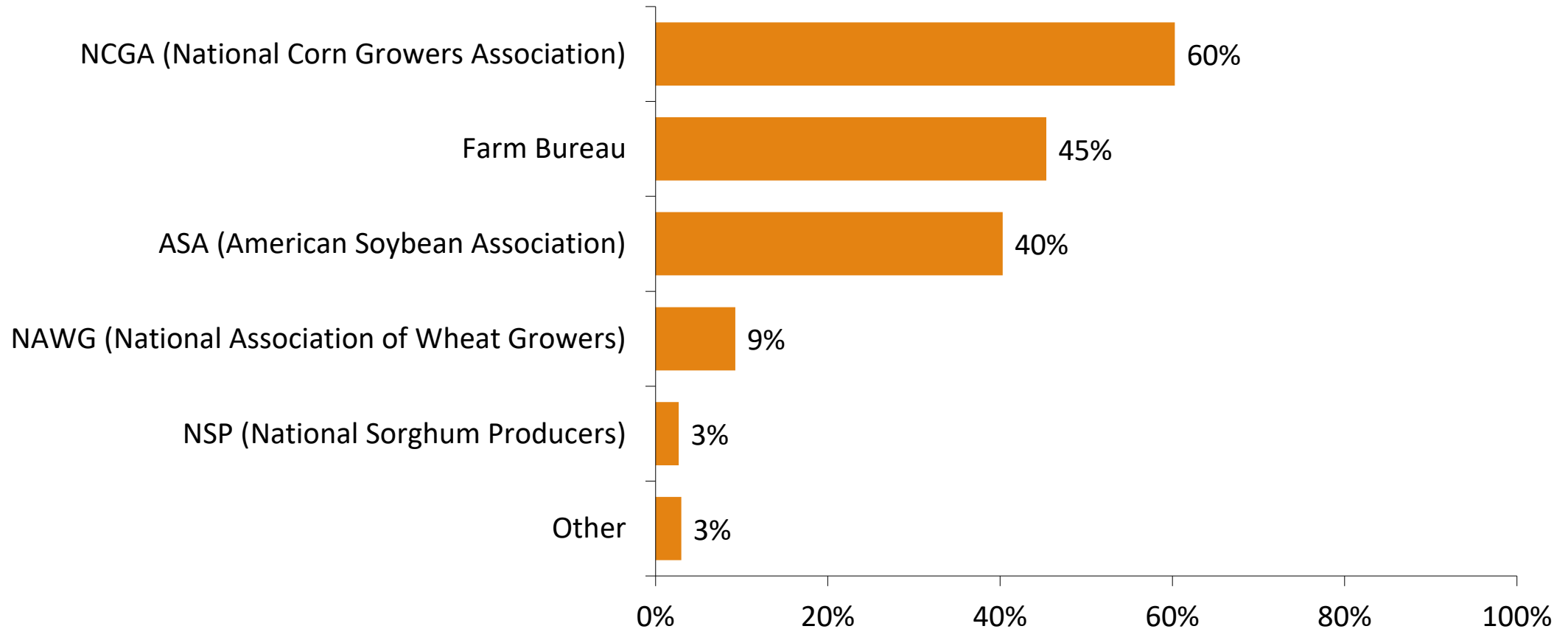
Average 9.6 farmers influenced

N =287

Q8. How many growers in your area would you say often ask your opinion on new agricultural products and practices?



Attendees are Involved in Industry

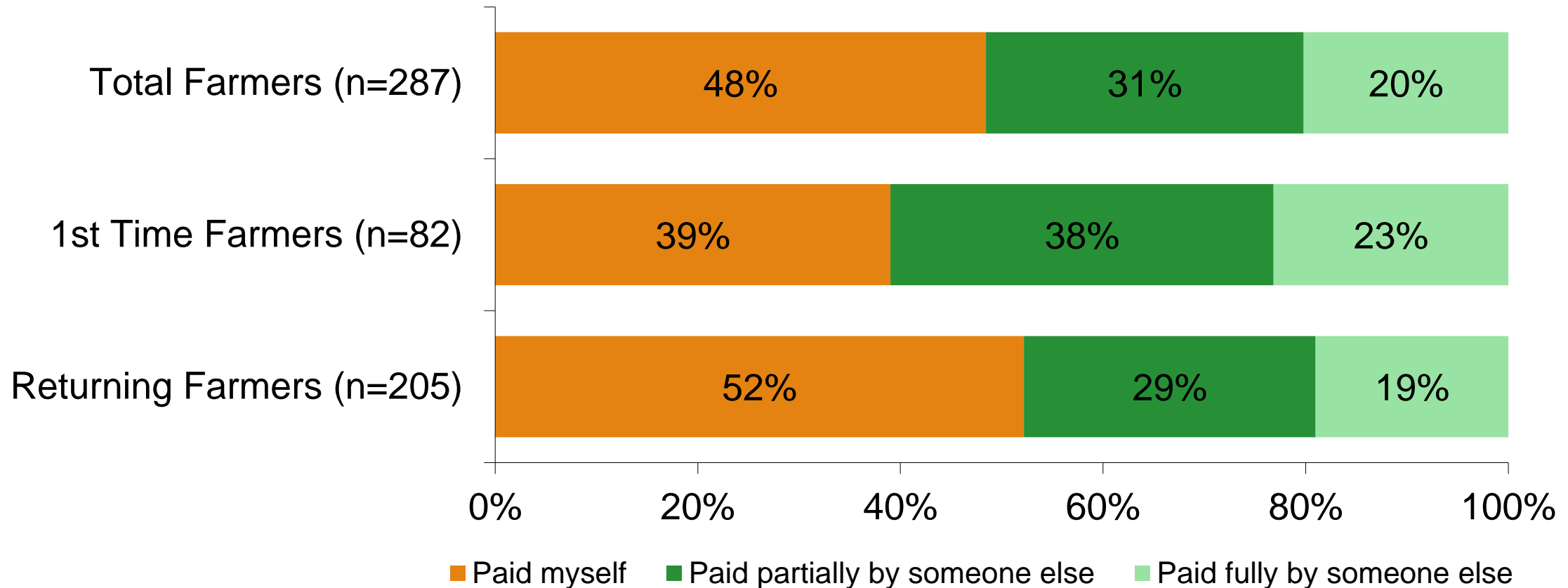


N =335

QS3. Are you a member of...



How Was the Trip to Classic Funded?



Q2. 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?

Investing in the Future Audience

First-Time Attendees provide an opportunity to grow Commodity Classic audience

- Younger and more growth oriented
- Higher percentage of sponsored registration and travel
- Proven audience of self-paid return attendees



First-Time Attendee Facts

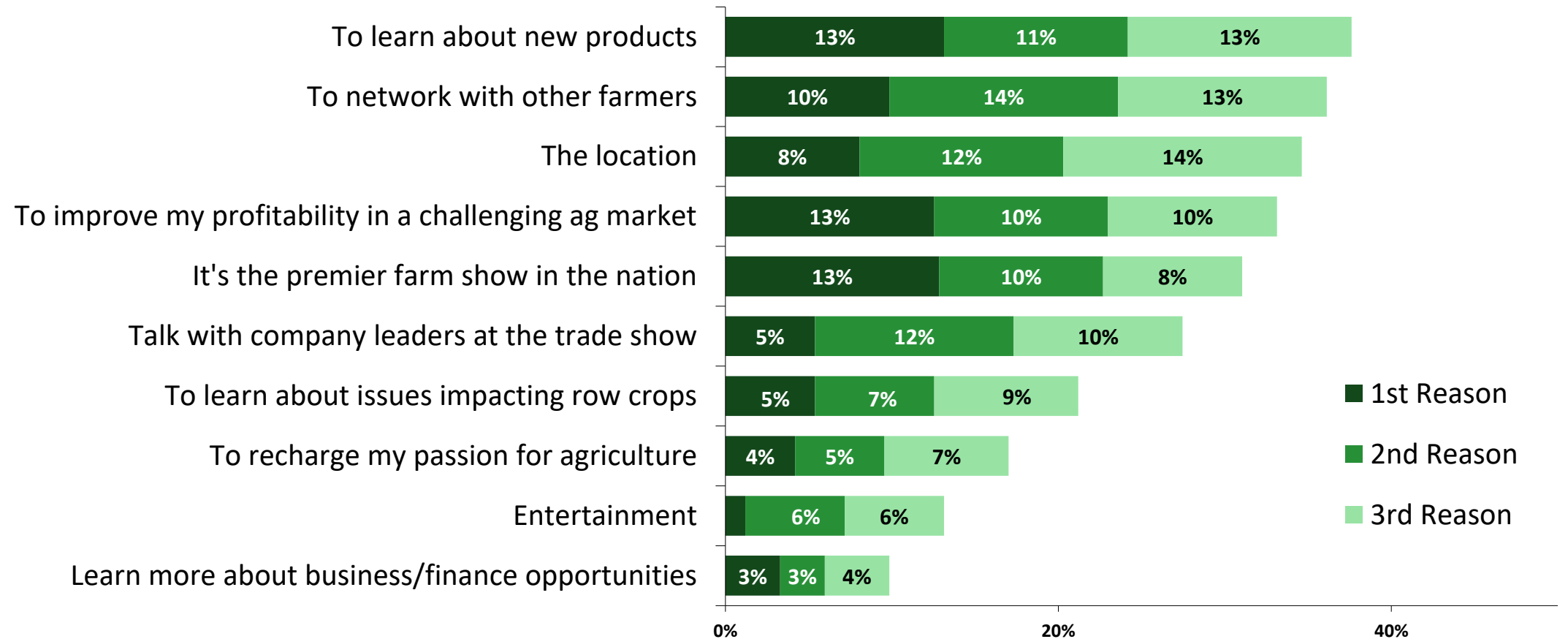
- 45% in startup or growth phase of farming operation
- 38% intend to farm for at least 30 more years
 - 50% intend to farm at least 20 more years
 - 75% Intend to be farming business for at least 10 more years
- 42% attend Classic to improve profitability of their farm business



Marketing Value of 2019 Commodity Classic



Why Attend Commodity Classic in 2019?

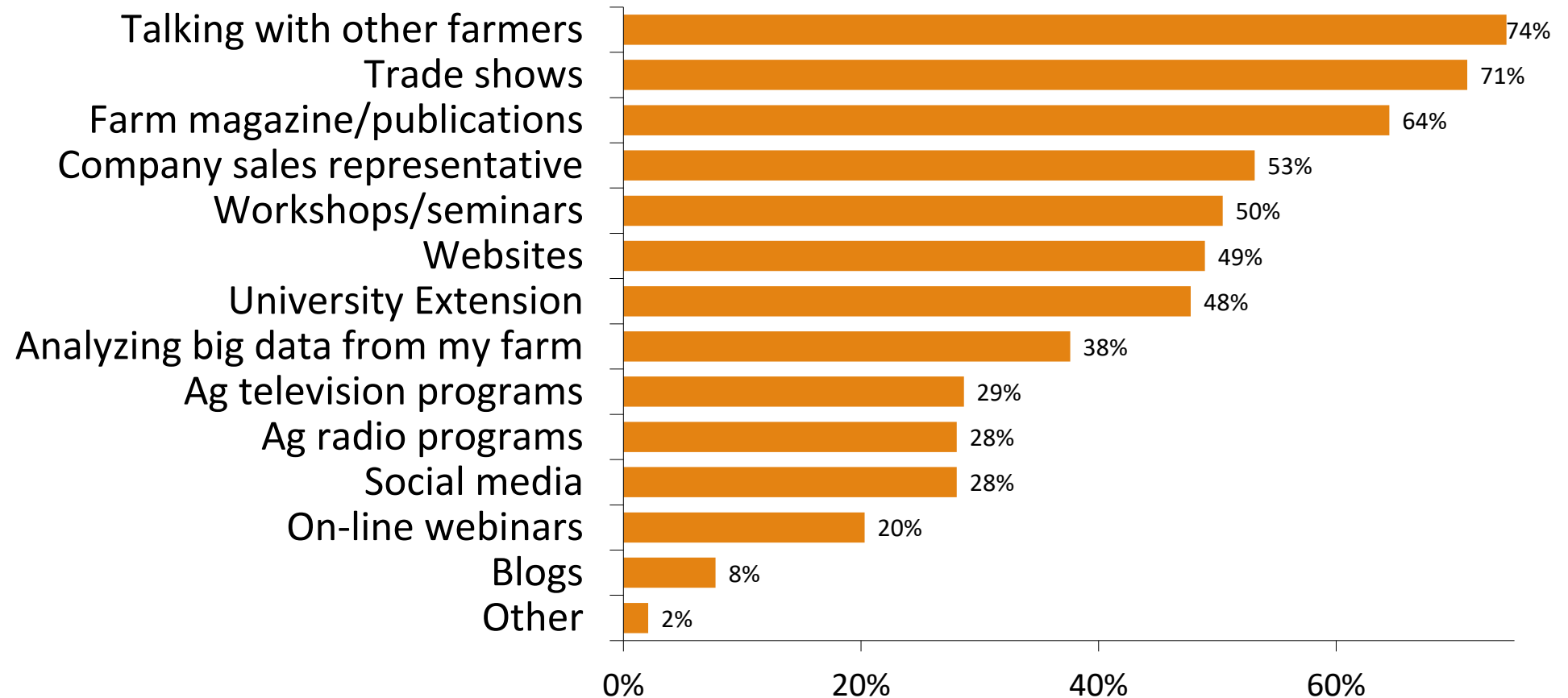


N =335

Q10. What was the **main** reason you decided to attend Commodity Classic?
 Q11. What was the **second main** reason you decided to attend Commodity Classic?
 Q12. What was the **third main** reason you decided to attend Commodity Classic?



Where Do Classic Attendees Get Information?

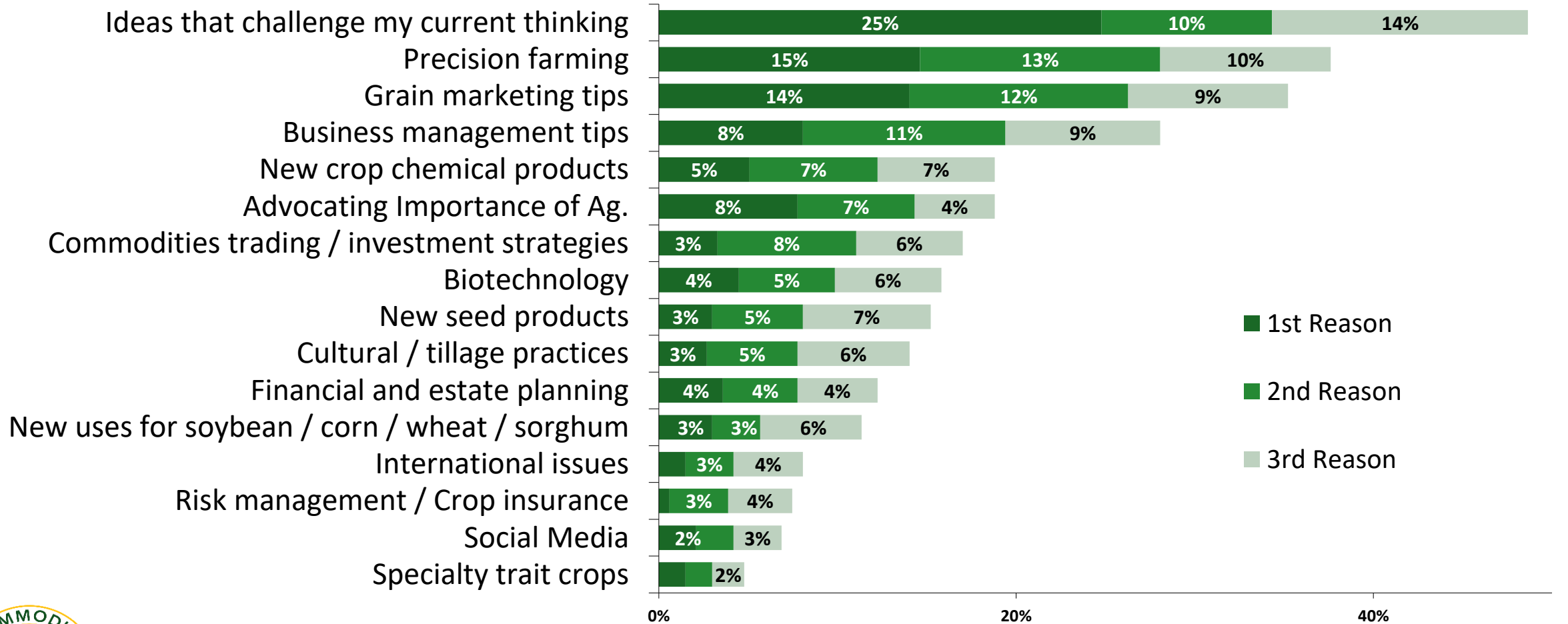


N =335

Q9. Which of the following sources do you use to get information that helps you make purchasing and management decisions for your operation?



Types of Information Seeking at Classic

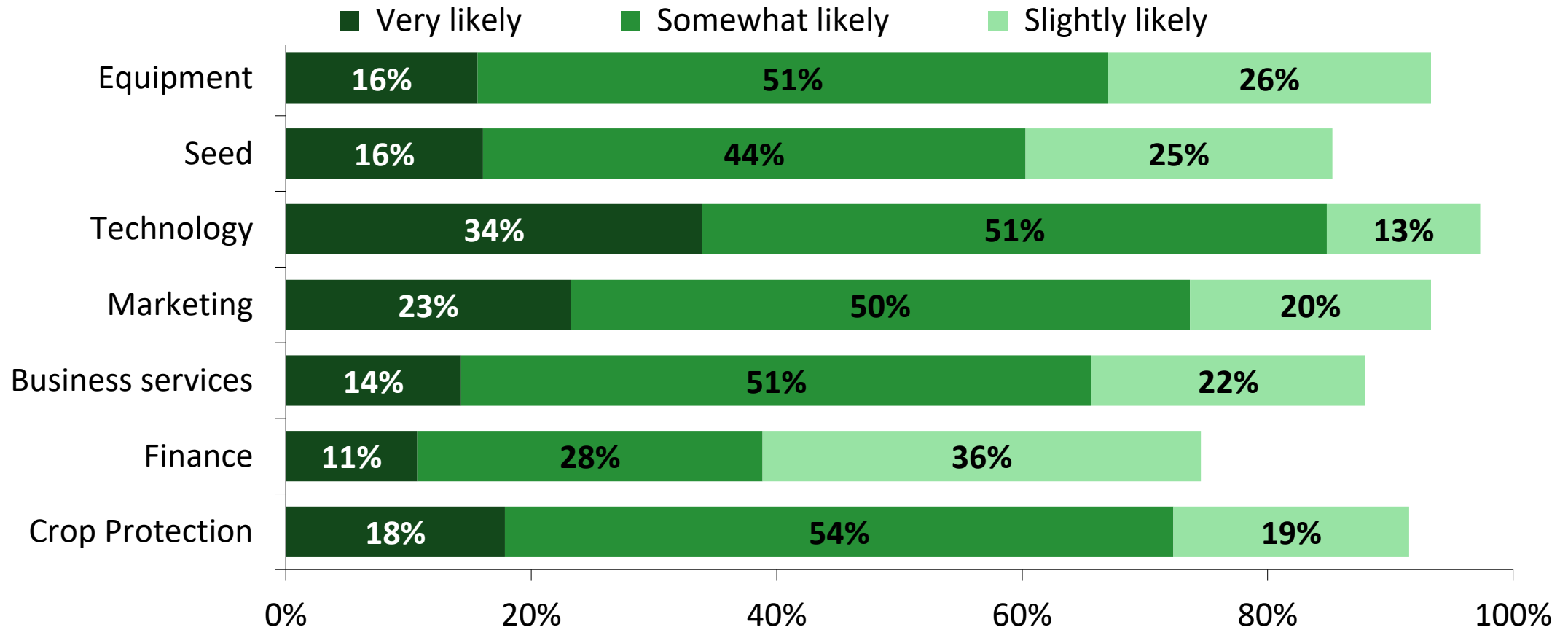


N = 335

Q13 - 15. What was the **main (2, 3rd) type** of education you are most interested in getting at the Commodity Classic?



Farmer Purchase Decisions Influenced at Classic



N =224

Q6. For each of the following topics, how likely are you to make production decisions based on information you receive at Commodity Classic?

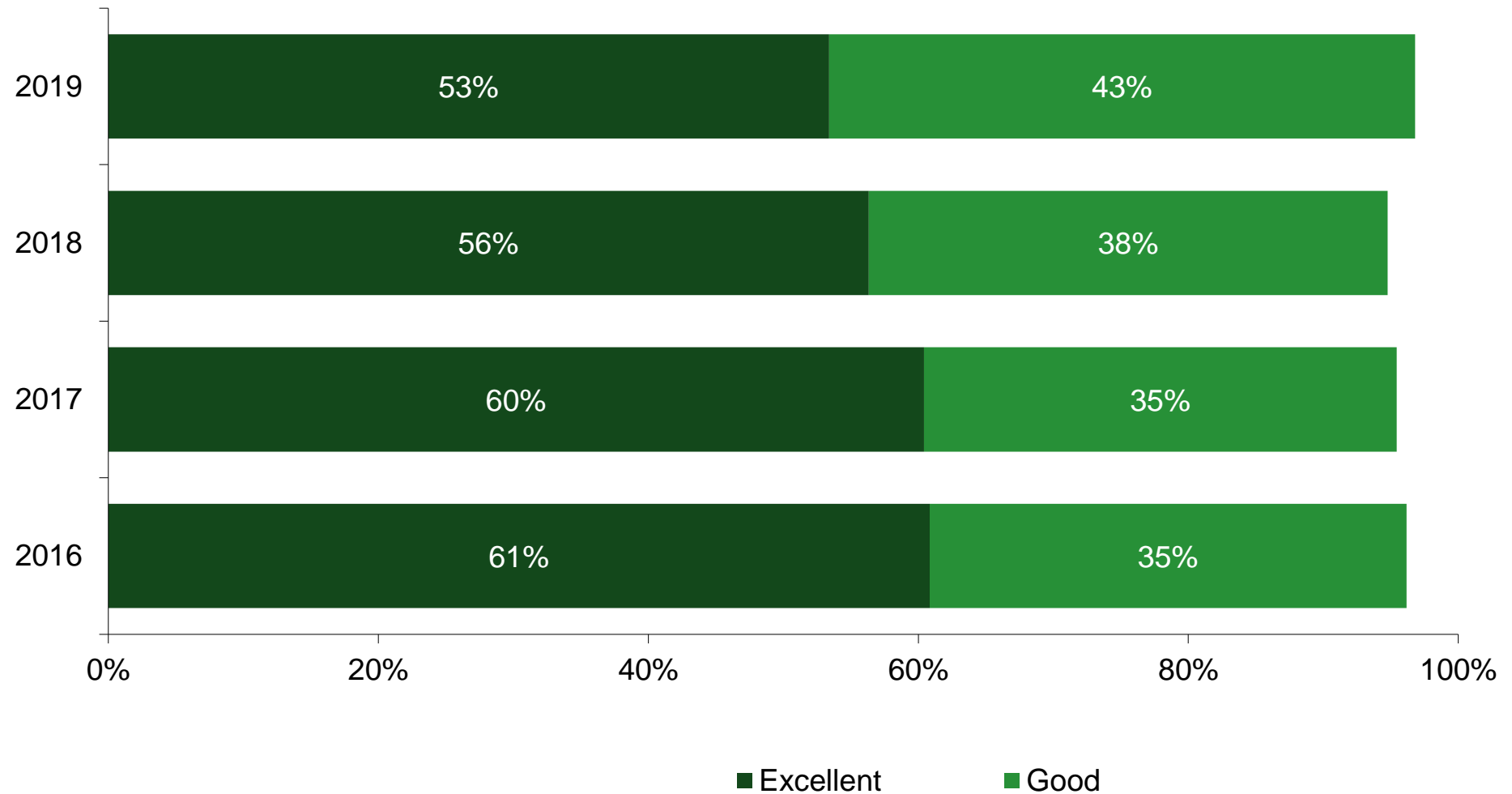


Attendee Satisfaction

2019 COMMODITY CLASSIC



96% Loved the Trade Show (*post show survey*)

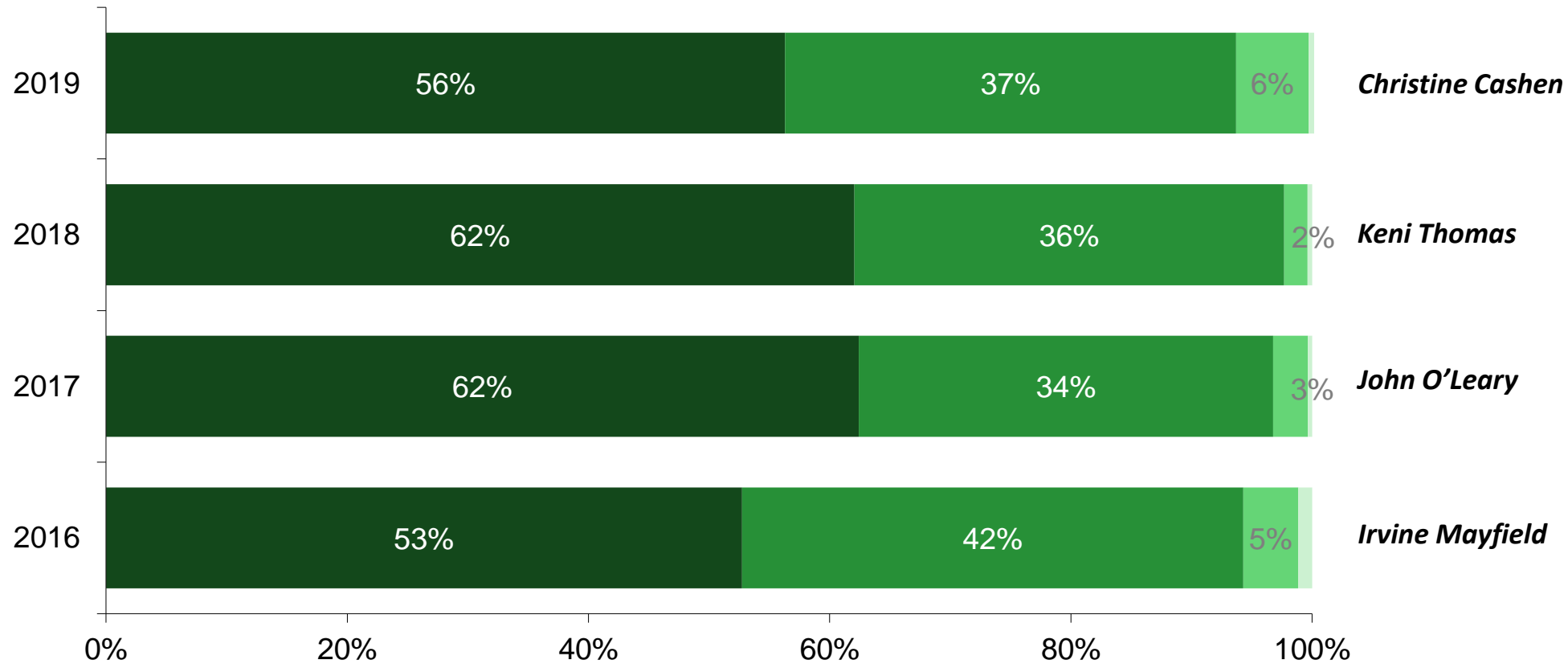


2019 N =369

Q16. Please rate your satisfaction with the following: Trade Show



General Session Well Liked (post survey)

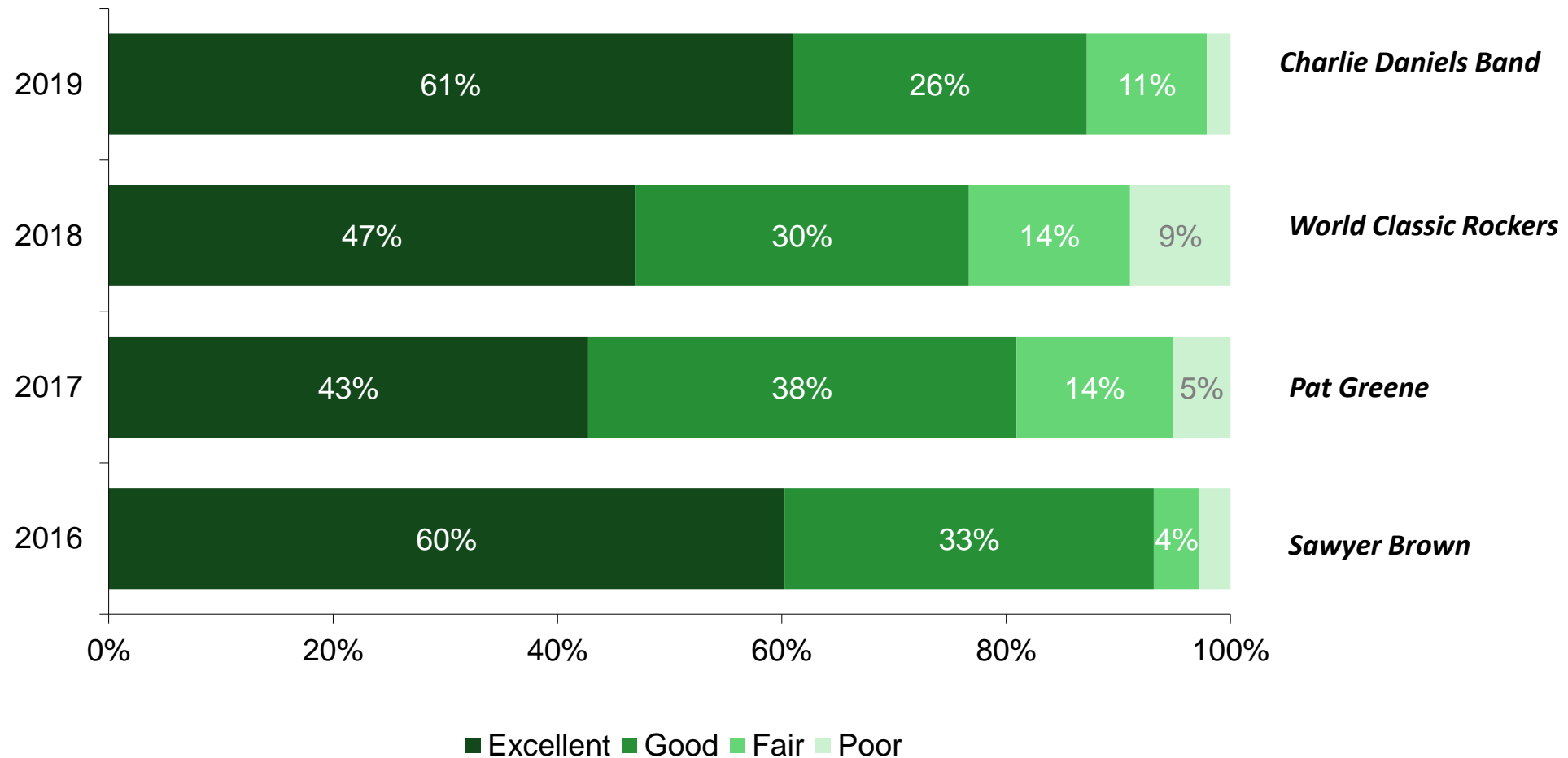


2019 N =302

■ Excellent ■ Good ■ Fair ■ Poor

Q16. Please rate your satisfaction with the following: General Session

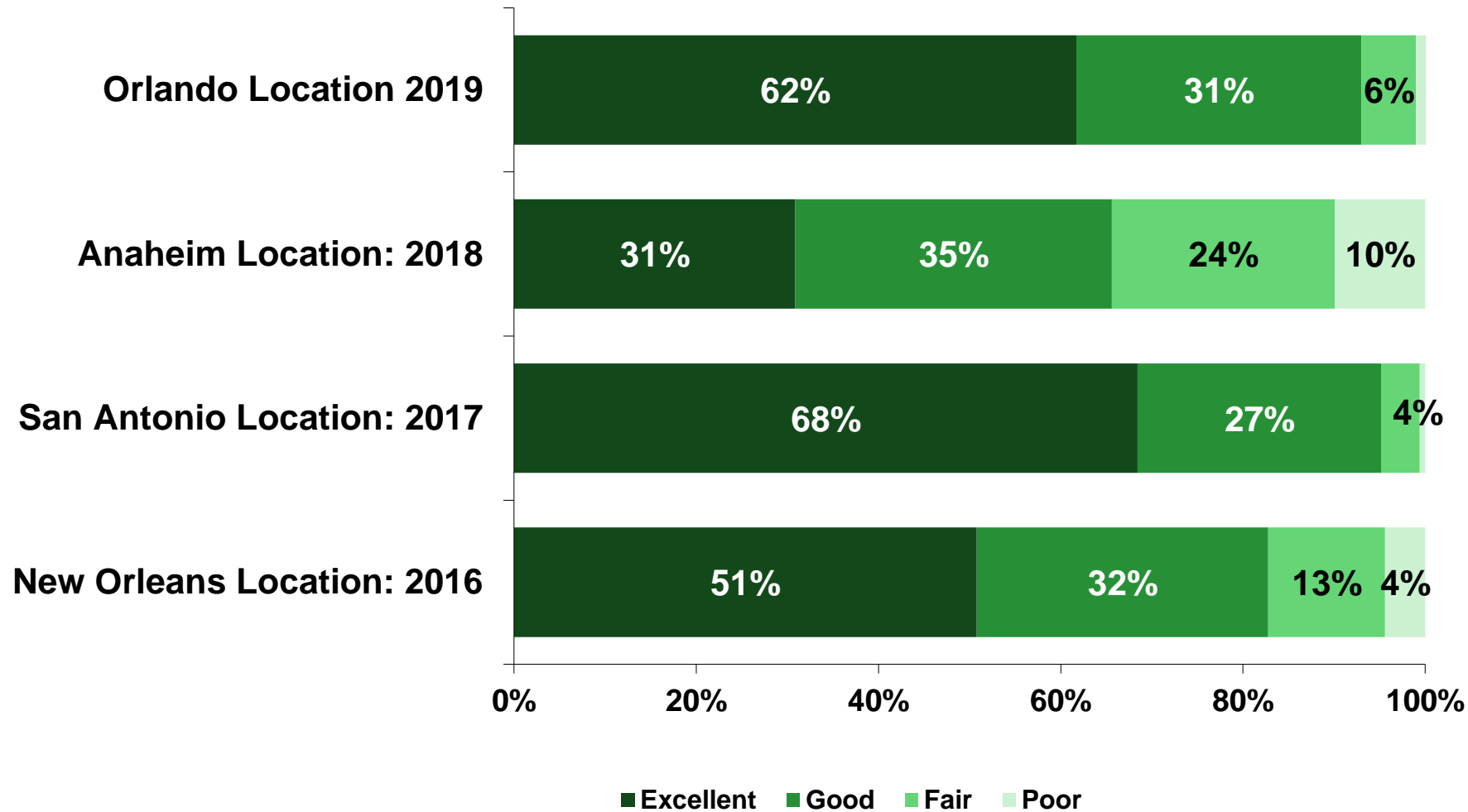
Evening of Entertainment (post survey)



2019 N =187

Q16. Please rate your satisfaction with the following: Evening of Entertainment

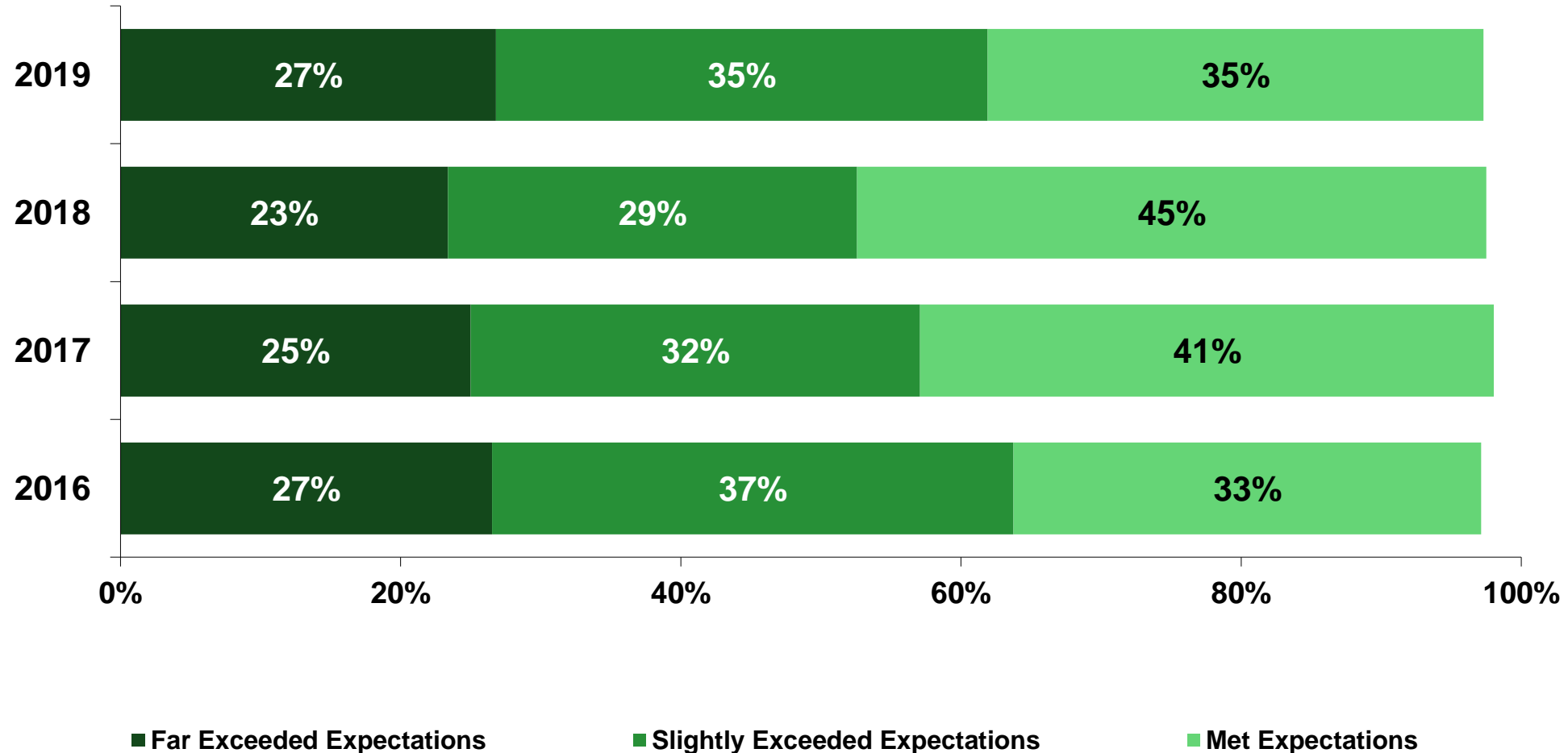
Satisfaction of Location (post survey)



2019 N =368

Q16. Please rate your satisfaction with the following: Location

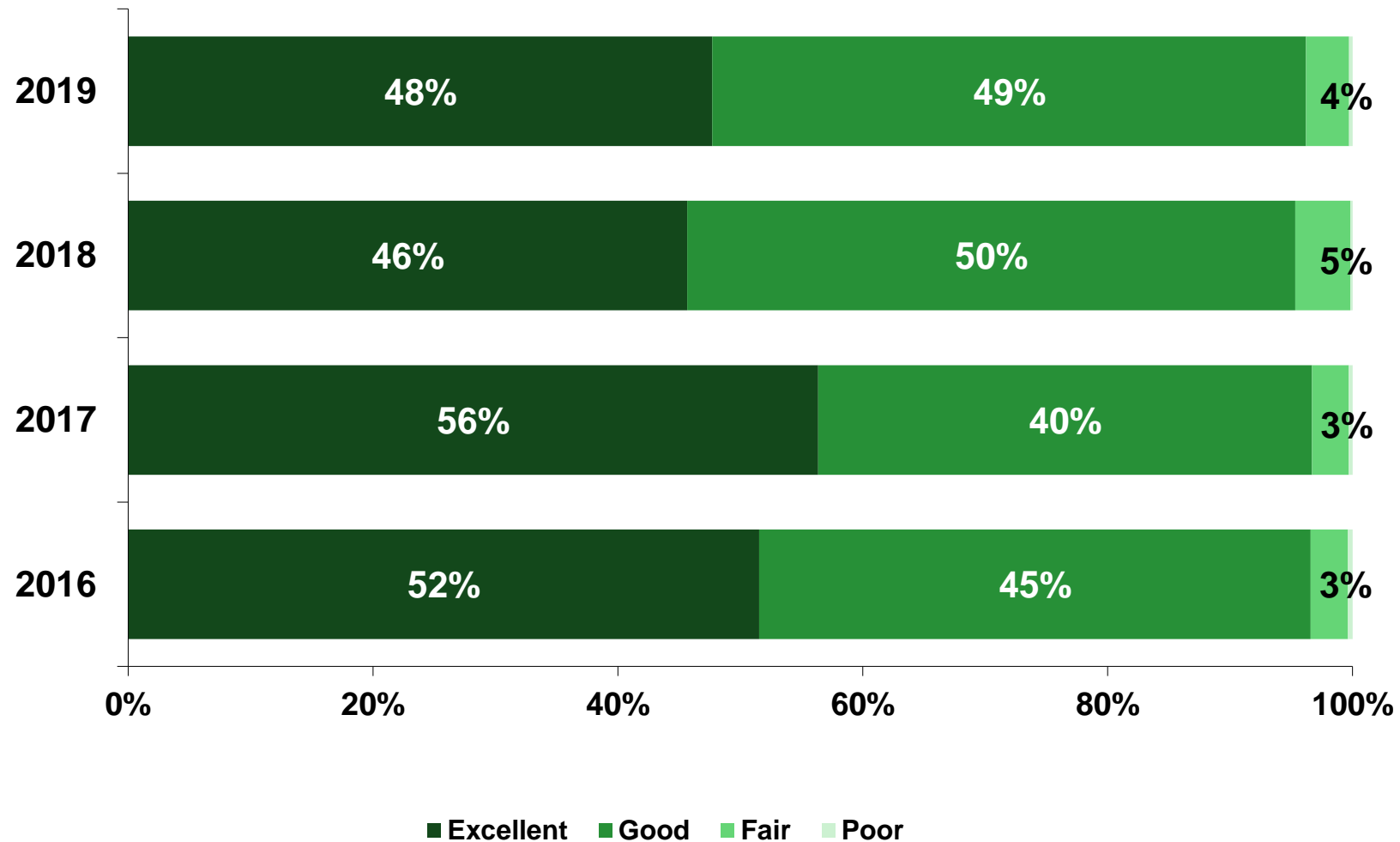
Expectations Consistently Met



2019 N =370

Q12. Overall, would you say the 2018 Commodity Classic ...

Year-Over-Year Satisfaction (post survey)

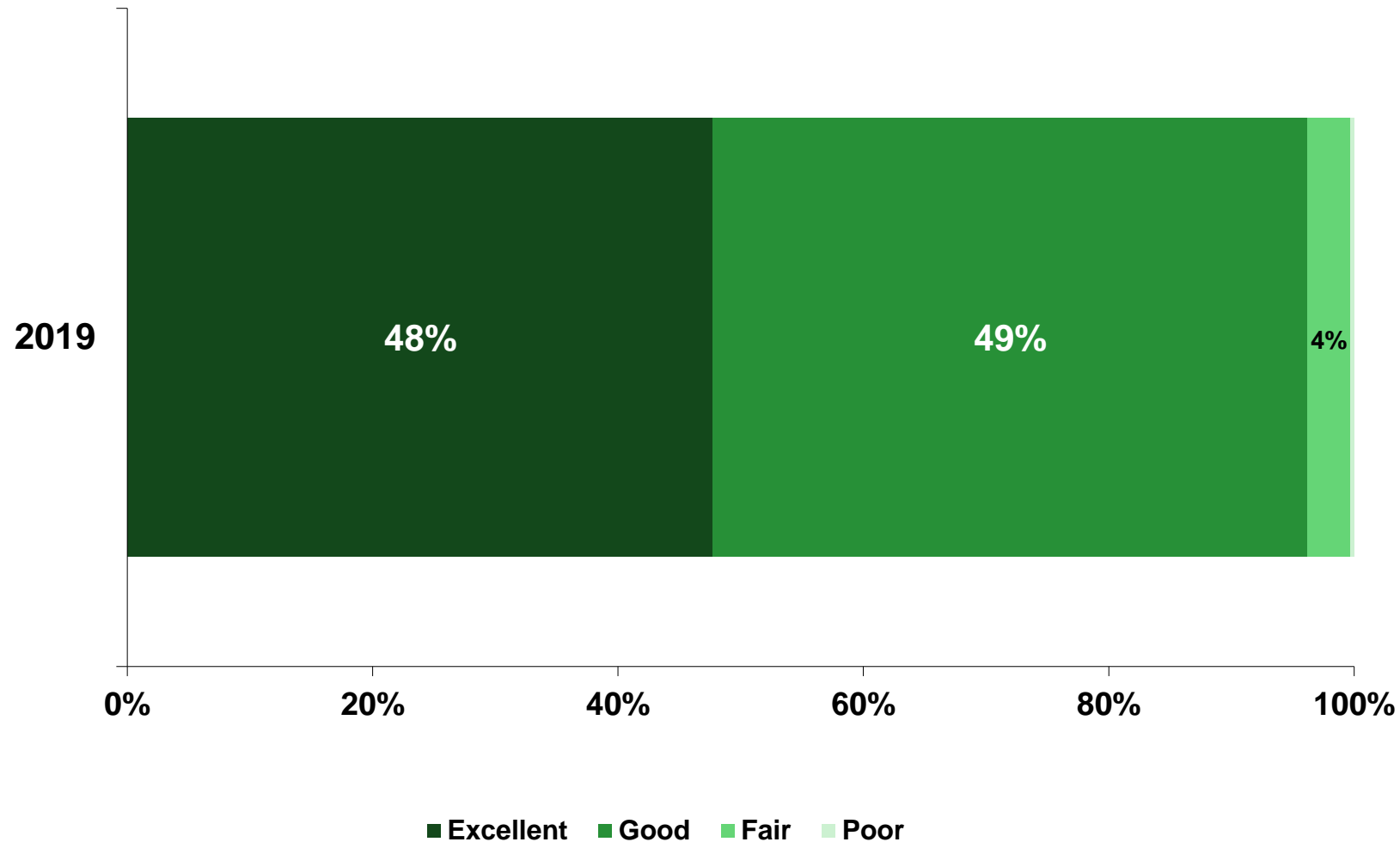


2019 N =369

Q16. Please rate your satisfaction with the following: Overall Commodity Classic



Overall, Attendees Loved 2019 Classic (post)



2019 N =369

Q16. Please rate your satisfaction with the following: Overall Commodity Classic

Acre & Dollars Impact

2019 COMMODITY CLASSIC



Sources

- Commodity Classic Registration
- Commodity Classic Surveys
- USDA NASS February 2019
- USDA WASDE March 2019
- USDA ERS December 2018



High Impact

8,377,156 acres of these 4 crops in attendance (est.)

- Corn: 2,742,691
- Soybeans: 2,329,512
- Wheat: 2,274,434
- Sorghum: 1,030,518

Per Farm Entity

Avg. Gross Farm Income:	\$ 1,632,530
Avg. Equipment Purchases:	\$ 400,707
Avg. Seed & Chem. Purchases:	\$ 311,644
Avg. Fertilizer Purchases:	\$ 221,063



High Impact

8,377,156 acres of these 4 crops in attendance (est.)

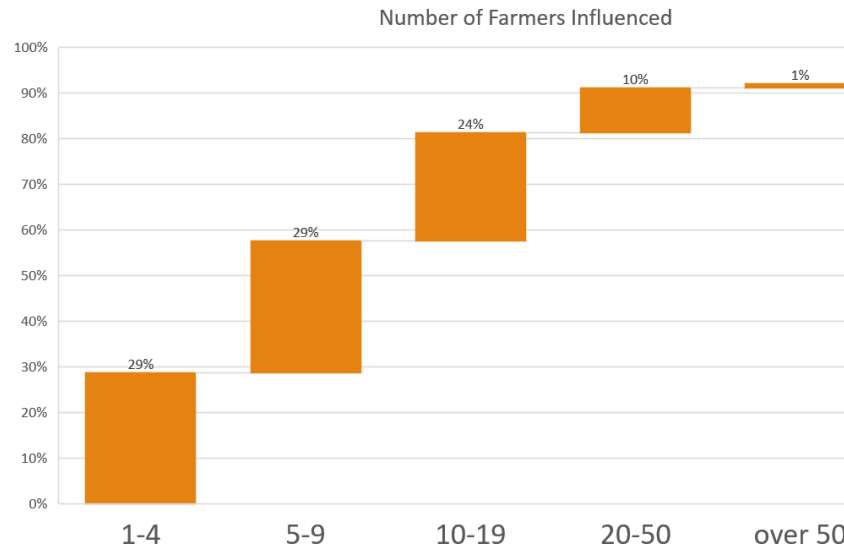
- Corn: 2,742,691
- Soybeans: 2,329,512
- Wheat: 2,274,434
- Sorghum: 1,030,518

	<u>Estimated Total Impact</u>
Total Gross Farm Income:	\$ 3,554,018,339
Equipment Purchases:	\$ 872,339,598
Seed & Chem. Purchases:	\$ 678,448,442
Fertilizer Purchases:	\$ 481,253,418



Impact Beyond the Event

Highly Influential Audience



Commodity Classic farmer attendees influence their neighbors and other farmers in business decisions

Average 9.6 farmers influenced



N = 287

Q8. How many growers in your area would you say often ask your opinion on new agricultural products and practices?



High Indirect Impact *(Factor 9.6)*

75,386,279 acres of the 4 crops impacted (35.1%)

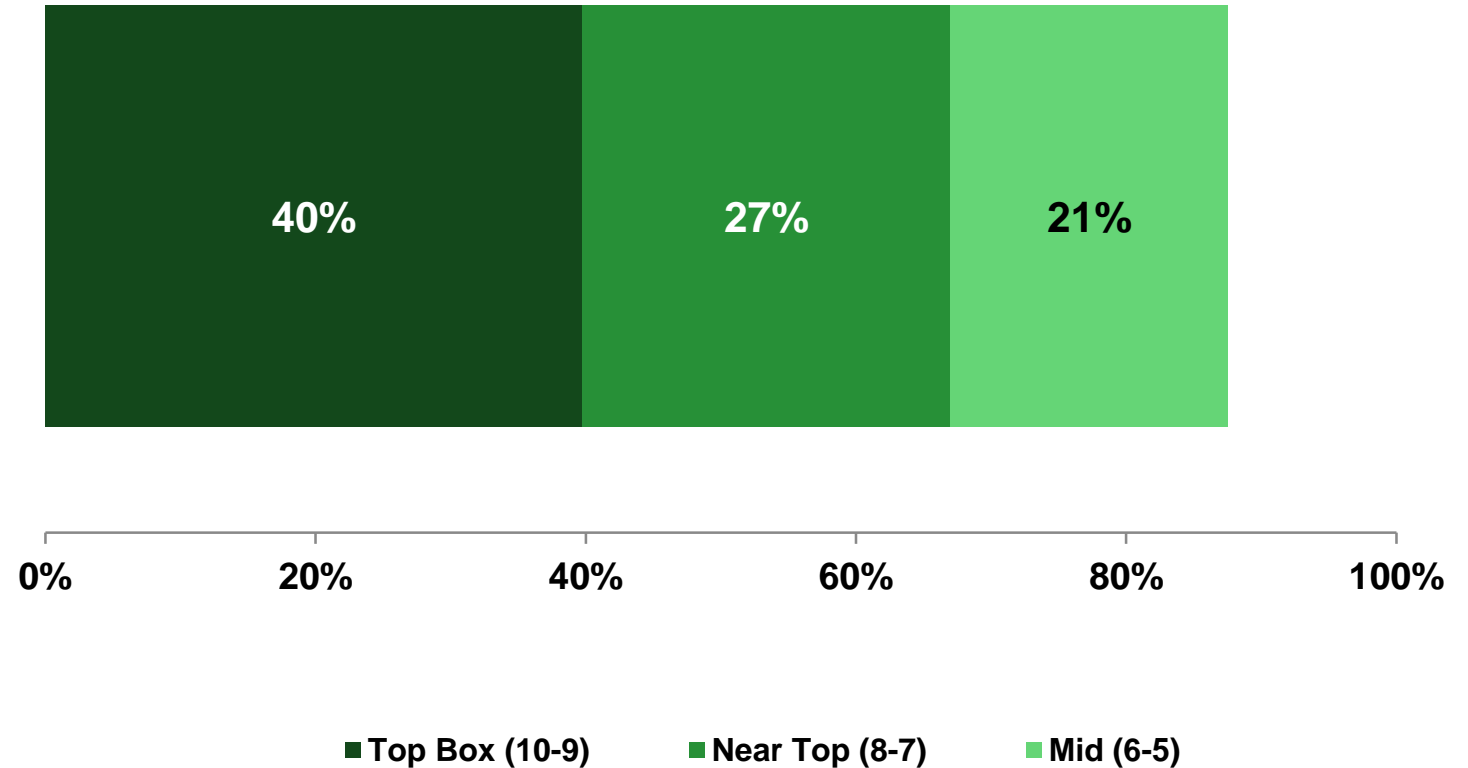
- Corn: 26,329,835
- Soybeans: 22,363,317
- Wheat: 21,834,568
- Sorghum: 4,858,560

	<u>Estimated Total Influence</u>
Total Gross Farm Income:	\$ 32,920,737,733
Equipment Purchases:	\$ 7,927,655,825
Seed & Chem. Purchases:	\$ 6,317,014,585
Fertilizer Purchases:	\$ 4,452,688,860



Likelihood of Attending Next Year

Over 88% of all attendees have interest in attending 2020 Commodity Classic



2019 N = 370

Post Survey Q18. How likely are you to attend Commodity Classic next year in San Antonio, TX?

Questions?

