

Commodity Classic 2020

SAN ANTONIO, TEXAS

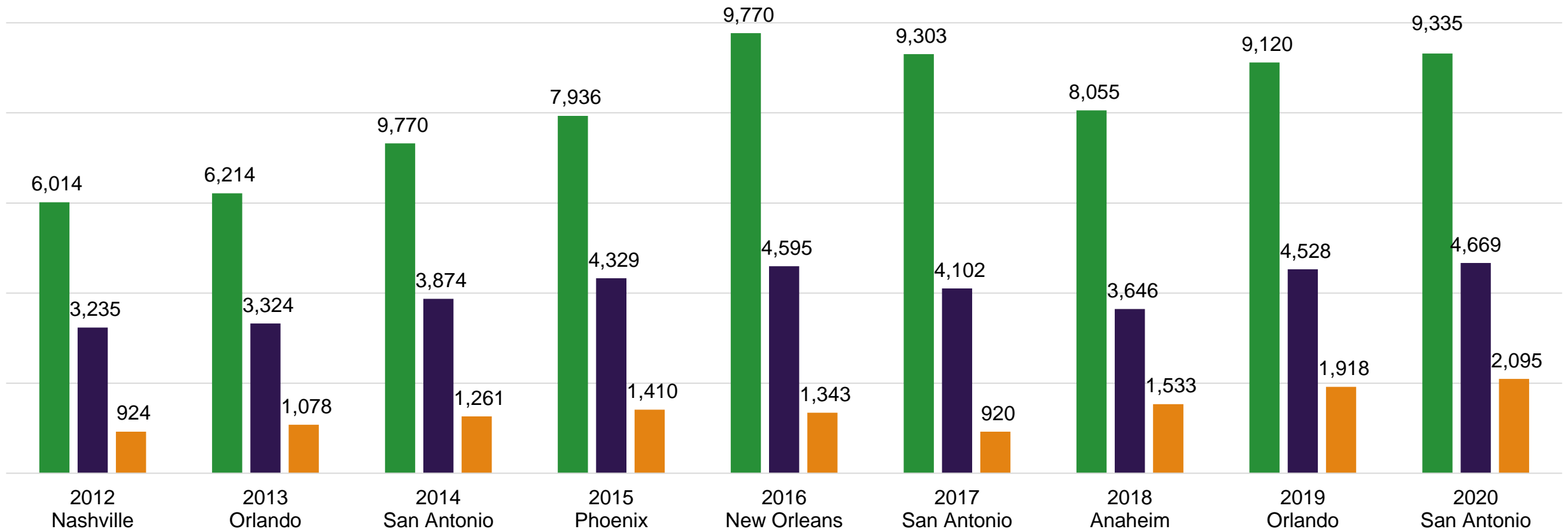


Attendance

BASED ON DEMOGRAPHIC DATA FROM ATTENDEE REGISTRATION
COMMODITY CLASSIC 2020



Year-to-Year Attendance



■ Total Attendees
 ■ Farmers
 ■ Non-exhibitor First Time Attendees

Farmer Profile

	2014	2015	2016	2017	2018	2019	2020
Total Acres	2,520	3,009	2,893	2,779	2,850	3,136	2,844
Corn Acres	1,117	1,247	1,197	1,137	1,169	1,260	1,248
Soybean Acres	862	1,122	1,117	1,020	1,124	1,070	1,094
Wheat Acres	897	1,247	992	861	910	1,045	886
Sorghum Acres	582	467	471	445	474	473	543
Cotton Acres	NA	NA	988	1,023	872	998	1,357
Rice Acres	NA	NA	NA	NA	NA	827	549
Hay/Forage Acres	NA	NA	NA	432	485	538	270
Peanut	NA	NA	NA	646	893	610	509

Based on registered farmers completing demographic information



Farmer Profile - Continued

	2014	2015	2016	2017	2018	2019	2020
Vegetables Acres	NA	NA	NA	NA	NA	696	458
Other Specialty Acres	NA	NA	NA	NA	NA	1,513	804
No. Feedlot Cattle	NA	NA	604	314	550	702	744
Cow/Calf Pairs	NA	NA	150	177	240	398	146
Avg. Hogs	6,511	7,363	7,994	7,956	7,500	NA	NA
Sows	NA	NA	NA	NA	NA	1,026	1,988
Feeders	NA	NA	NA	NA	NA	1,329	2,251
Finishers	NA	NA	NA	NA	NA	5,658	6,588
Avg. Age	51.7	53.4	52.6	50.1	50.2	52.3	49.3

Based on registered farmers completing demographic information



Other Attendees of Note

	2014	2015	2016	2017	2018	2019	2020
Media	160	148	186	162	152	139	144
Youth (15-22)	263	188	291	198	165	215	176
Child (14 & under)	NA	NA	NA	136	340	510	273
College Students	NA	NA	NA	50	116	100	85

Based on registration categories

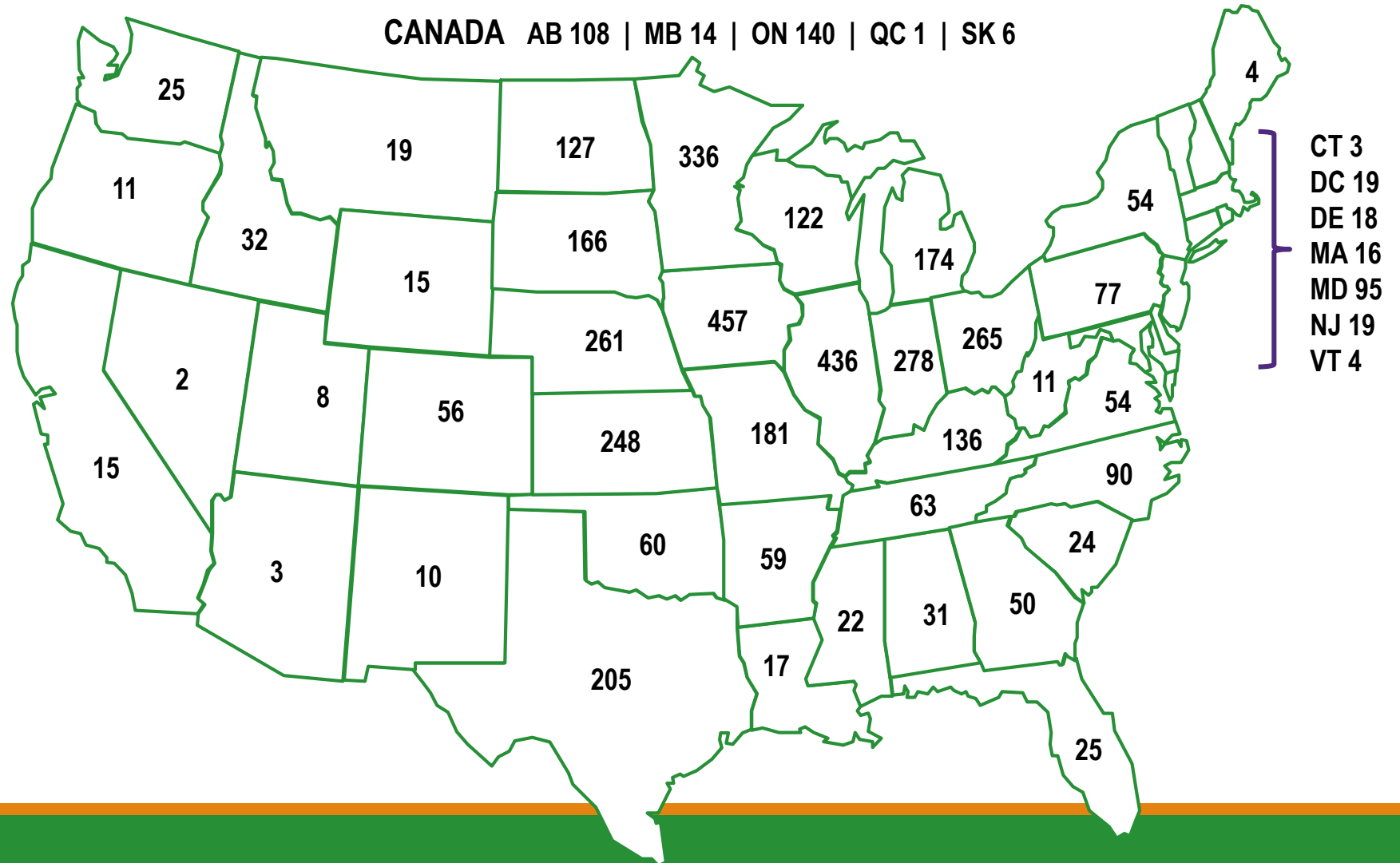


Farmer Attendee Distribution

Top States

- 1) Iowa – 457
- 2) Illinois – 436
- 3) Minnesota – 336
- 4) Indiana – 278
- 5) Ohio – 265

Canada – 269



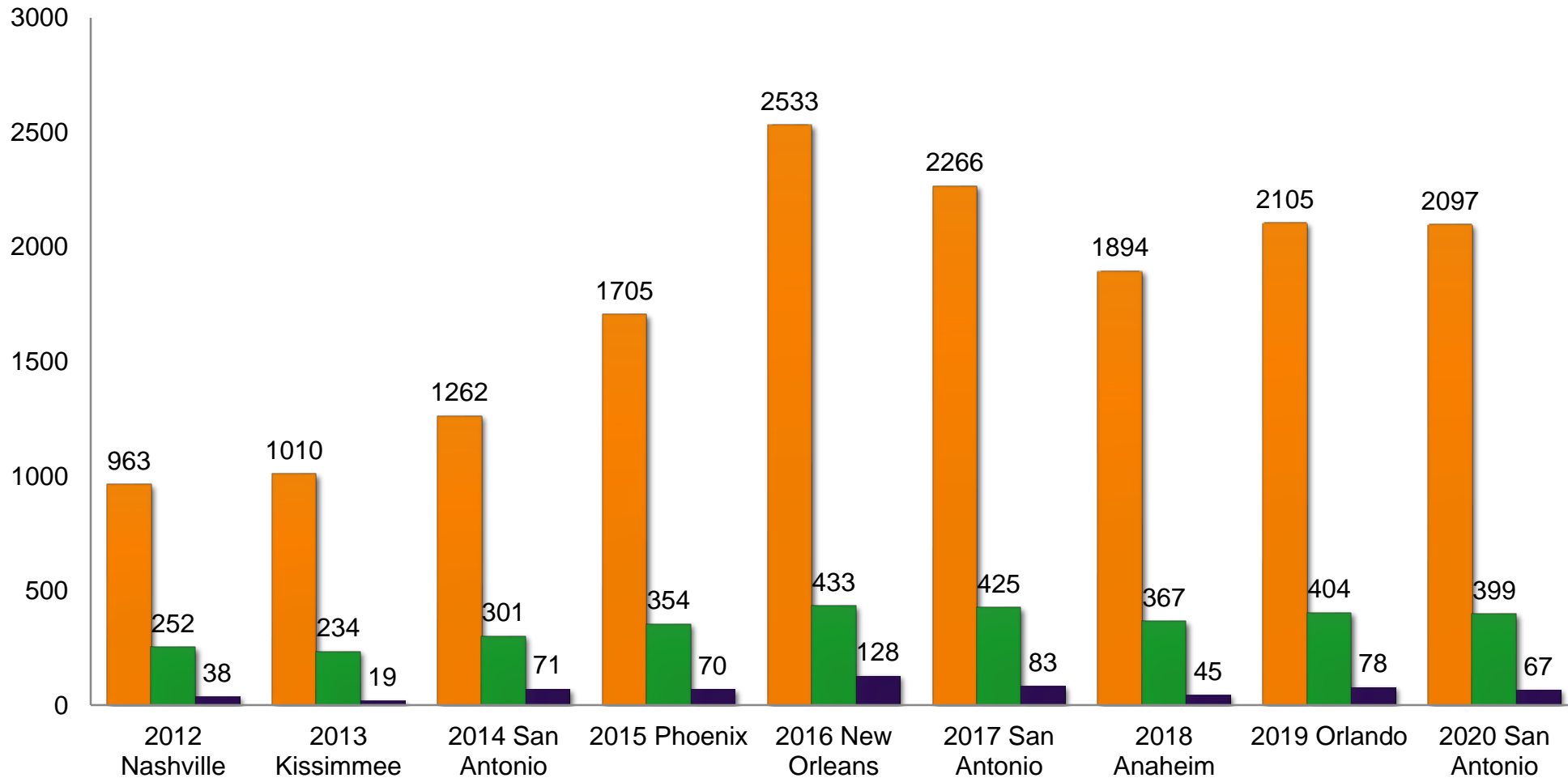
Trade Show

BASED ON POST-SHOW DATA

COMMODITY CLASSIC 2020



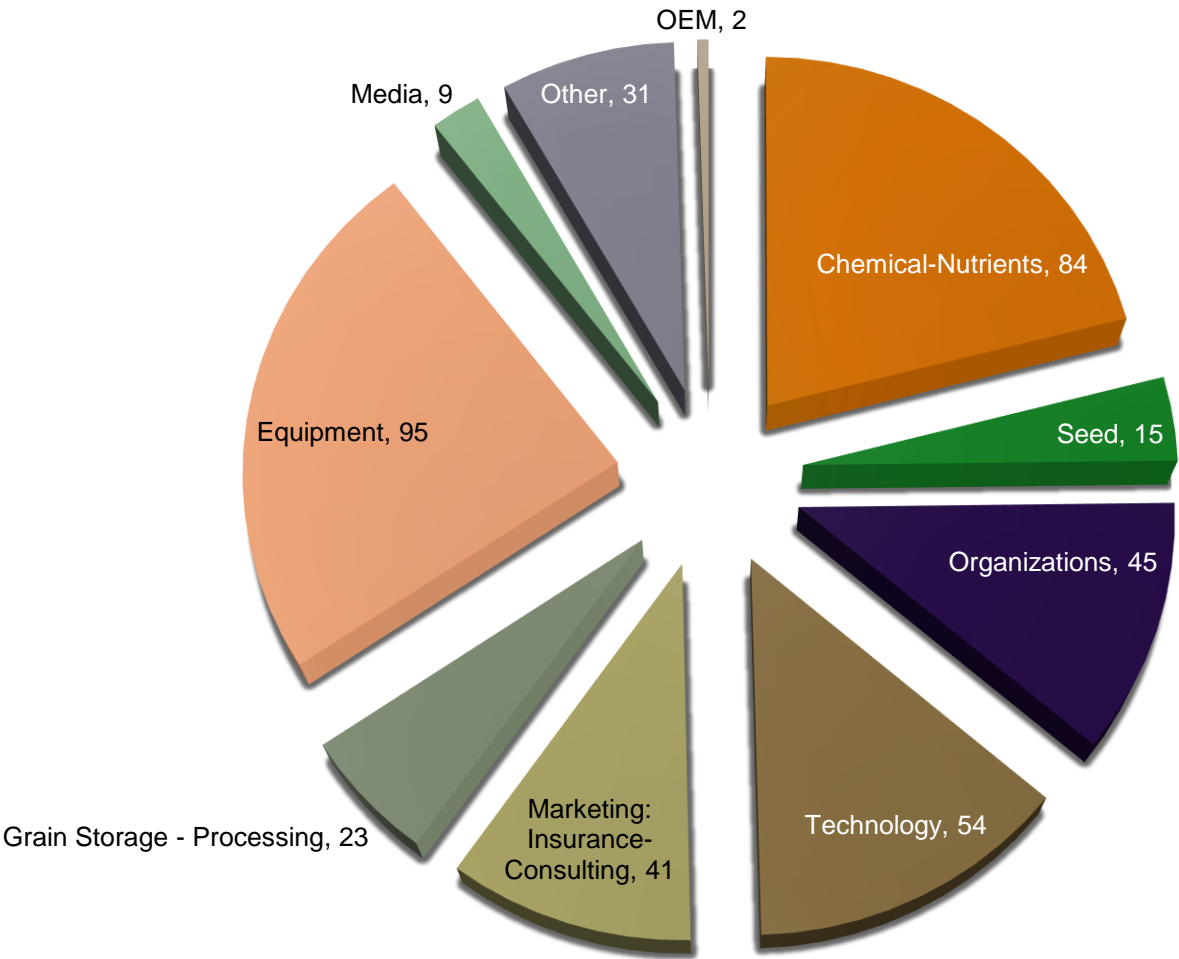
Trade Show Profile



Booths =10x10 booth spaces



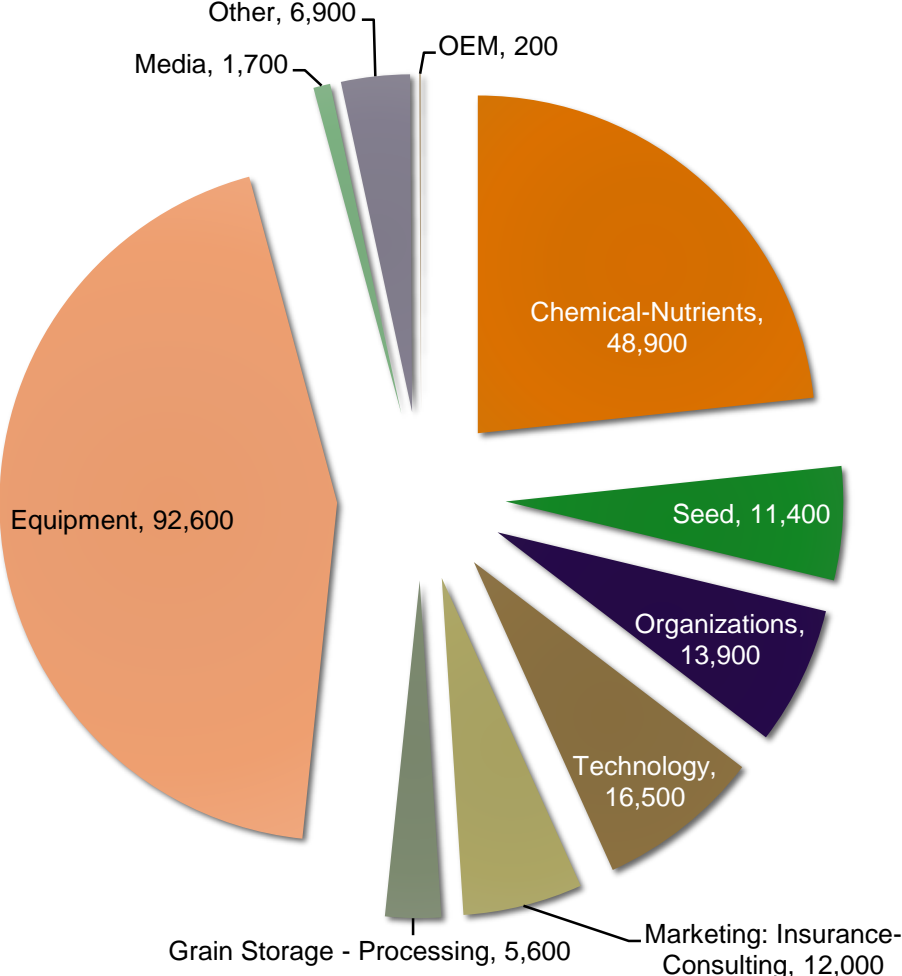
Number of Companies by Products and Services



Total Companies = 399



Net Square Feet by Exhibitor Category



Total Net Square Feet = 209,700

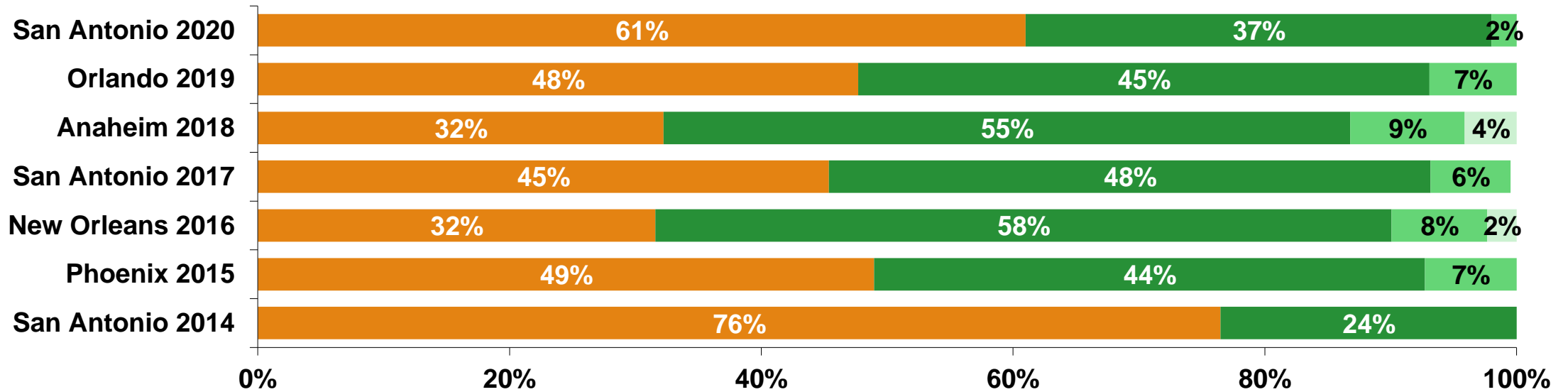


Exhibitor Feedback

A SUMMARY OF INSIGHT FROM EXHIBITOR SURVEYS
COMMODITY CLASSIC 2020



Trade Show Overall – 98% Positive

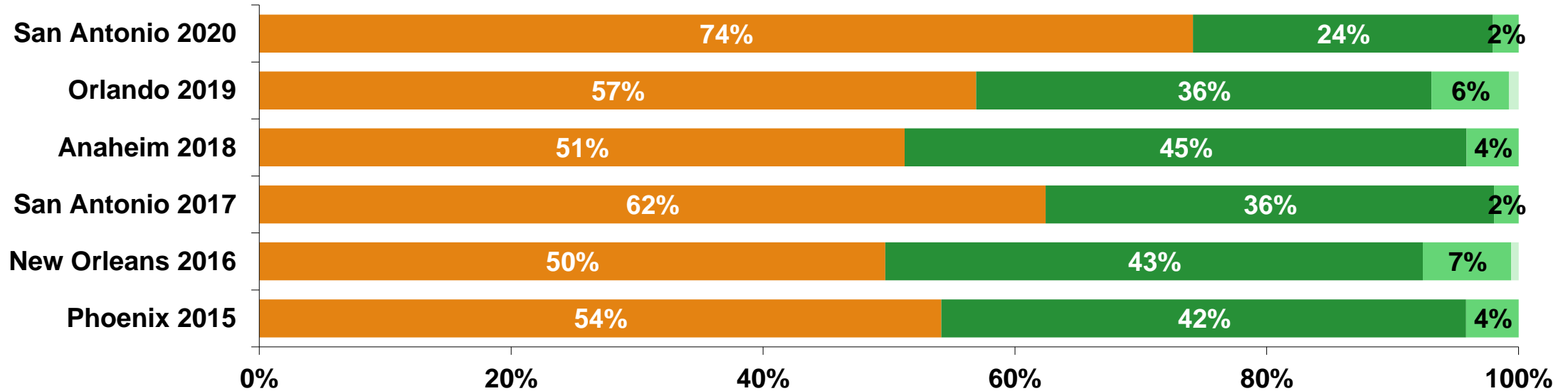


Percent of Respondents (n=147)

■ Excellent ■ Good ■ Fair ■ Poor



Quality of Attendees – 98% Positive

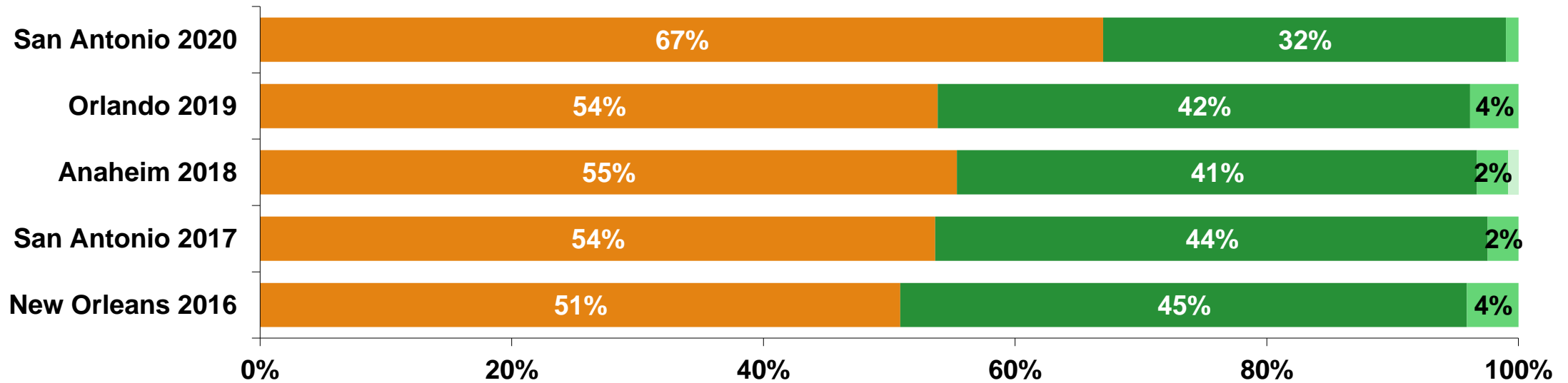


Percent of Respondents (n=147)

■ Excellent ■ Good ■ Fair ■ Poor



Quality of Exhibits – 99% Positive

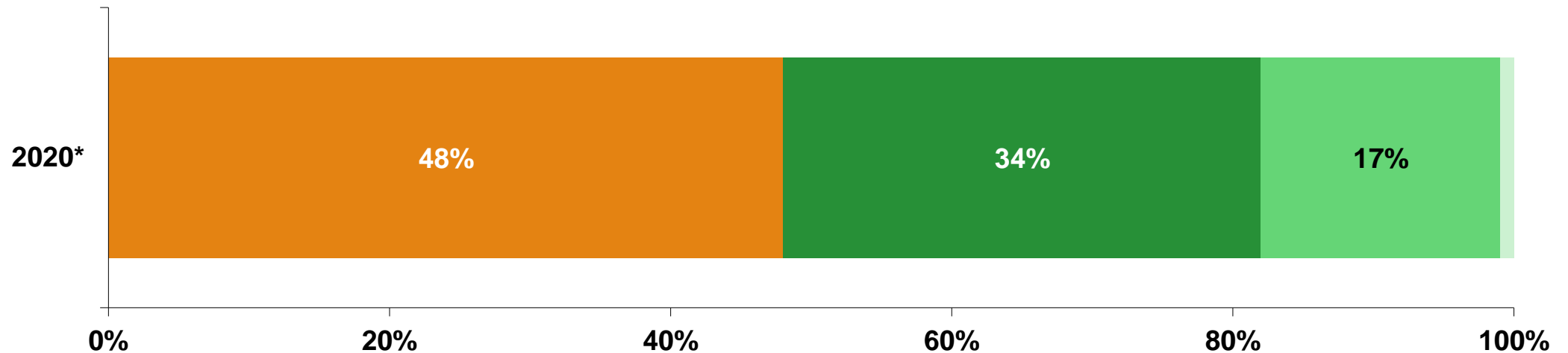


Percent of Respondents (n=145)

■ Excellent ■ Good ■ Fair ■ Poor



Quantity of Attendees – 82% Positive

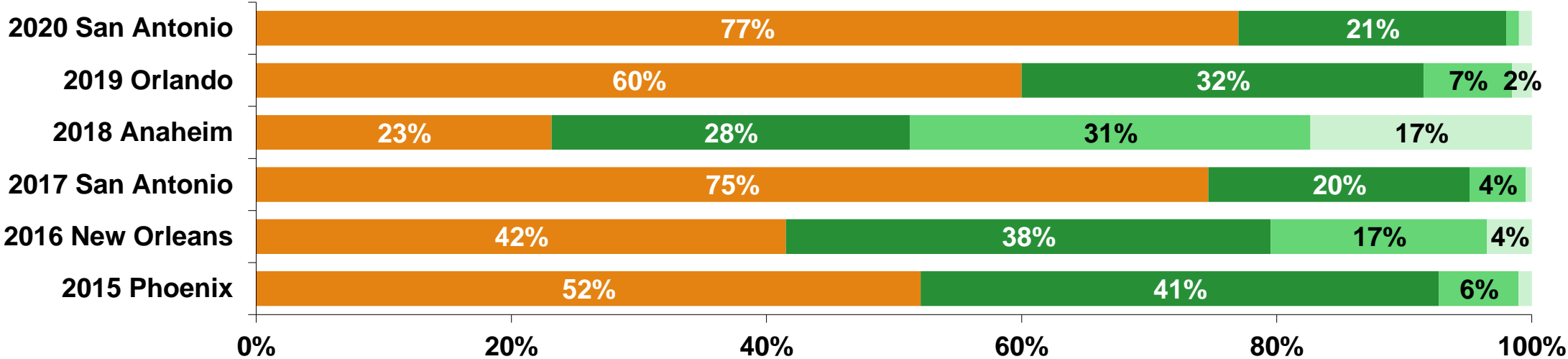


Percent of Respondents (n=145)

■ Excellent ■ Good ■ Fair ■ Poor



Location Satisfaction



Percent of Respondents (n=145)

■ Excellent
 ■ Good
 ■ Fair
 ■ Poor

Looks good for San Antonio – Let’s go back there again in 2021!



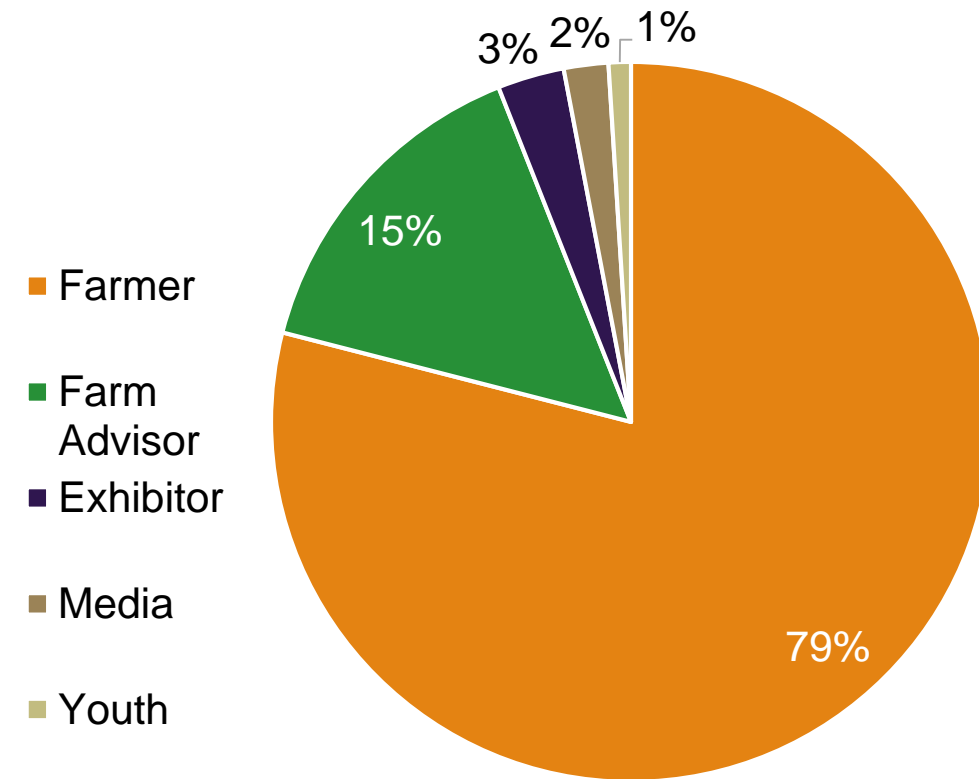
Audience Insight

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
COMMODITY CLASSIC 2020



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 388 attendees
- Post survey was completed by 383 attendees
- 35% of those who completed the post-show survey were first timers
- Survey participants were incented with sweepstakes
- Only farmers and influencer attendees were targeted for survey

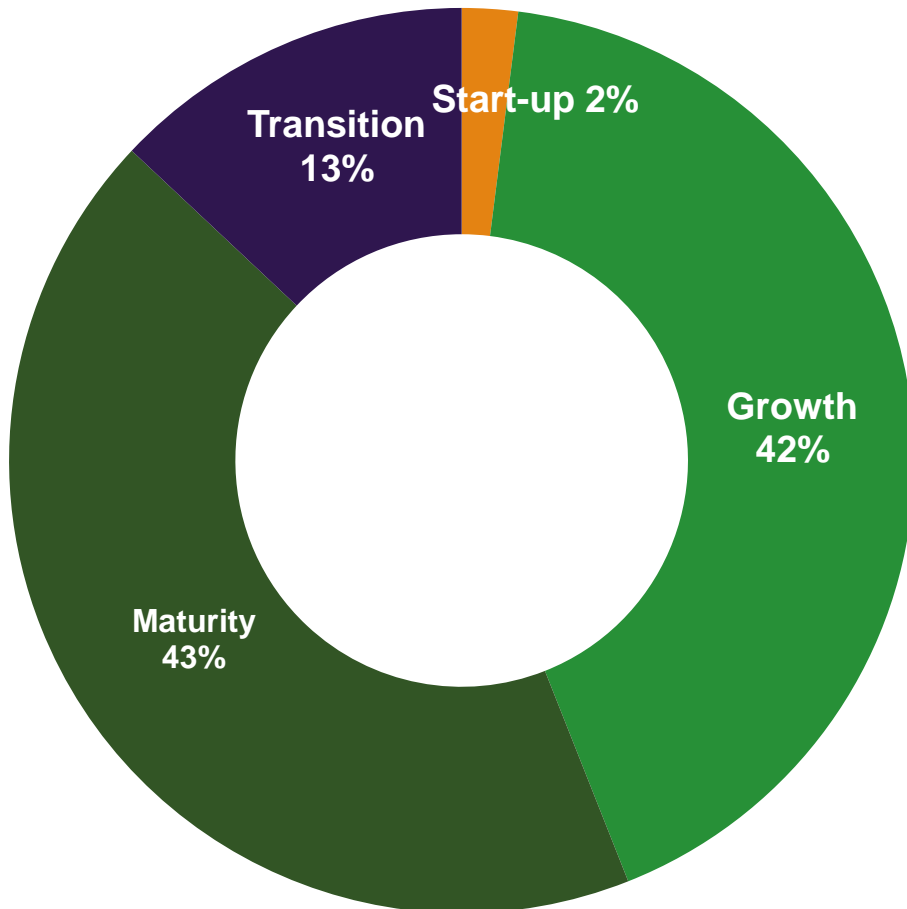


Demographic profile of on site-survey responses aligns with registration data of farmer attendees.



Growing and Maintaining Their Operations

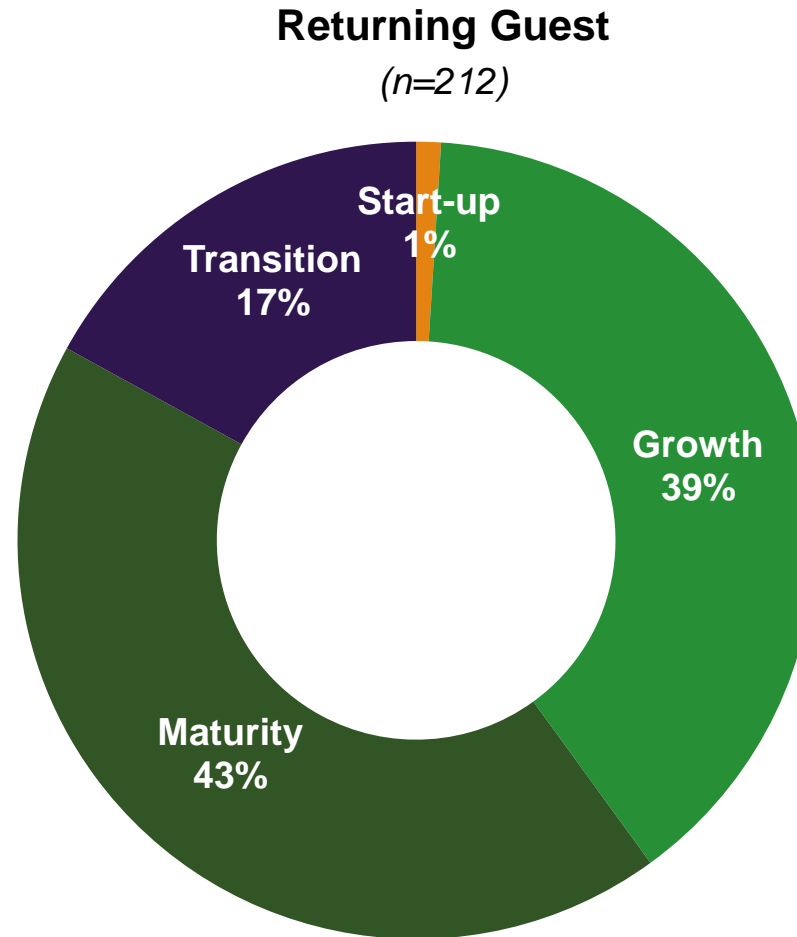
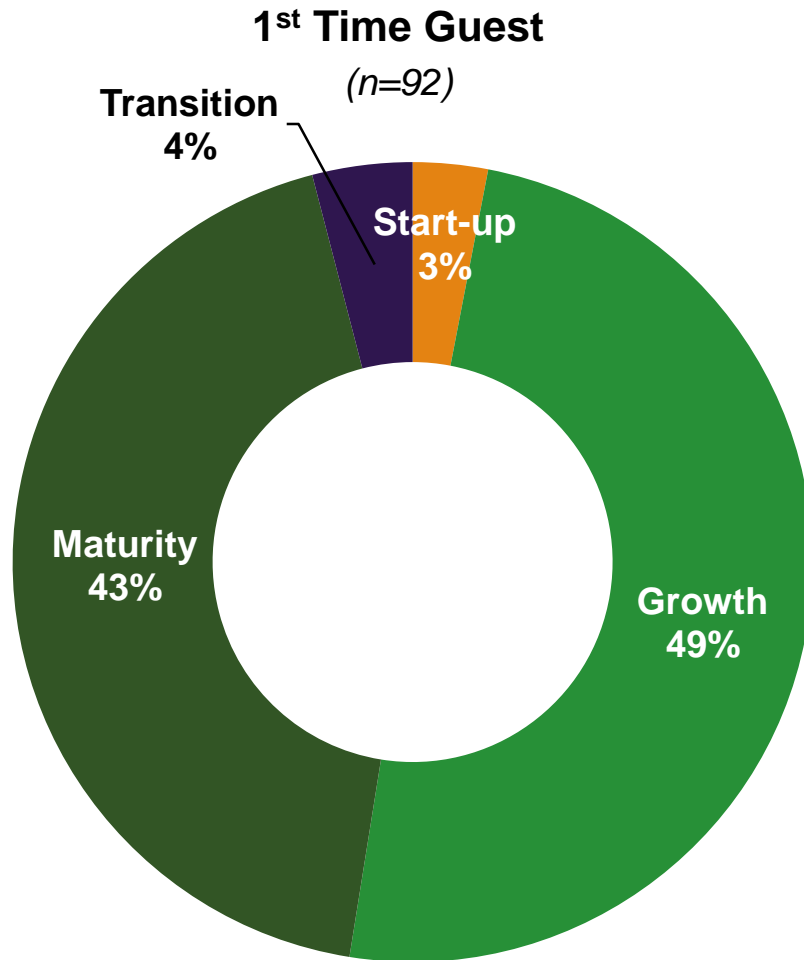
Overall Attendees



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



Growing and Maintaining Their Operations



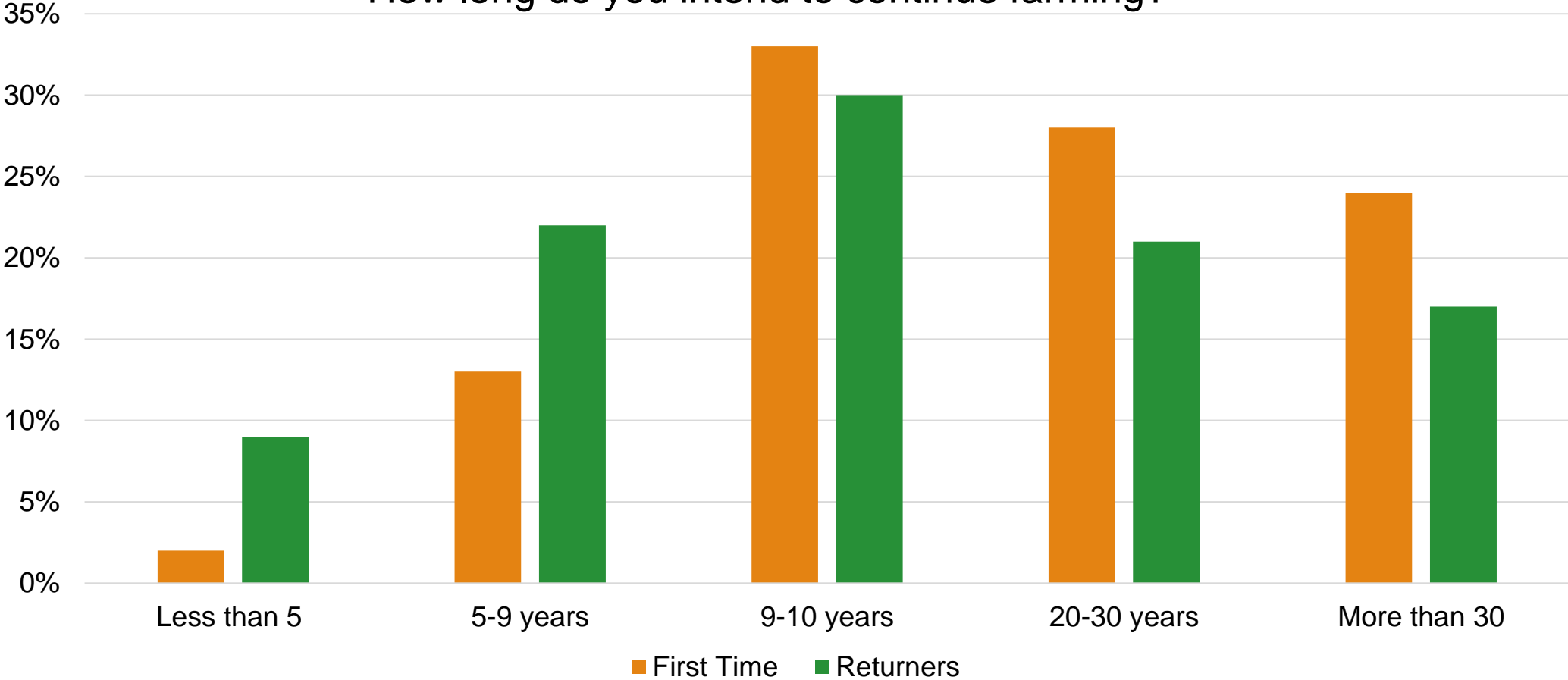
First time attendees are much more likely to be in the Start-up or Growth phase.



Q19. Which of the following best describes the current state of your farming operation?*

Plan to Farm For Quite Some Time

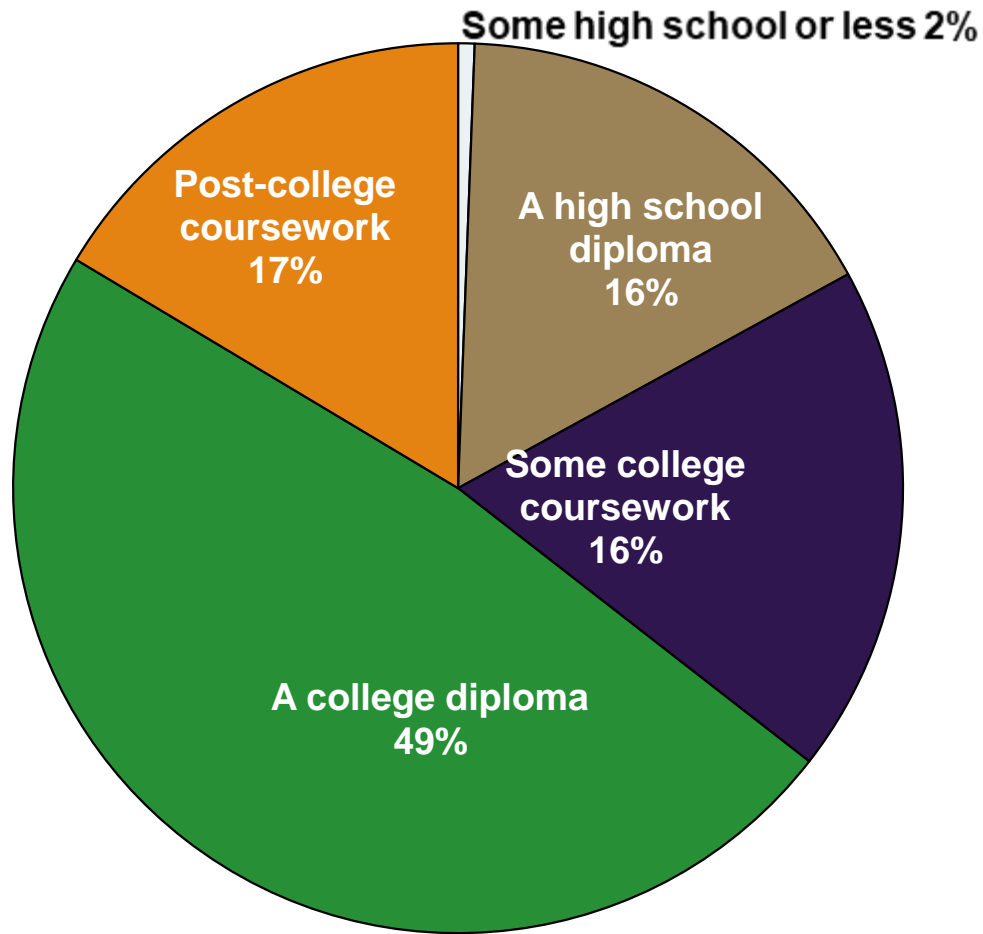
How long do you intend to continue farming?



N = 333

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 65% of Commodity Classic farmer and farmer influencer attendees are college graduates.



N = 383

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

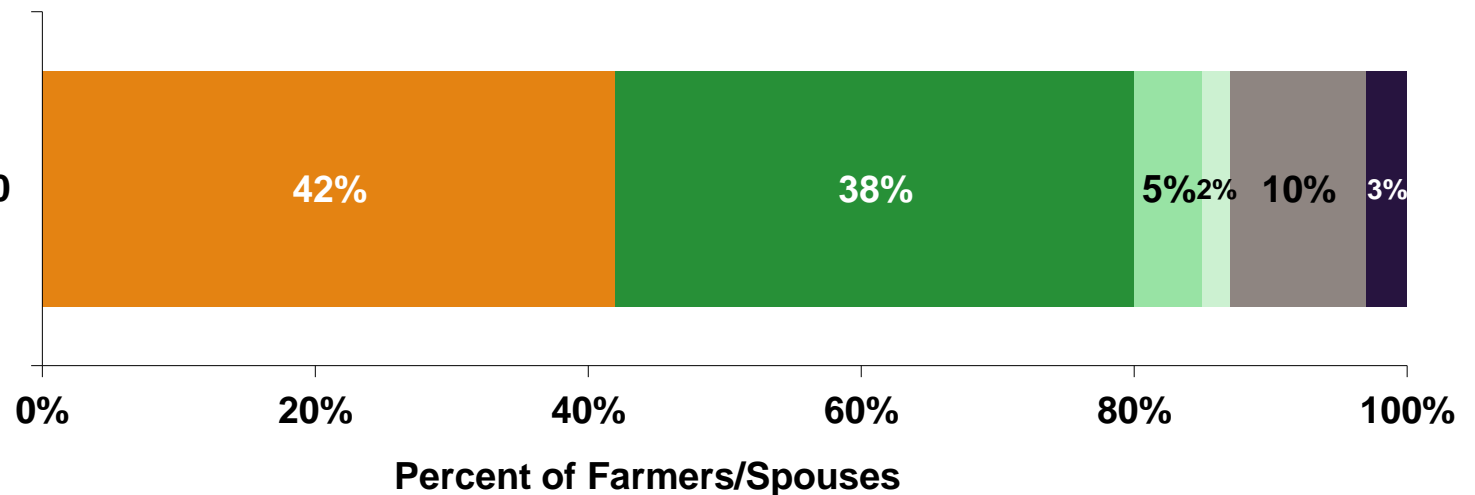
Farmer Attendees are Decision Makers

Over 85% of Commodity Classic farmer attendees are decision makers on their own farms.

10% of attendees are professional farm advisors!

- 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
- My job is to make recommendations to farmers/clients**
- I am not involved in any way with growing crops, managing crops, or consulting with farmers*

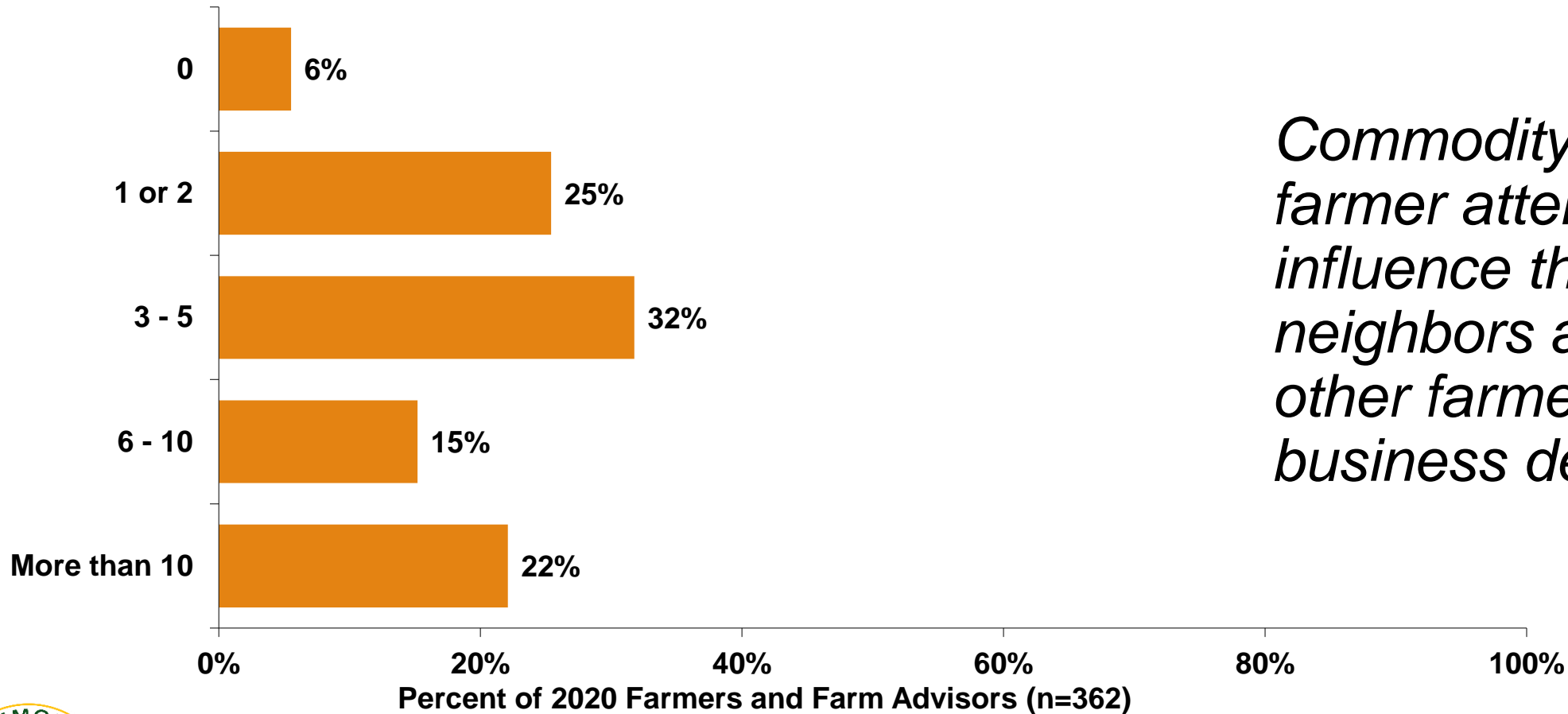
San Antonio, TX: 2020



N = 362

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

Highly Influential Audience

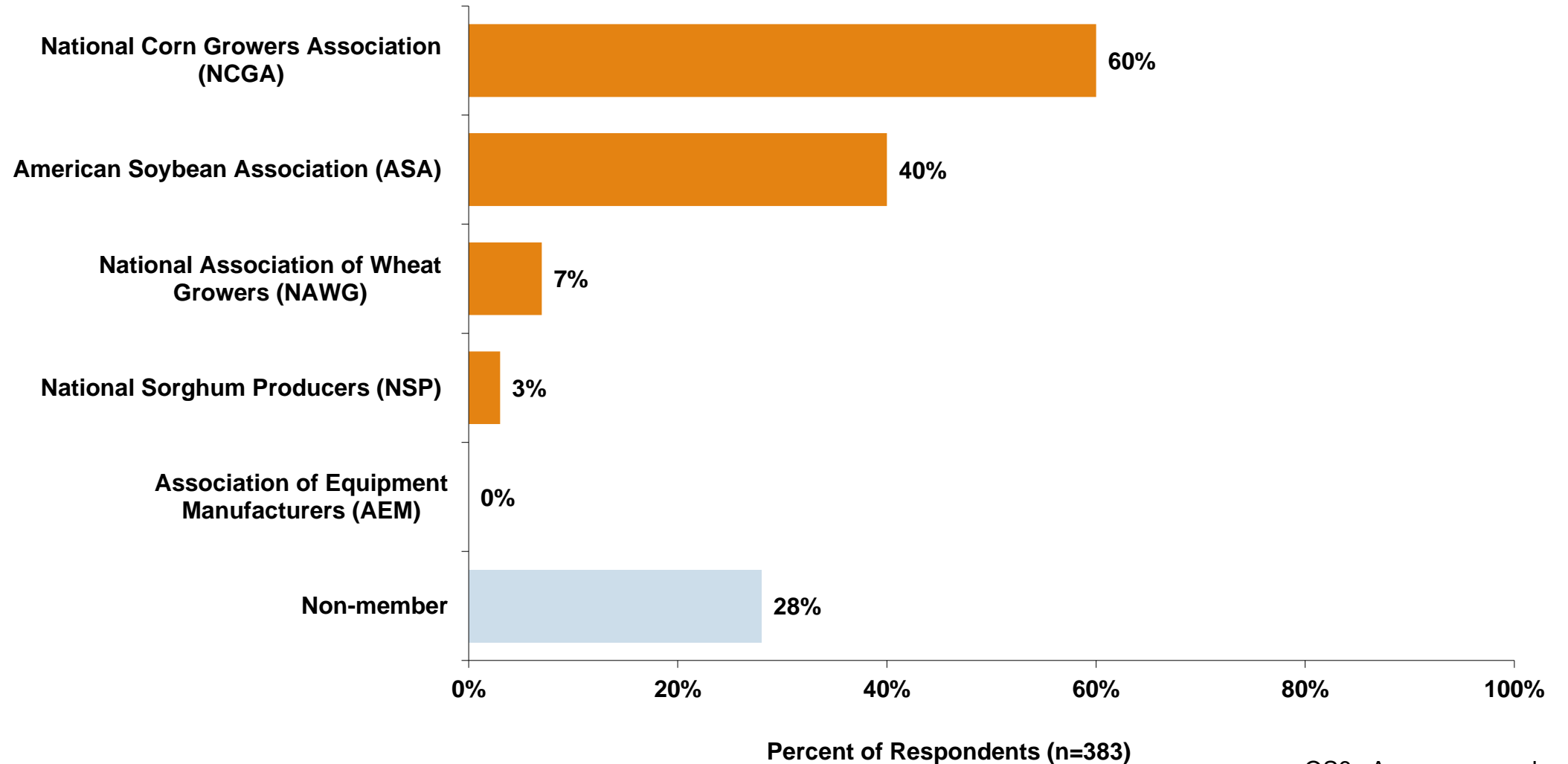


Commodity Classic farmer attendees influence their neighbors and other farmers in business decisions.



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



QS3. Are you a member of...

Commodity Classic Audience

The Commodity Classic audience continues to be a highly sought-after group of farmers, influencers and industry professionals.

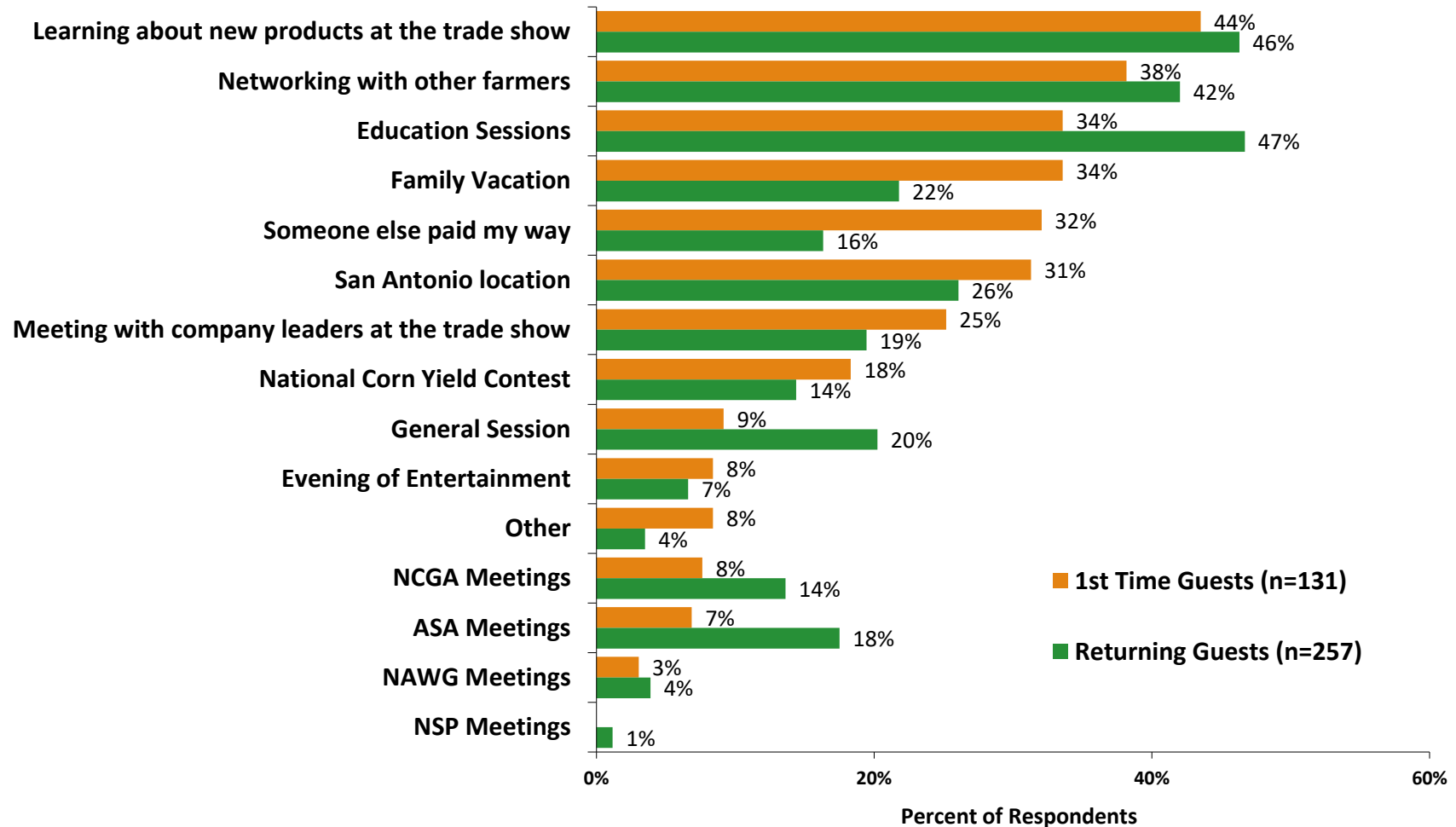


So... what did they think of Classic?



Main Reasons for Attending Classic

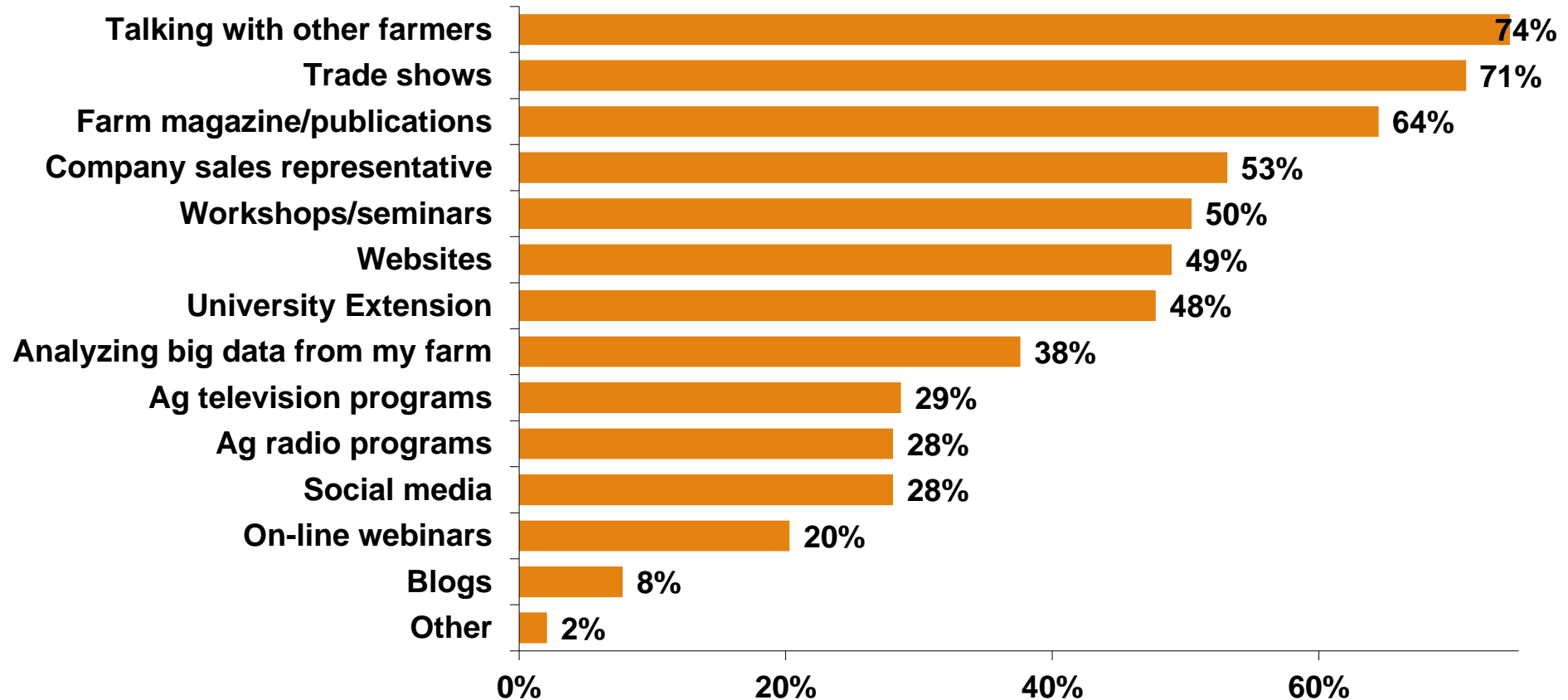
(1st Time vs. Returning Guests)



**** Based on
the Onsite
Survey**



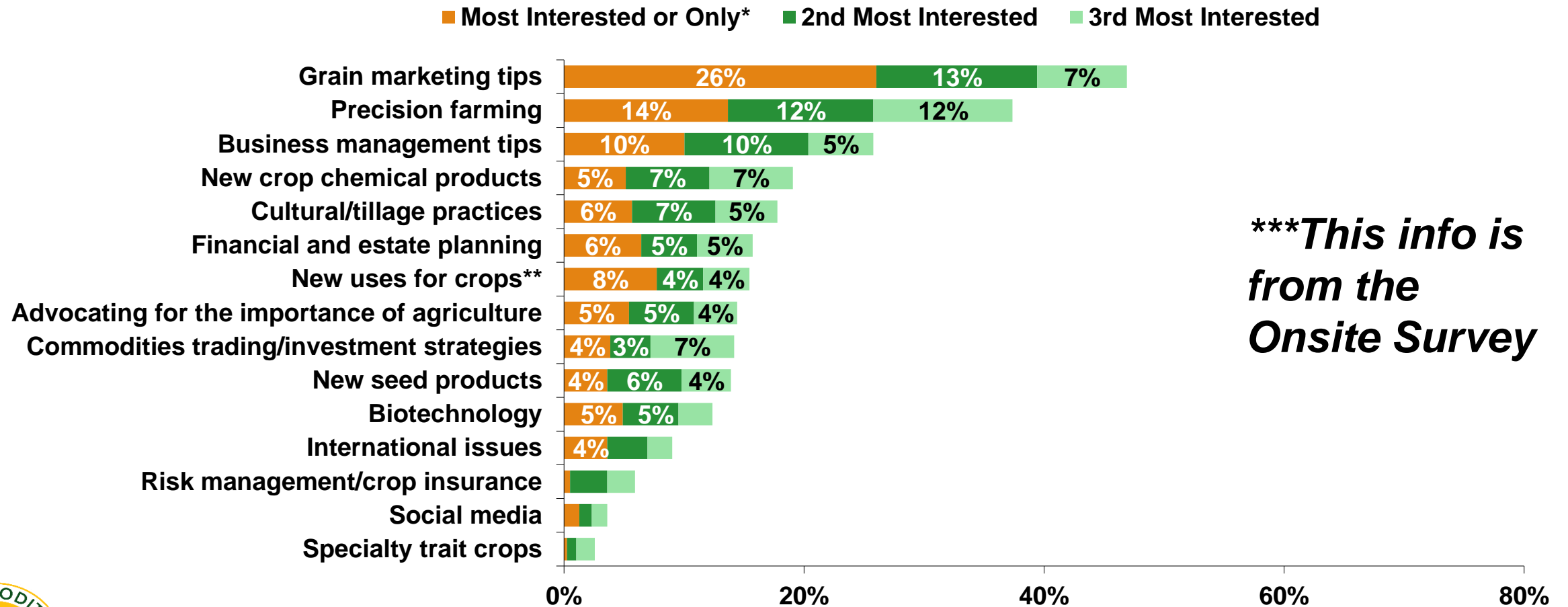
Where do Attendees Get Information?



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



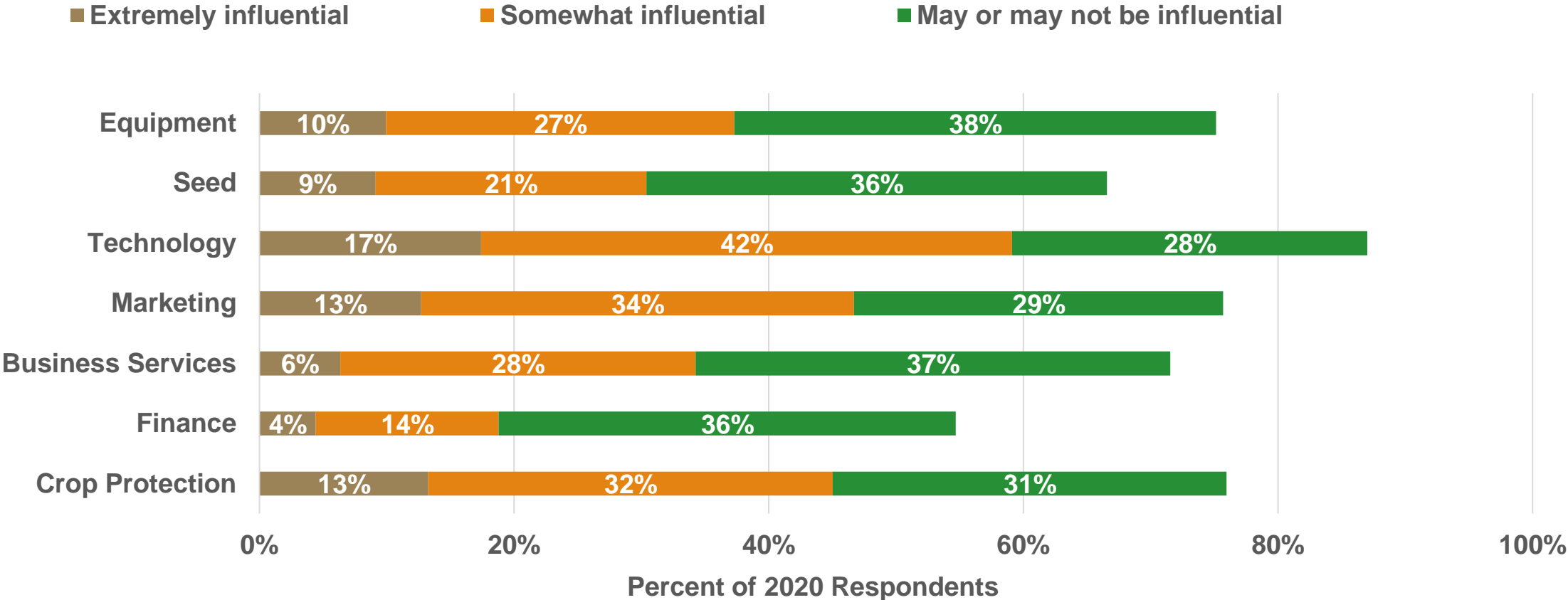
*****This info is from the Onsite Survey**



N = 388

Q7a. What topics are you are most interested in learning about at Commodity Classic?

Farmer Purchase Decisions Influenced at Show



N = 362

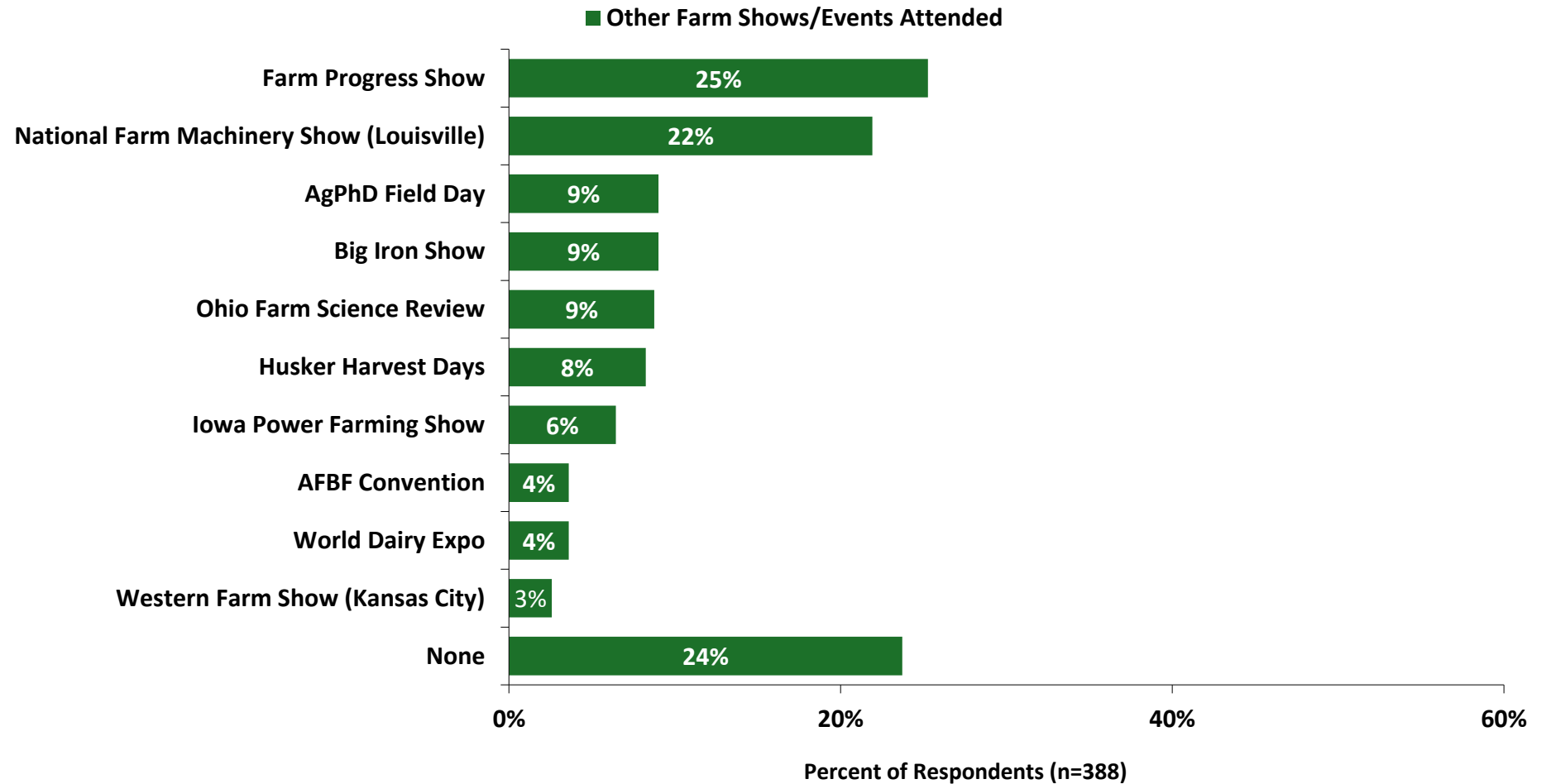
Q10. To what degree will your experience at the 2020 Commodity Classic influence your purchasing and product decisions in the coming year?

Competitive Set

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
2020 COMMODITY CLASSIC

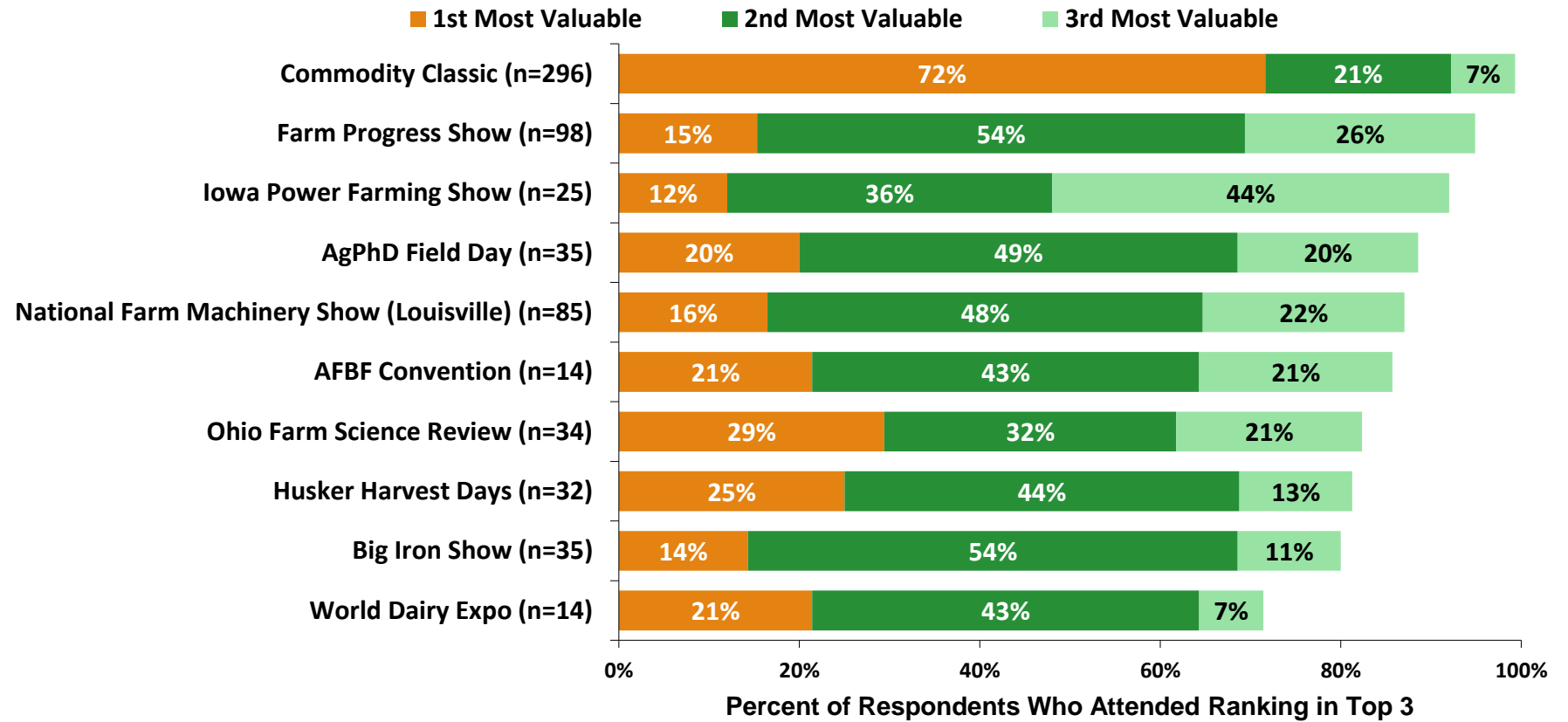


What Other Events do Our Farmers Attend?



What is the Most Valuable Event They Attend?

Classic is seen as the most valuable farm event by 72% of all attendees by a wide margin!



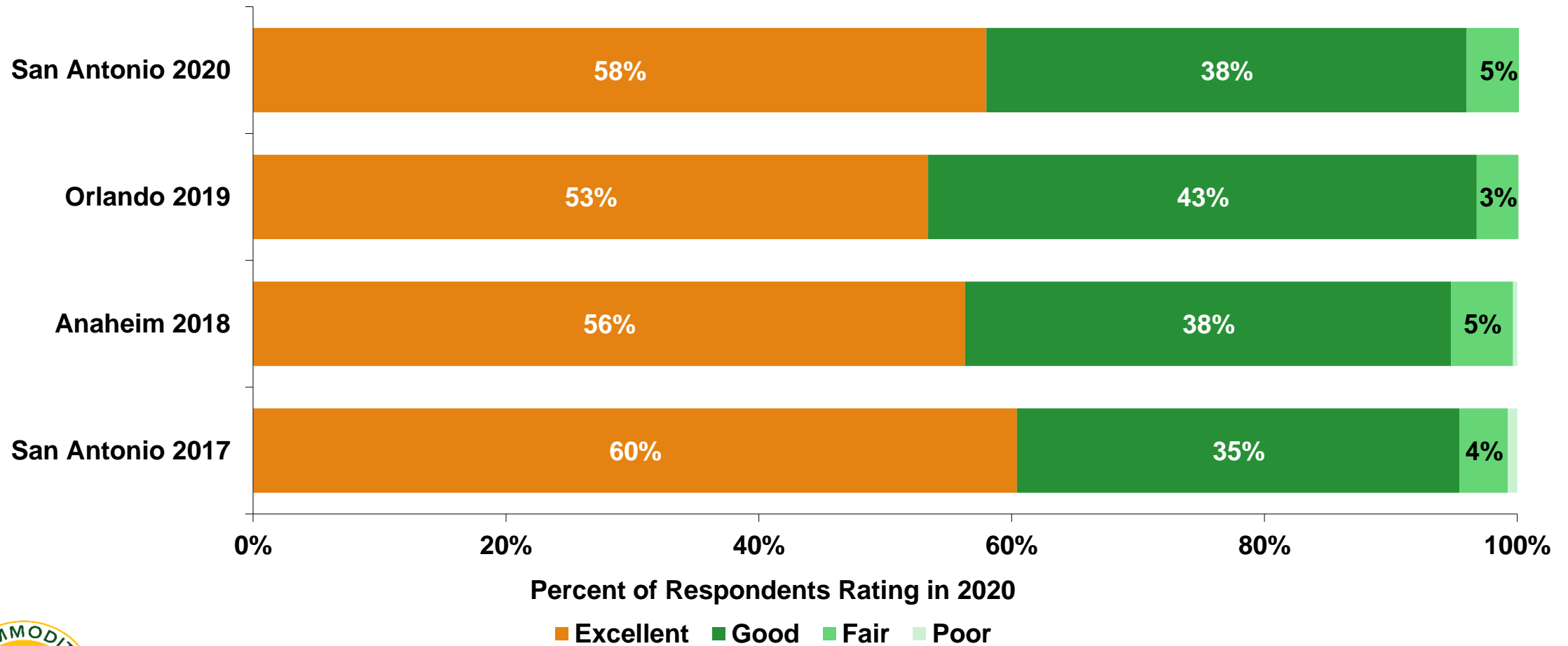
Attendee Satisfaction

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY

2020 COMMODITY CLASSIC



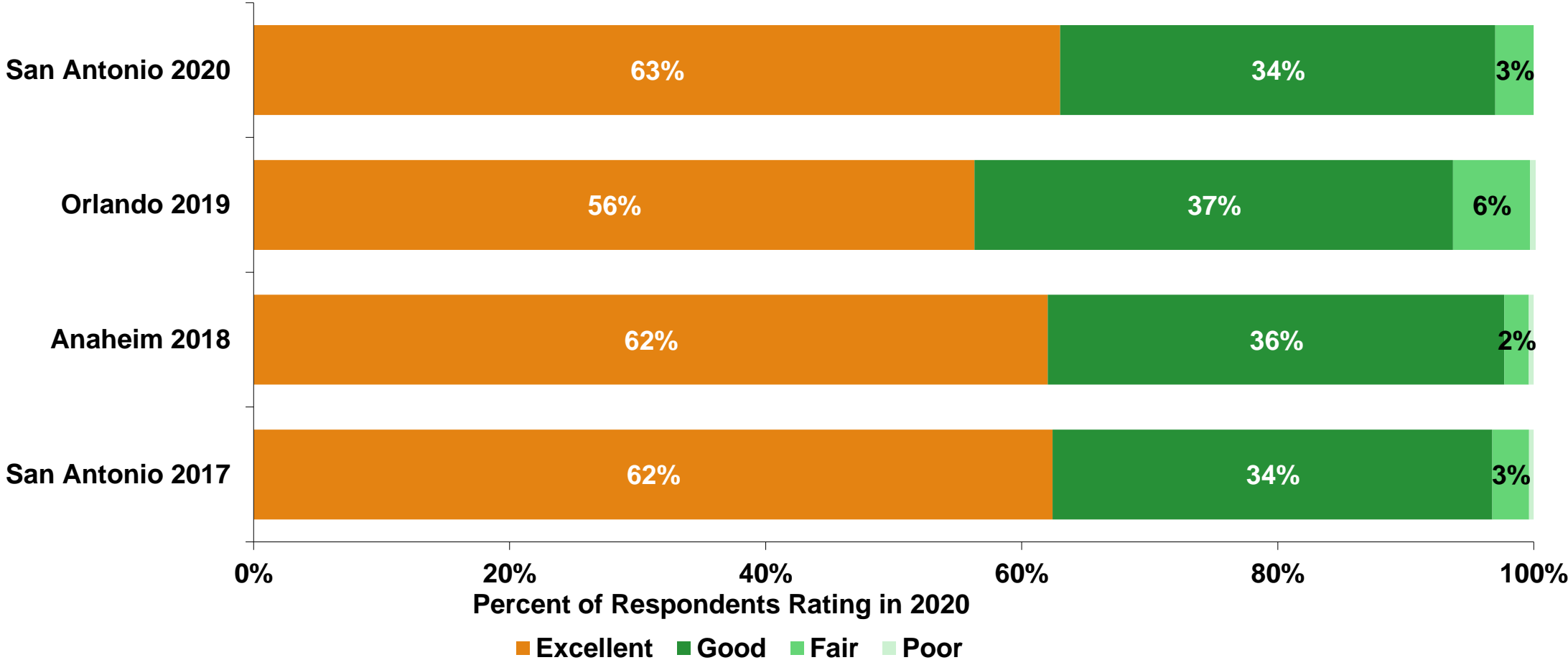
Trade Show



N = 382

Q6. Please rate your satisfaction with the following: Trade Show

General Session

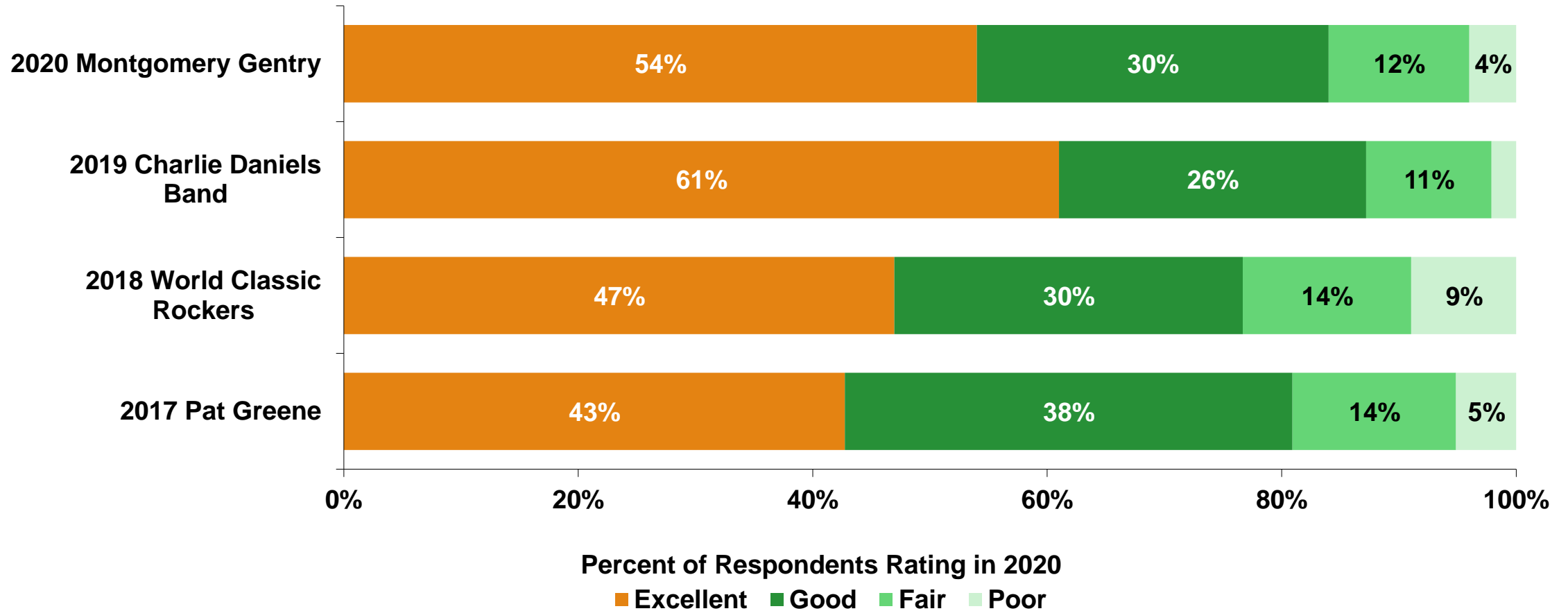


N = 295

Q6. Please rate your satisfaction with the following: General Session



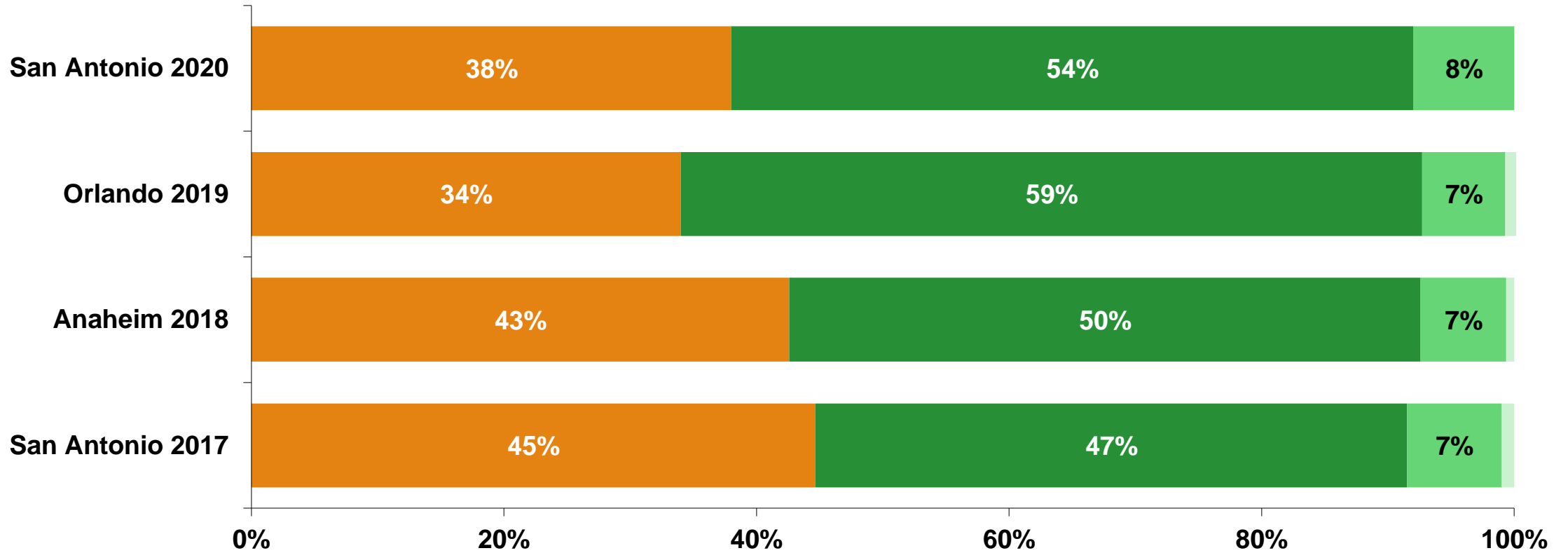
Evening of Entertainment



N = 193

Q6. Please rate your satisfaction with the following: Evening of Entertainment

Main Stage Programs



Percent of Respondents Rating in 2020

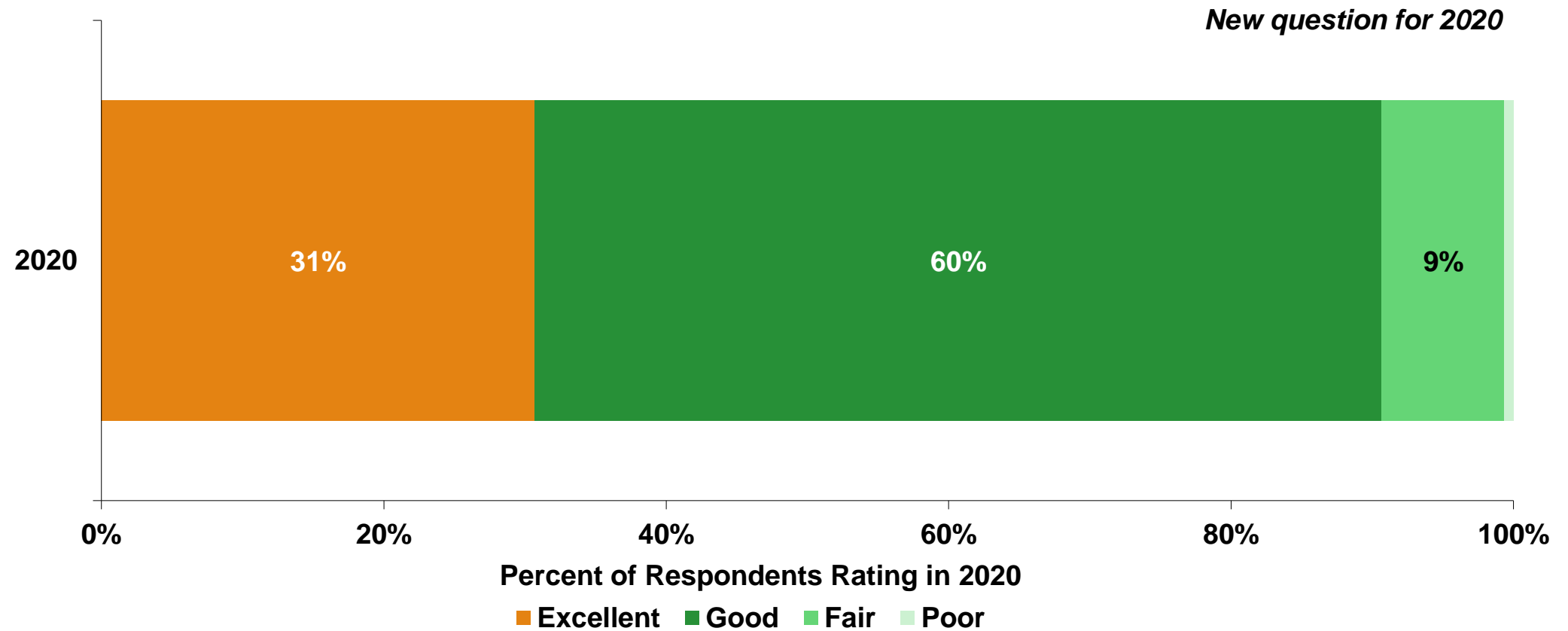
■ Excellent ■ Good ■ Fair ■ Poor



N = 314

Q6. Please rate your satisfaction with the following

Classroom Education Sessions



2020

31%

60%

9%

0%

20%

40%

60%

80%

100%

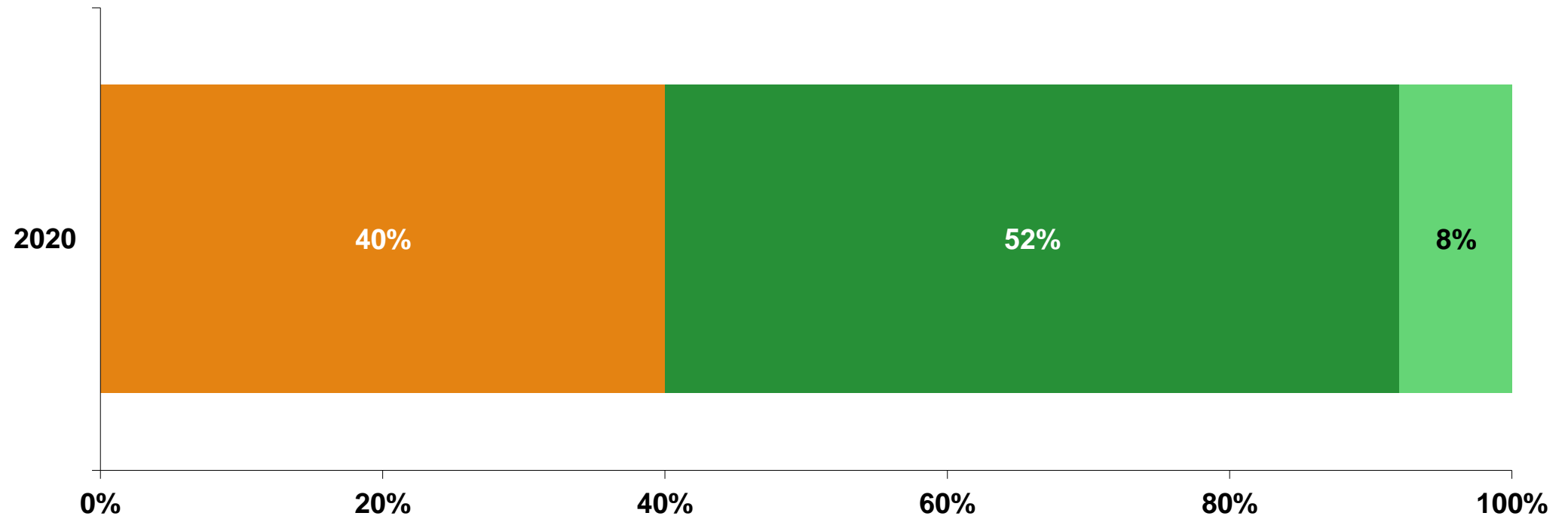
N = 300

Q6. Please rate your satisfaction with the following



Association Business Meetings

New question for 2020



Percent of Respondents Rating in 2020

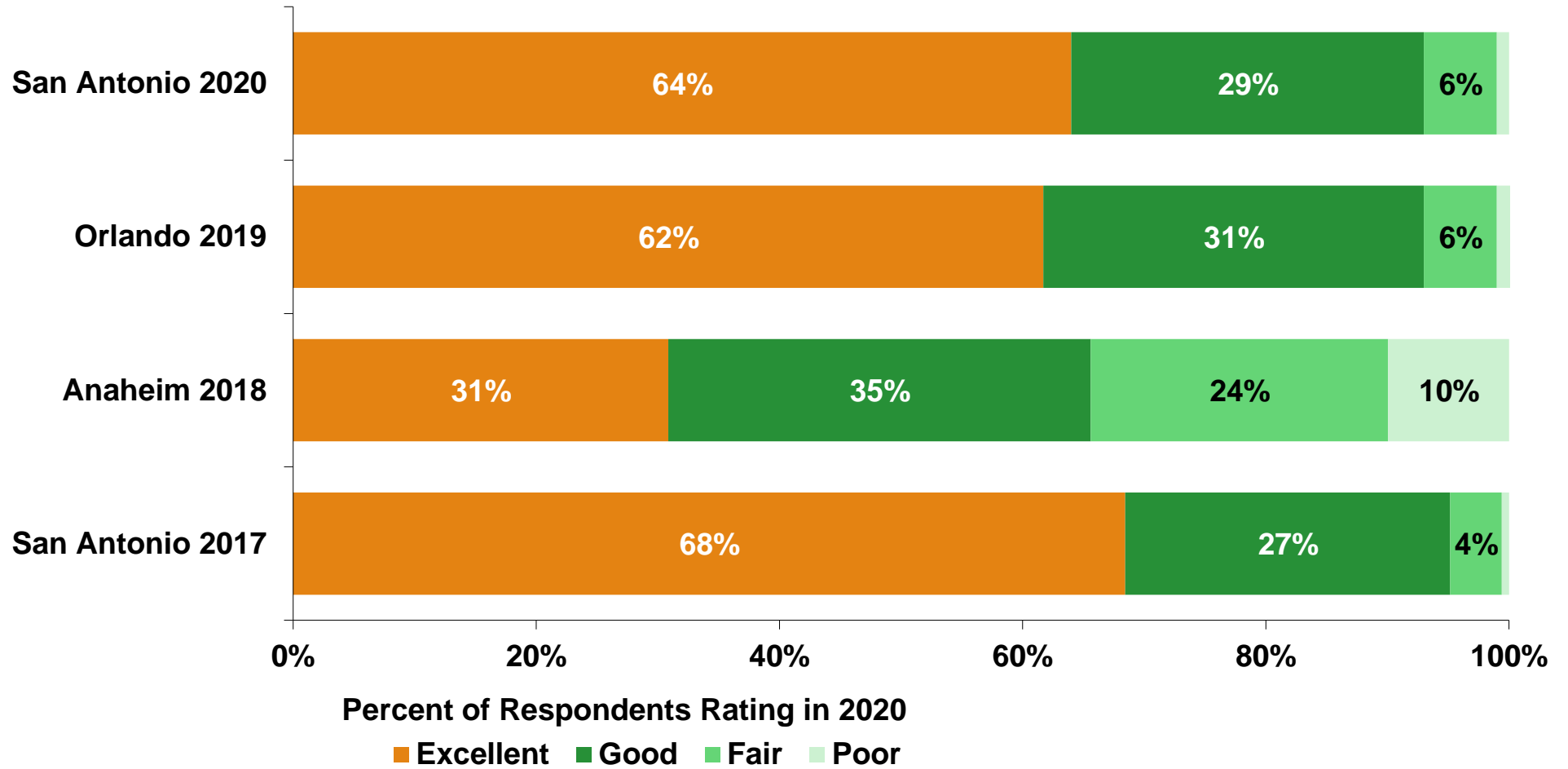
■ Excellent ■ Good ■ Fair ■ Poor



N = 159

Q6. Please rate your satisfaction with the following

Satisfaction of Location

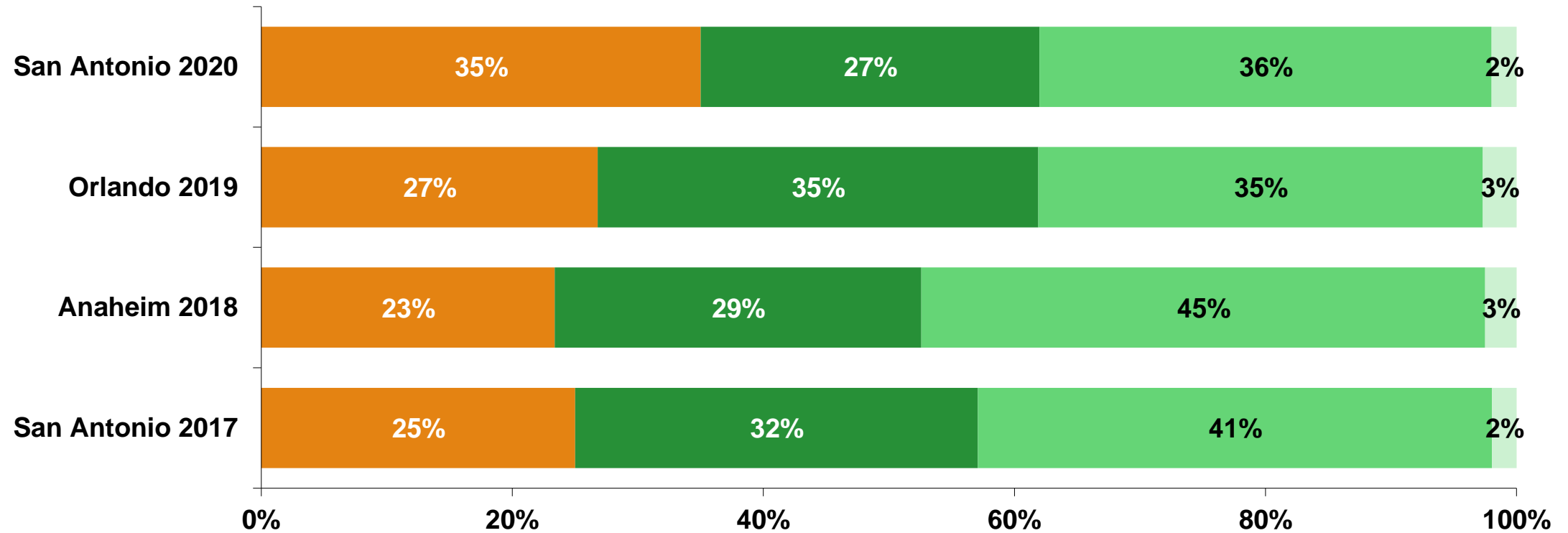


N = 381

Q6. Please rate your satisfaction with the following: Location



Expectations vs. Experience



Percent of Respondents in 2020

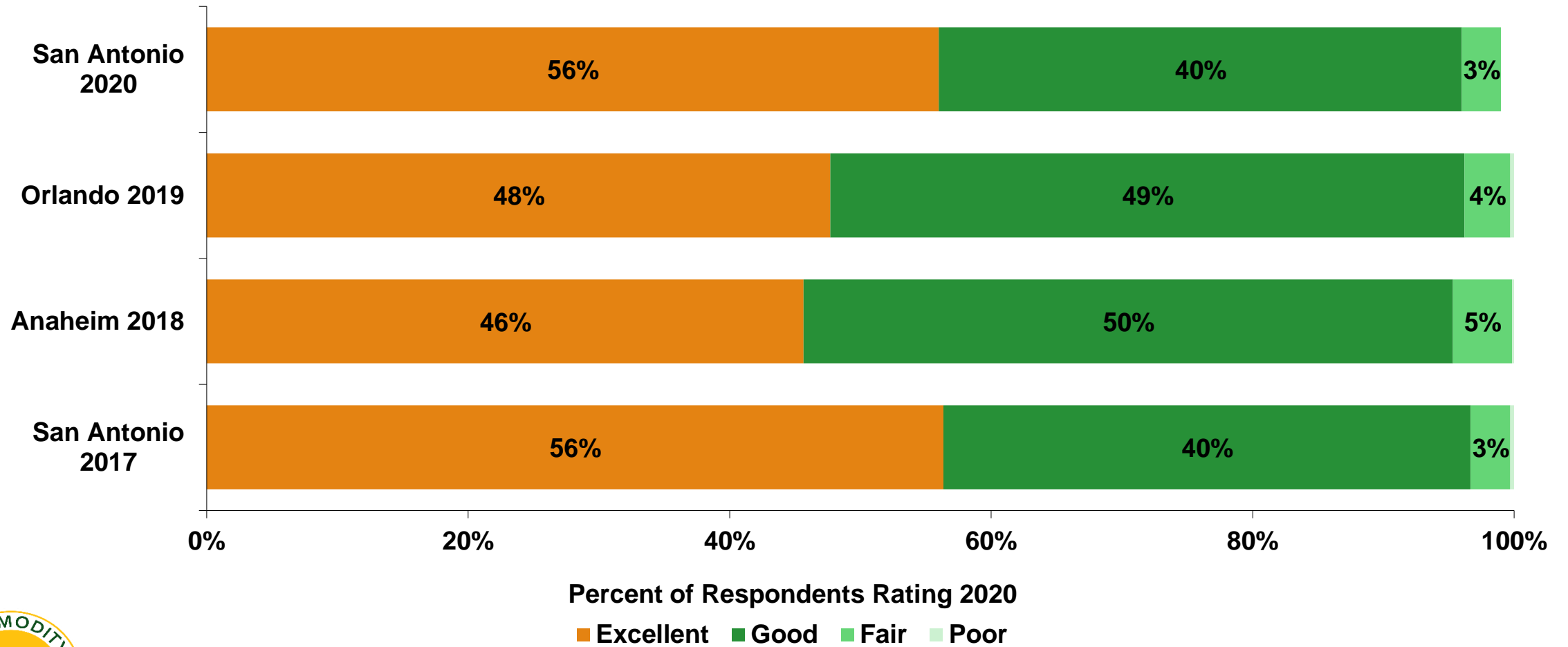


■ Far Exceeded Expectations ■ Slightly Exceeded Expectations ■ Met Expectations ■ Did Not Meet Expectations

N = 383

Q3. Overall, would you say the 2020 Commodity Classic ...

Year-Over-Year Satisfaction



N = 382

Q6. Please rate your satisfaction with the following

Acres & Dollars Impact

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
2020 COMMODITY CLASSIC



Sources

- Commodity Classic Registration
- Commodity Classic Surveys
- USDA NASS Crop Production Annual Summary (January 2020)
- USDA World Ag Supply & Demand Estimates (March 2020)
- USDA ERS Cost of Production (December 2019)



High Impact

10,064,903 acres of these 4 crops in attendance

- Corn: 3,330,965
- Soybeans: 2,920,755
- Wheat: 2,364,669
- Sorghum: 1,448,515

Per Farm

Avg. Gross Farm Income:	\$ 1,586,573
Avg. Equipment Purchases:	\$ 401,411
Avg. Seed & Chem. Purchases:	\$ 298,962
Avg. Fertilizer Purchases:	\$ 196,421



High Impact

10,064,903 acres of these 4 crops in attendance

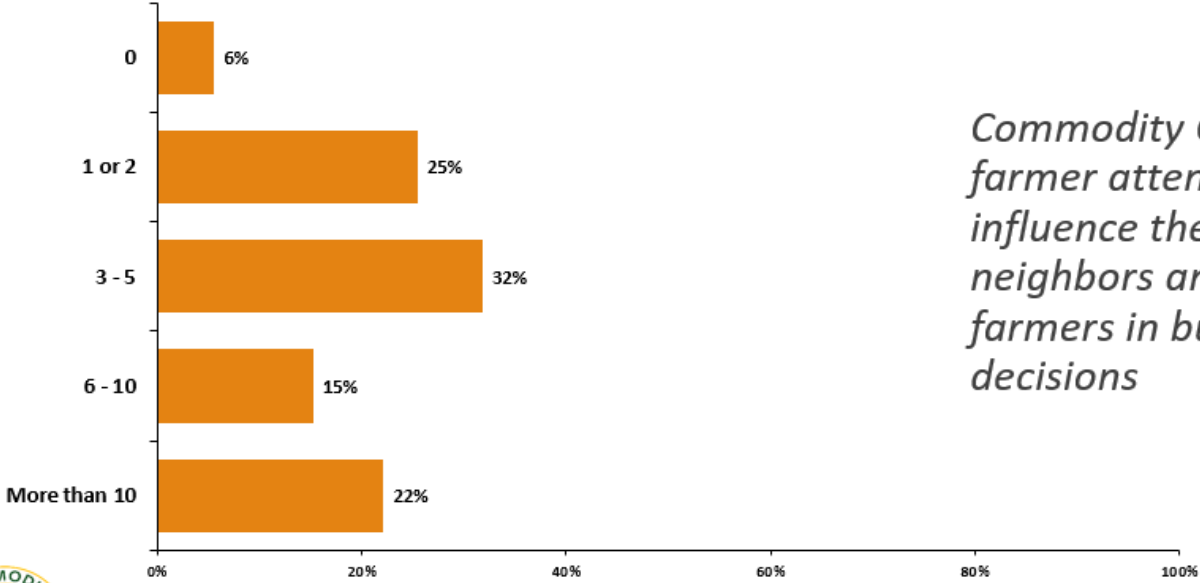
- Corn: 3,330,965
- Soybeans: 2,920,755
- Wheat: 2,364,669
- Sorghum: 1,448,515

	<u>Total Impact</u>
Total Gross Farm Income:	\$ 4,236,148,881
Equipment Purchases:	\$ 1,071,766,713
Seed & Chem. Purchases:	\$ 798,227,756
Fertilizer Purchases:	\$ 524,443,012



Impact Beyond the Event

Highly Influential Audience



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



N = 287

Percent of 2020 Farmers and Farm Advisors (n=362)

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



High Indirect Impact *(Factor 6.04)*

56,577,736 acres of the 4 crops influenced (29%)

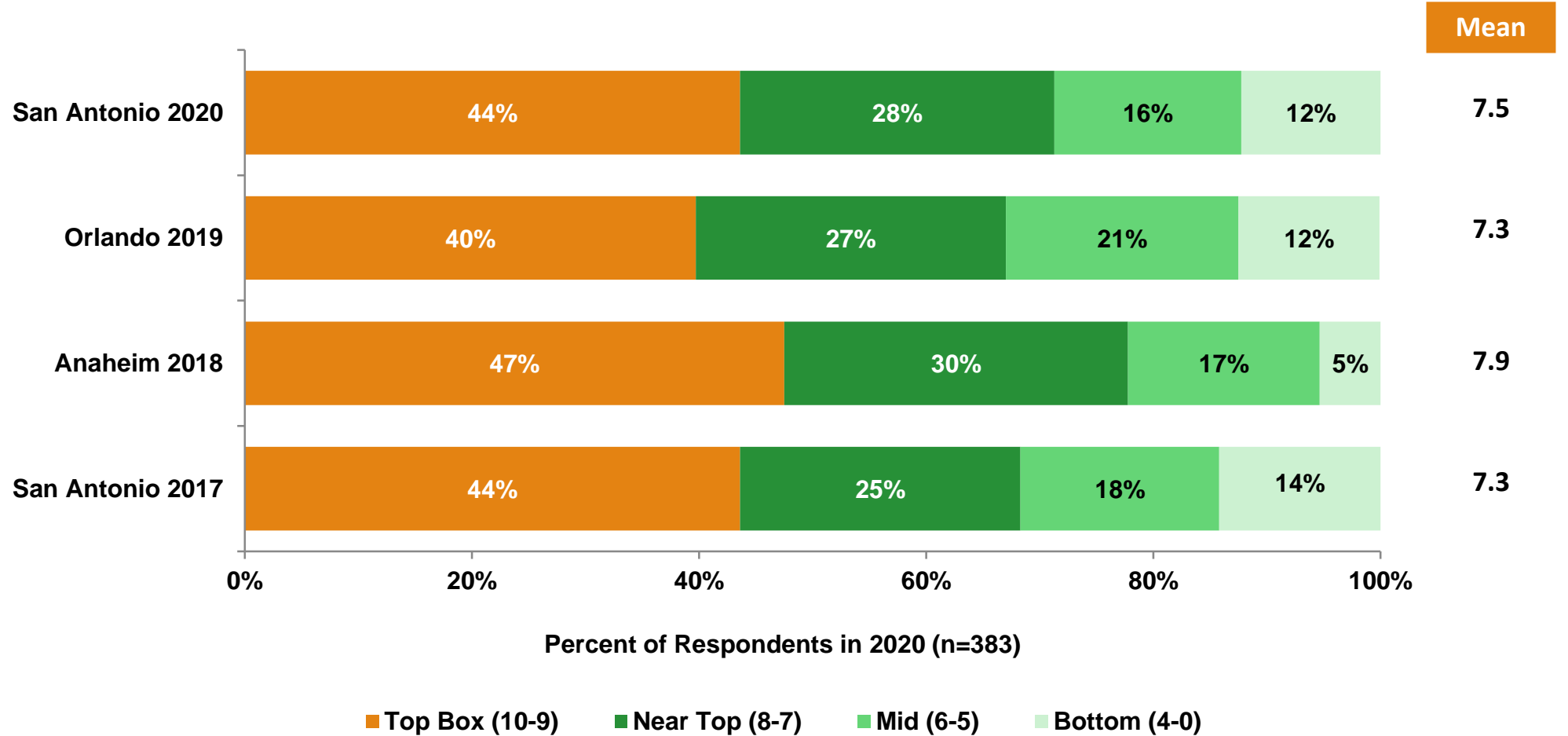
- Corn: 20,119,027
- Soybeans: 17,641,360
- Wheat: 14,282,599
- Sorghum: 4,534,750

	<u>Total Influence</u>
Total Gross Farm Income:	\$ 24,571,119,263
Equipment Purchases:	\$ 6,092,167,162
Seed & Chem. Purchases:	\$ 4,664,887,152
Fertilizer Purchases:	\$ 3,046,652,798



Likelihood of Attending Next Year

Over 88% of all attendees have interest in attending 2021 Commodity Classic



Q13. How likely are you to attend Commodity Classic next year in San Antonio, TX?

