

Commodity Classic 2021

DIGITAL EDITION

CCAC SUMMARY REVIEW



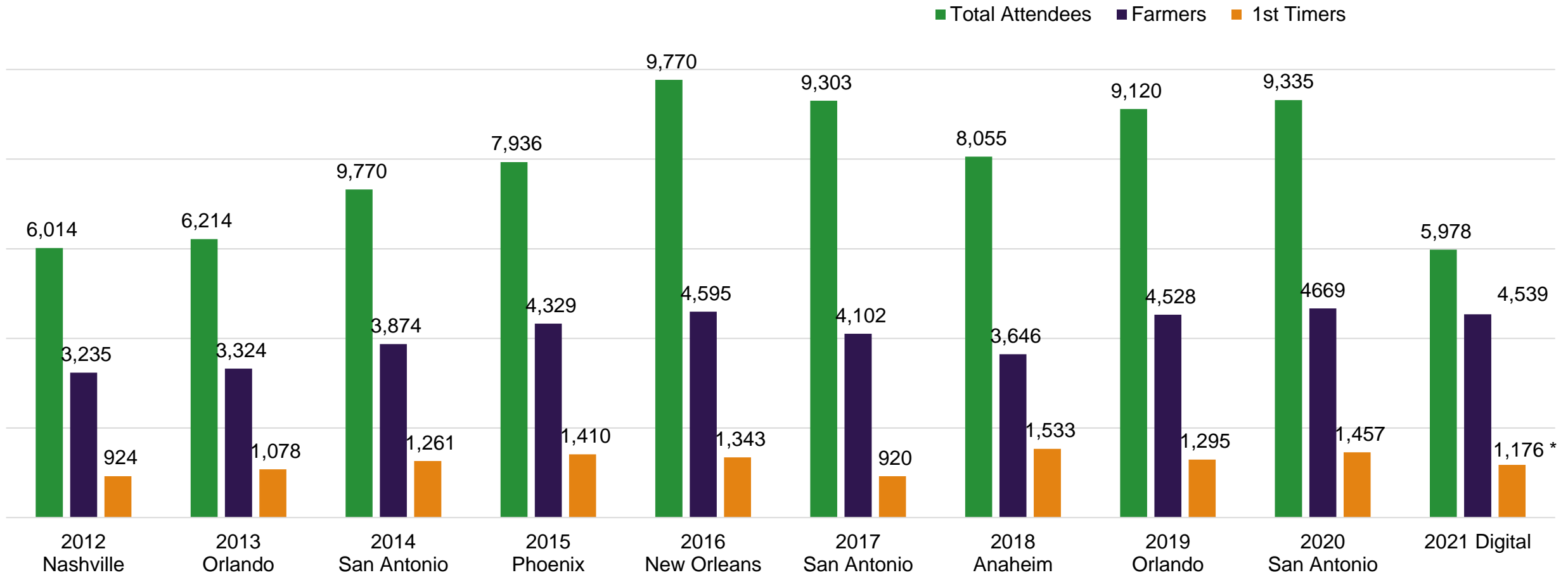
Attendance

BASED ON DEMOGRAPHIC DATA FROM ATTENDEE REGISTRATION

COMMODITY CLASSIC 2021



Year-to-Year Attendance



Based on registration numbers *Based on survey info, 25.9% of attending farmers were new in 2021



Farmer Profile

	2014	2015	2016	2017	2018	2019	2020	2021
Total Acres	2,520	3,009	2,893	2,779	2,850	3,136	2,844	2,774
Corn Acres	1,117	1,247	1,197	1,137	1,169	1,260	1,248	995
Soybean Acres	862	1,122	1,117	1,020	1,124	1,070	1,094	881
Wheat Acres	897	1,247	992	861	910	1,045	886	849
Sorghum Acres	582	467	471	445	474	473	543	726
Cotton Acres	NA	NA	988	1,023	872	998	1,357	1,202
Rice Acres	NA	NA	NA	NA	NA	827	549	828
Hay/Forage Acres	NA	NA	NA	432	485	538	270	237
Peanut	NA	NA	NA	646	893	610	509	526

Based on registered farmers completing demographic information



Farmer Profile - Continued

	2014	2015	2016	2017	2018	2019	2020	2021
Vegetables Acres	NA	NA	NA	NA	NA	696	458	551
Other Specialty Acres	NA	NA	NA	NA	NA	1,513	804	975
No. Feedlot Cattle	NA	NA	604	314	550	702	744	632
Cow/Calf Pairs	NA	NA	150	177	240	398	146	154
Avg. Hogs	6,511	7,363	7,994	7,956	7,500	NA	NA	NA
Sows	NA	NA	NA	NA	NA	1,026	1,988	1,426
Feeders	NA	NA	NA	NA	NA	1,329	2,251	267
Finishers	NA	NA	NA	NA	NA	5,658	6,588	5,072
Avg. Age	51.7	53.4	52.6	50.1	50.2	52.3	49.3	50.9

Based on registered farmers completing demographic information



Other Attendees of Note

	2014	2015	2016	2017	2018	2019	2020	2021
Media	160	148	186	162	152	139	144	143
Youth (15-22)	263	188	291	198	165	215	176	NA
Child (14 & under)	NA	NA	NA	136	340	510	273	NA
College Students	NA	NA	NA	50	116	100	85	37

Based on registration categories



Audience Insight

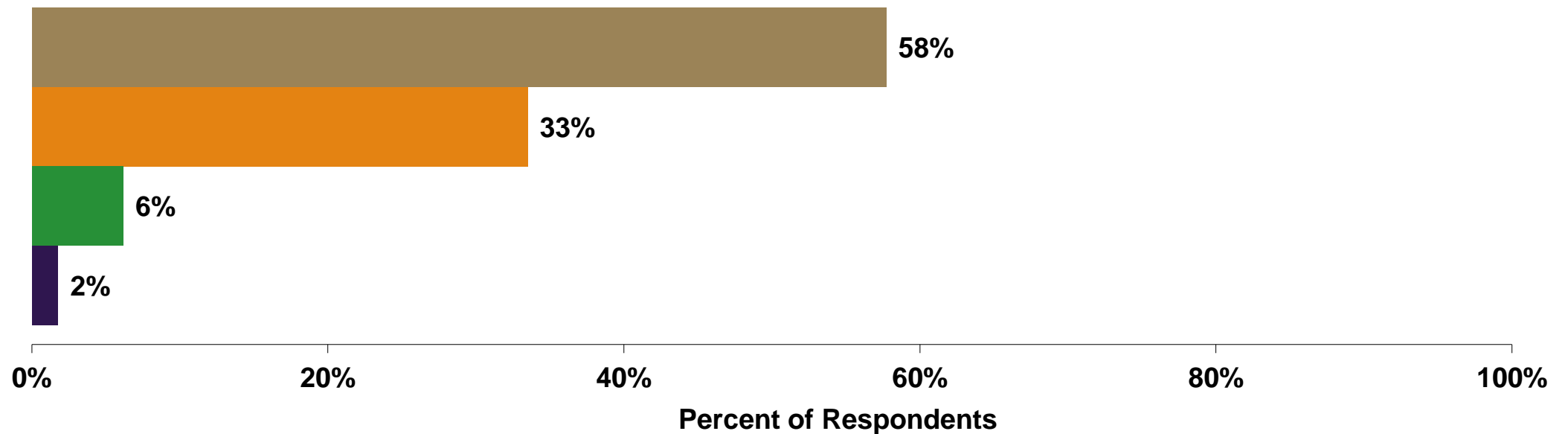
A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
COMMODITY CLASSIC 2021



91% of Attendees are Decision Makers

(Farmers and 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

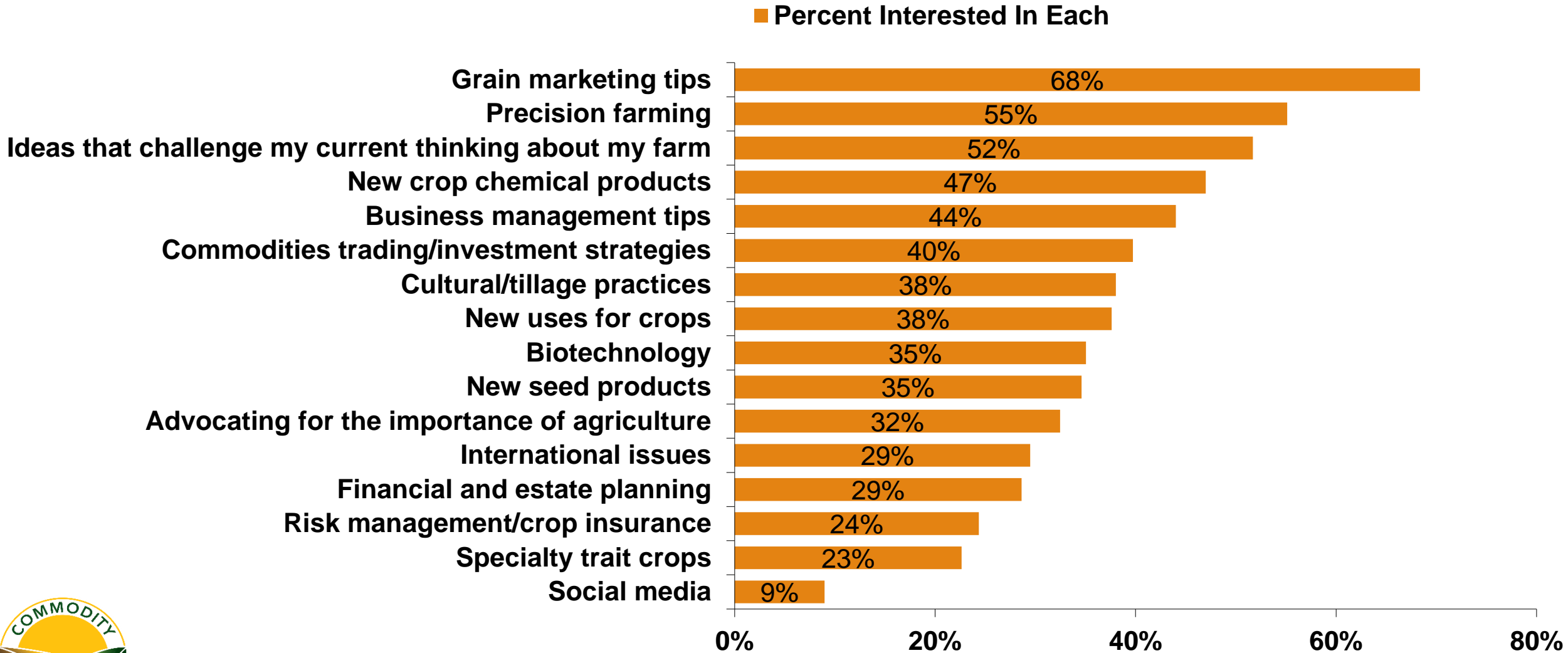


Q. Which of the following statements best describes your role on the operation?



Types of Information Seeking at Classic

(Farmers and Farm Advisors)

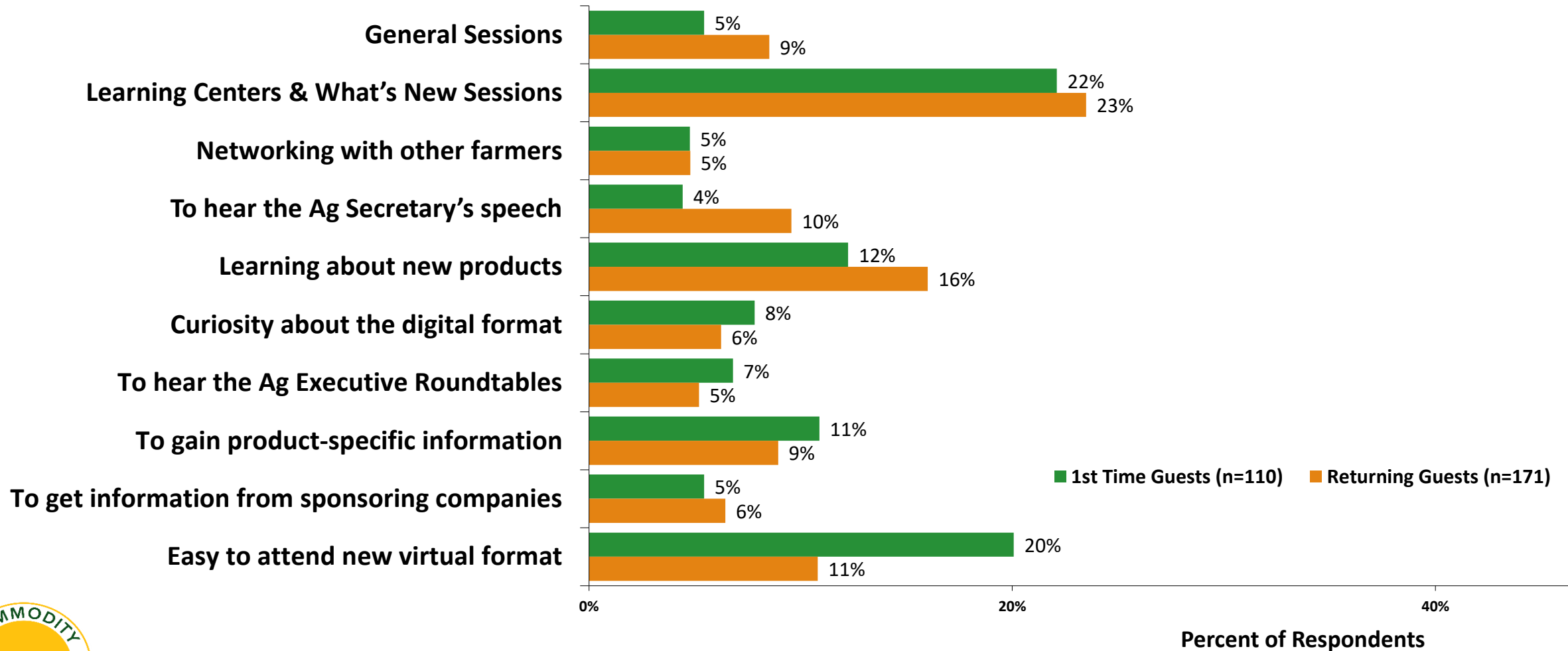


Q. What topics are you are most interested in learning about at Commodity Classic? (multiple answers allowed)



Main Reasons for Attending Classic

(1st Time vs. Returning Guests; Farmers and Farm Advisors)

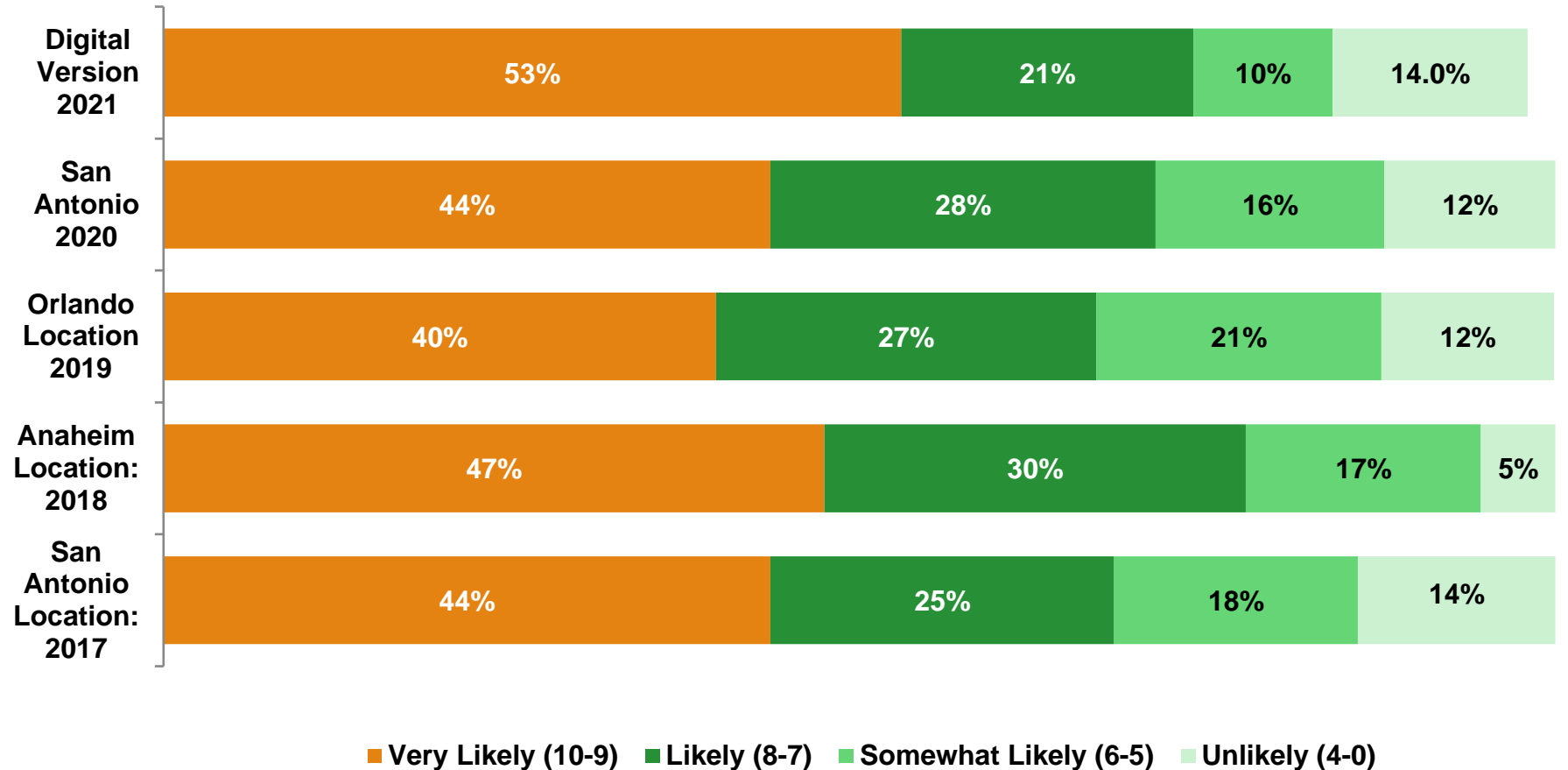


Q. Please rank your top 3 reasons for attending Digital Commodity Classic



Likelihood of Attending Next Year

Over 74% of past Classic participants said they are “Likely” or “Very Likely” to attend Commodity Classic in New Orleans in 2022!



Q13. How likely are you to attend Commodity Classic next year in New Orleans?

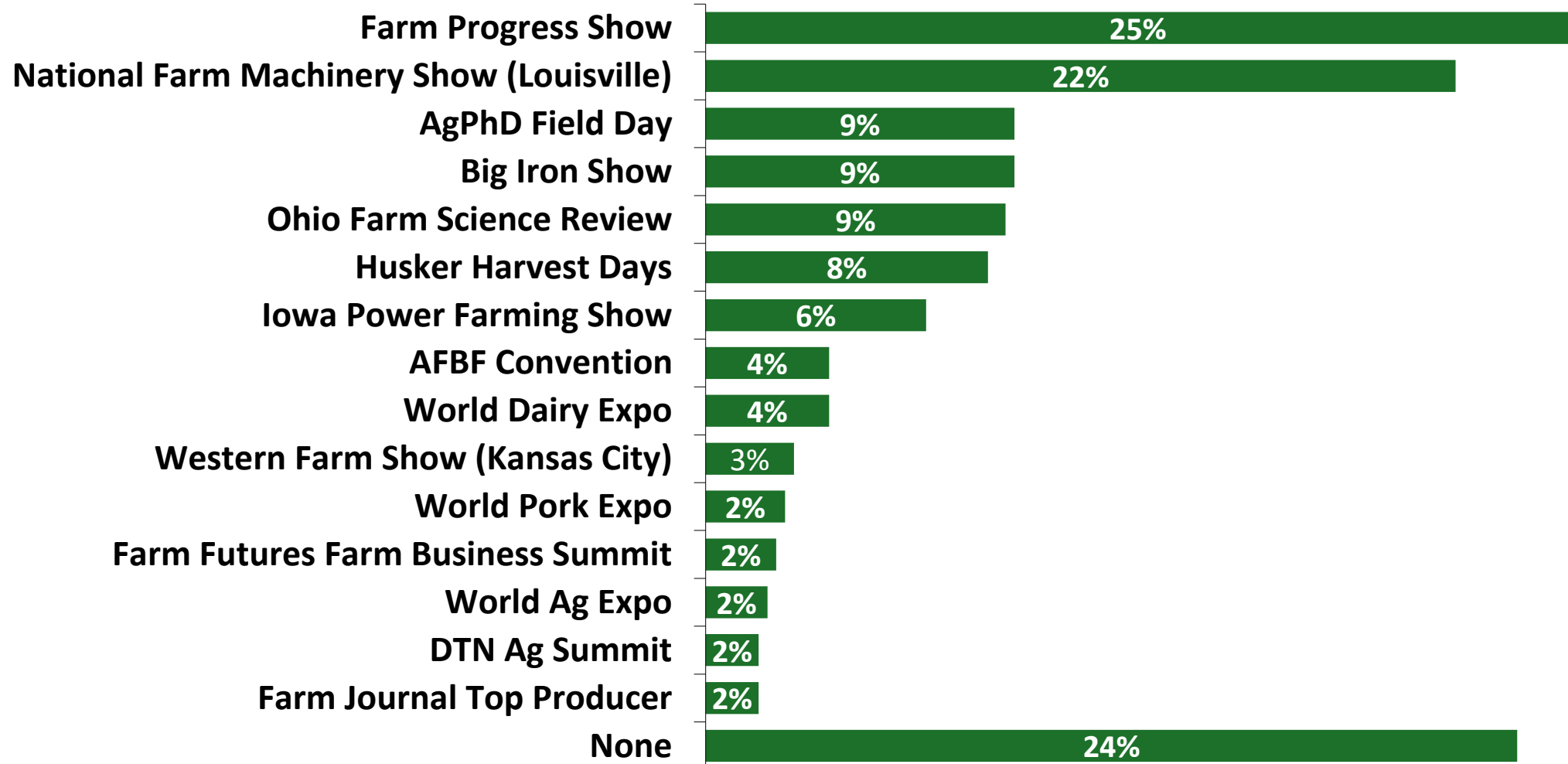


Competitive Set

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
2021 COMMODITY CLASSIC



What Other Events do Our Farmers Attend?



Acres & Dollars Impact

A SUMMARY OF INSIGHT FROM POST-SHOW SURVEY
2021 COMMODITY CLASSIC



High Impact

10,443,312 acres of these 4 crops in attendance

- Corn: 3,330,965
- Soybeans: 2,918,981
- Wheat: 1,175,443
- Sorghum: 184,465

	<u>Total Impact</u>
Total Gross Farm Income:	\$ 4,556,232,095
Equipment Purchases:	\$ 869,183,993
Seed & Chem. Purchases:	\$ 729,965,908
Fertilizer Purchases:	\$ 536,594,666





SAVE THE DATE
MARCH 10-12, 2022
NEW ORLEANS



2022 THE FUTURE IS IN YOUR HANDS