

The Nation's Largest Outdoor Farm Show

The one show you can't AFFORD to miss



FARM PROGRESS SHOW[®] 2023



EVENT PROFILE: 2023 REPORT

Survey/Research Methodology

- Research conducted exclusively for the Farm Progress Show.
- Methodology, data collection and analysis by Informa Engage Research, the U.S. research group of Informa, parent company of the Farm Progress.
- Data collected September 16 through October 6, 2022.
- Methodology conforms to accepted marketing research methods, practices and procedures.
- Survey results are based on 285 completed surveys.
- Insights also include profile match to Farm Progress database. (Demographics based on identified producers on attendee information gathers from 30,099 ticket sales, giveaway and VIP program registrations.)

Objectives

The purpose of this study was to:

- Measure the primary reasons why producers attend the show.
- Identify demographic characteristics of the producers who attended the show.
- Assess purchase intentions of various products and services.

Influence one visitor— opportunity to influence more

Q. How many people came with you to the show?

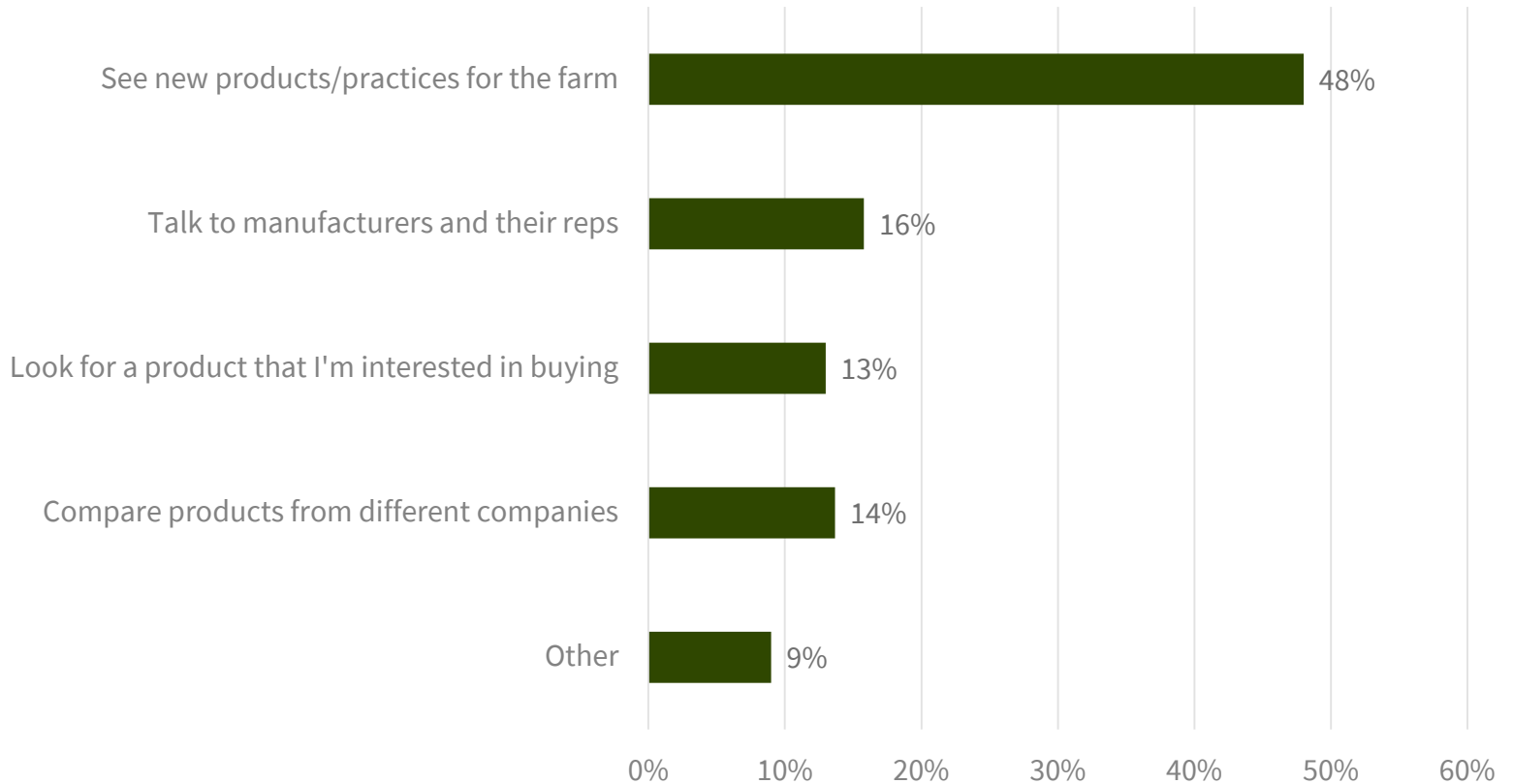


Average number of visitors per car/truck:

2.7

91% of visitors attend the show for farm related reasons

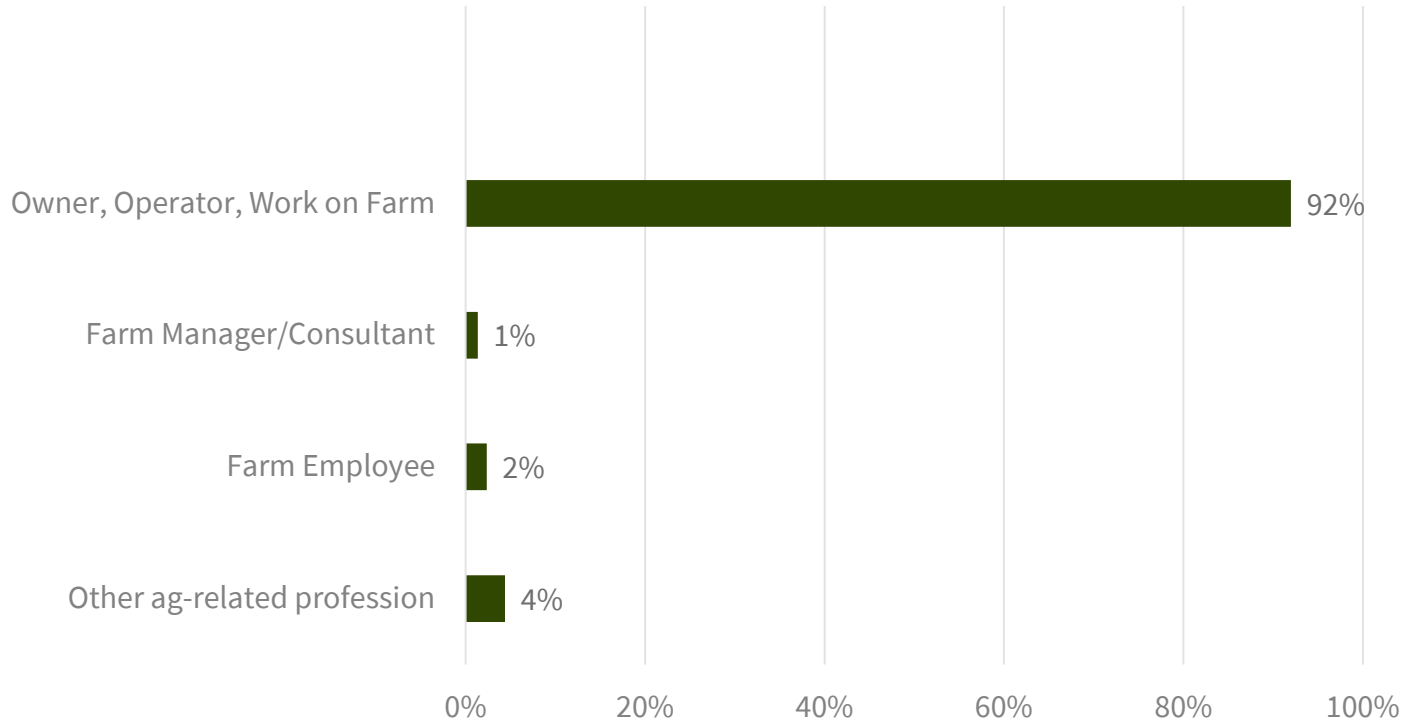
Q: What is your primary reason for attending the show?



Base – 228 respondents.

Quality audience- 95% of attendees are involved with farming

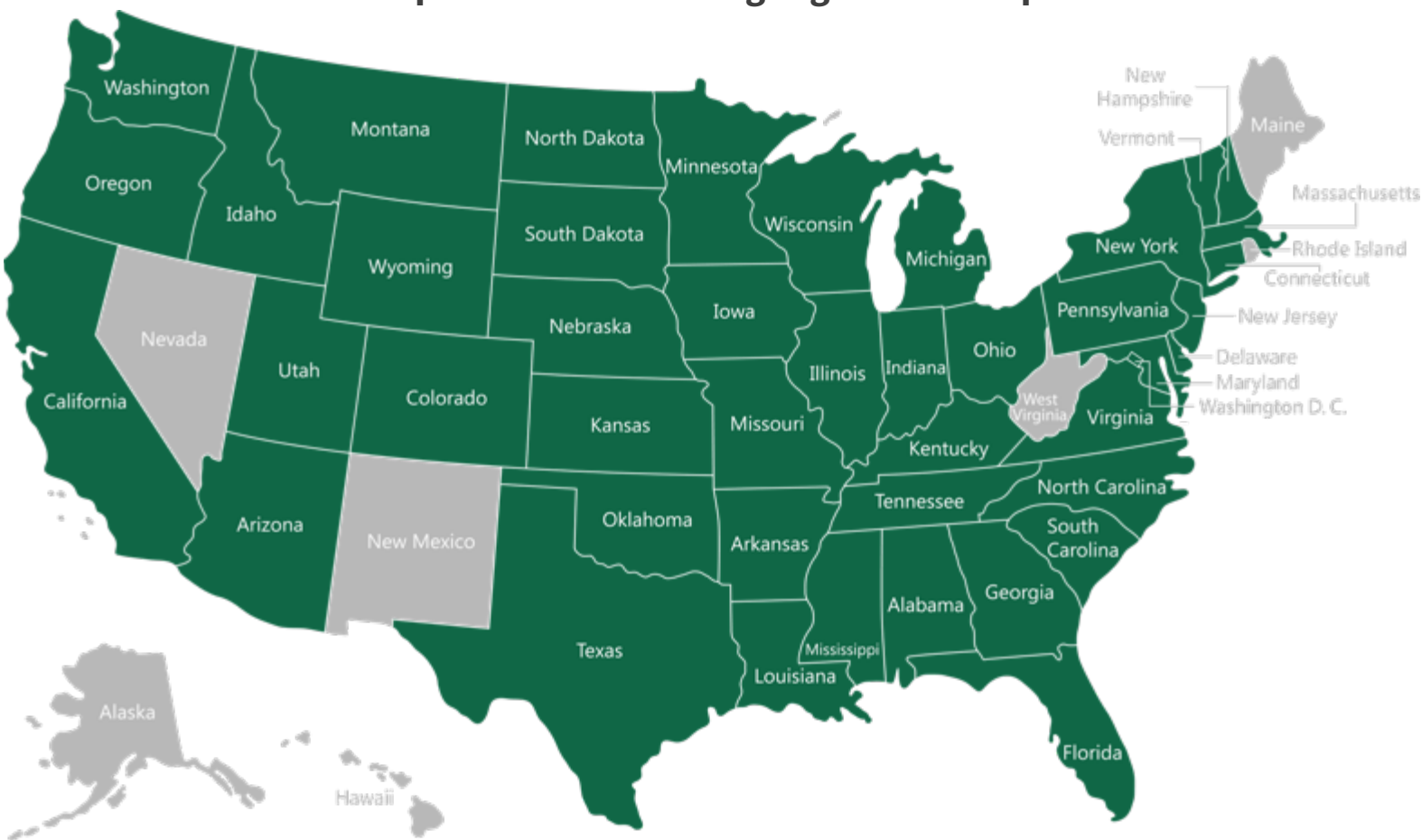
Q: How would you best describe your farming/ranching involvement?



Base – 4,221 active farming from FP database.

Producers from 43 states + D.C. attended the 2023 show

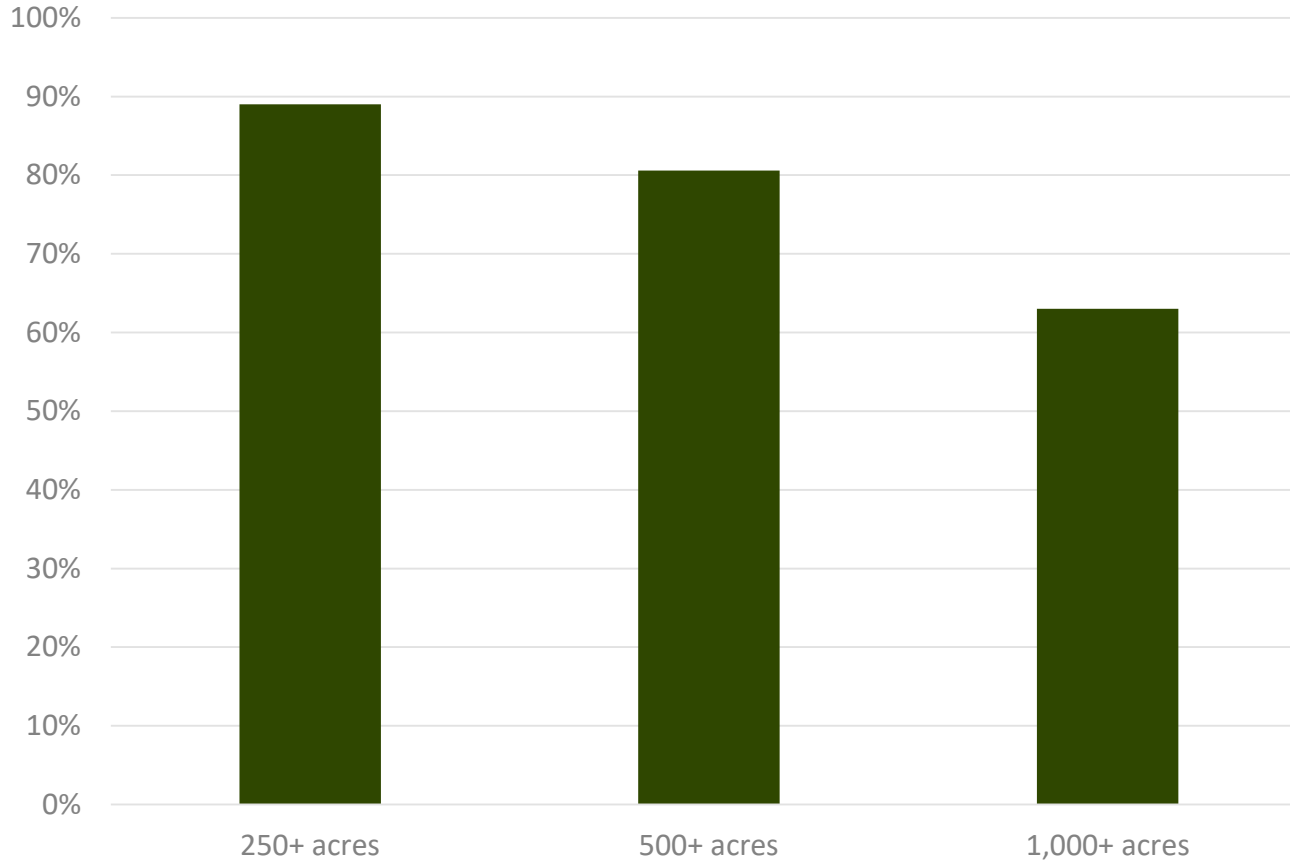
Reported states are highlighted on map.



Source: Survey responses, online ticket sales, gate ticket sales, group ticket sales, Yeti registrations, magazine coupons, VIP program

Show attracts all sizes of farmers

Q: How many acres do you farm?



Avg Total Acres Farmed: 1,801

80% of visitors operate 500+ acres

839 Avg Corn Acres

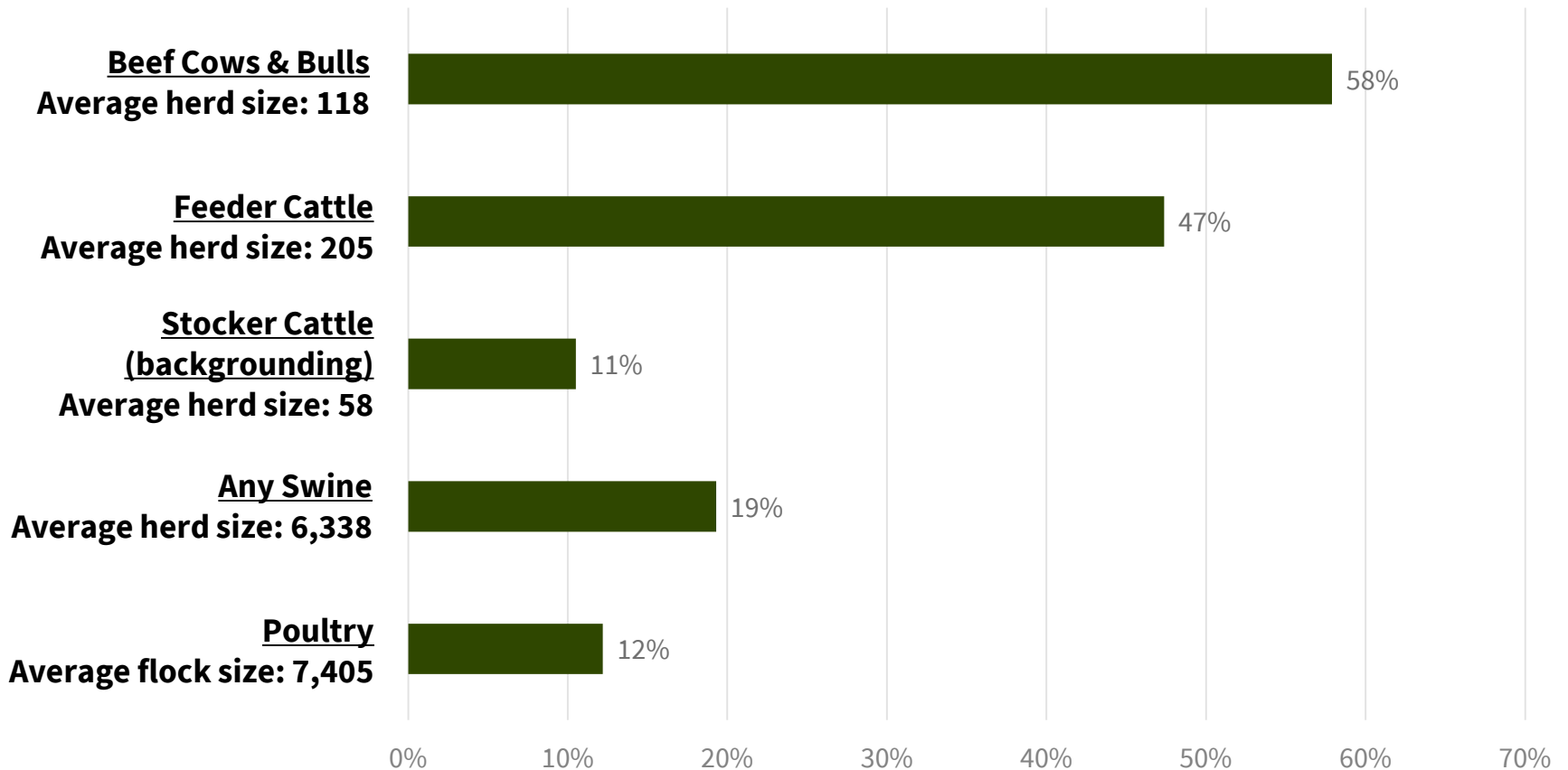
744 Avg Soybean Acres

Base- 4,036 active farming from FP database. Displays cumulative data.

20% of show visitors have livestock

Q: A. Which of the following livestock do you currently have in inventory?

B. What is your current inventory of the following?



Base – 58 respondents, may reflect multiple answers

Visitors' purchase intentions

Q: Are you planning to buy/lease any of the following in the next 12 months?

Item	Yes
Any Tractors (All horsepower ranges)	23%
Tractors - under 40HP	5%
Tractors - 40 to 100 HP	6%
Tractors - 101 to 175 HP	3%
Tractors - 176 HP or more	10%
Combine	6%
Planter	7%
Sprayer	6%
Guidance system	6%
Tillage equipment	6%
Hay handling equipment	3%
Grain handling equipment	5%
Livestock equipment	3%
Skid-steer loader	4%
ATVs	7%
Utility vehicles	11%
Pickup	16%
Car	6%
Truck	8%
Trailers	5%
UAV/drone	7%
Shop tools/equipment	20%
Welding	3%
Build new farm buildings	12%
Build more grain storage	6%

23% have purchase intentions for a new tractor

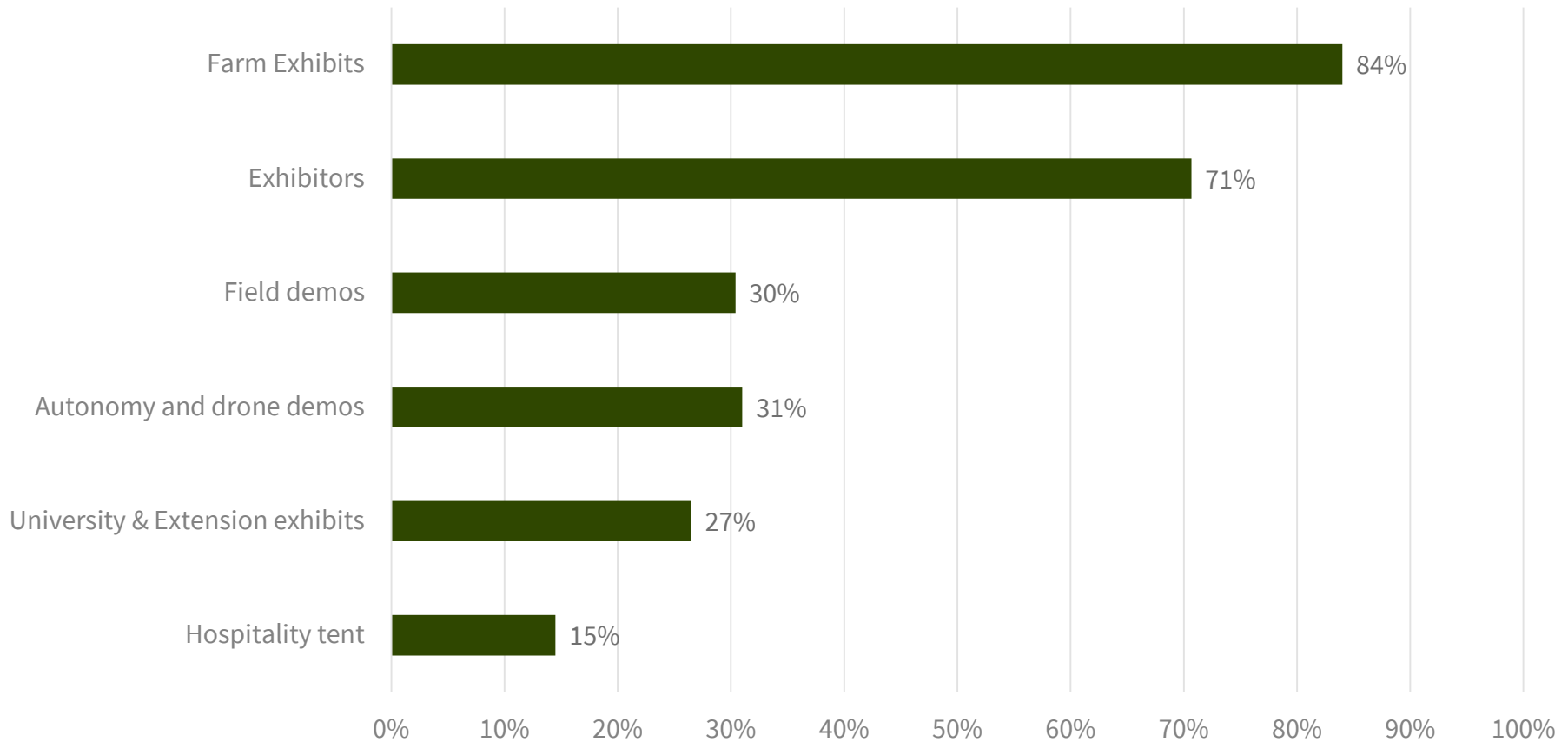
22% have purchase intentions for new vehicle

18% have purchase intentions for an ATV or Utility Vehicle

Base – 285; percentages may reflect multiple answers

Multiple features are “must see” show attractions

Q: What features of the show were a “must see” for you?



Base - 282 respondents; percentages may reflect multiple answers

1,581 VIPs attended the 2023 show

Each Operation Averages

**2,666
total
acres**

**1,156
corn
acres**

**1,038
soybean
acres**

**67%
own
beef
cattle**



In Summary...

- The Farm Progress Show, the nation's largest outdoor farm show, is a **dynamic event** that presents the latest technology for ag producers and creates an **exceptional one-on-one sales and demonstration environment** for exhibitors
- **Nearly all (91%) show visitors** attend the Farm Progress Show to see new products and practices for the farm and other farm-related reasons
- Show audience has **high composition of individuals who work on a farm, 95%** of show visitors are involved with farming
- Producers attending the show report **purchase-driven reasons for going to the show** —
 - **23% of visitors have purchase intentions for a new tractor in the next 12 months, 22% for a new vehicle, and 18% for a new ATV or utility vehicle**
- The show delivers a very **valuable audience**— 80% of show visitors farm 500+ acres
- The show audience is predominantly comprised of **corn, soybean, wheat and/or livestock producers**



**FARM
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SHOW 2024**

AUGUST 27 - 29, 2024

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