

# Farm Owners Database

Total Universe: 1,906,386  
Base Rate: \$100.00/M



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## Description Summary

There has been a radical shift in the food service industry as the demand for farm-fresh fare continues to rise. As the demand for farm-fresh foods increases, farm owners constantly seeking out offers that will aid in managing their farms and home life. Our Farm Owners Database is directly sourced from the U.S. Department of Agriculture, which means our database plays host to 95% of farms in the U.S. Whether you're looking to target small family-based farms or large corporate farms, we can help you reach them. Every farm owner in our database is hard-working, self-reliant, and typically comes from conservative, family-centered homes.

## How Our Data is Compiled

This exclusive database is sourced directly from the U.S. Department of Agriculture and is continuously updated.

## Consider the Facts

- Nearly half of factory-farm egg-laying hens are located in just five states — Iowa, Ohio, Indiana, California and Pennsylvania
- The average farm household has an annual net income of \$81,480
- 82% of U.S. farming operations that have annual sales of \$100,000 or less, depend primarily on off-farm income for all but a negligible amount of farm household income.
- Government payments have accounted for 5-8% of the total gross cash income for farms over the last several years.

## Recommended Usage

The Farm Owners in our database are running their own businesses and have an interest in a wide variety of business products and services such as printers, farm equipment, computers, credit cards, and office equipment. These Farm Owners are also a great resource for family and home products, such as clothes, furniture, cell phones, and cars.

## Sample Mail Piece Required

### List ID

ALD809

### Market Type

B2C, U.S. Consumer

### List Channels

Postal & Telemarketing

### Source

U.S. Department of Agriculture

### Output Options

Electronic, Printed

### Update Cycle

Monthly

### Minimum Order

Quantity: 5000  
Price: \$500

### Net Name

Floor: 85%  
Minimum Quantity: 50,000  
Run Charge: \$7.00/M

### Exchanges

Available

### Reuse

Available 50%

### Cancellation Charges

Inquire

### Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

## Popular Selections (for additional selections please inquire)

Corporate / Individual  
Gender

Telephone  
Type of Crop

Farmers / Ranchers  
Amount of Subsidy

For additional information or list counts, contact your representative or list manager at 1.800.457.2899