

Data-powered precision marketing software

Focus on your chosen customers and prospects to market and sell more precisely and effectively.

Use FarmFocus to find new prospects and start marketing today.

- Integrate your marketing efforts with your sales efforts and vice versa.
- See complete, accurate contact information, including address, phone, and email.
- View summaries of farm operations for details on acres, crops, livestock, and gross farm income.
- Explore maps featuring farm field boundaries for more than 300 million crop acres.
- Engage with the data in a user-friendly interface, complete with mapping, charts, and graphs, search data centers, and easily make updates and modifications.

The screenshot displays the FarmFocus web application interface. At the top, there is a navigation bar with links for 'New Report', 'State Summary', 'County Summary', 'Demographic Summary', 'Search', 'Settings and Info', and 'Log Out'. Below this, the 'Grower List' section is visible, showing a table of data. The table has columns for Grower ID, Acres, Account #, Name, Address, City, State, Zip, County, Demographic, and Quant. The data is filtered by 'Planted Acres (\$)' and 'Grower ID'. The table lists various growers such as DANIELSKI HARVESTING & FARMING, CSS POTATO FARMS LLC, WESTERN POTATOES INC, BRIAN MUNDT, MARK W FOLTZ, BRUCE JOHNER, SANDAHL FARMS, MEGAN PIKE, EDWARD I SANDAHL, JENNIFER CHANEY, TODD L BINDER, CHARLES P WEINREIS, JOHN C KALIFF, and HAROLD M GLOY & SONS.

Grower ID	Acres	Account #	Name	Address	City	State	Zip	County	Demographic	Quant
090066	0		DANIELSKI HARVESTING & FARMING	PO BOX 230	VALENTINE	NE	69201	Cherry	Planted Acres (\$)	20.8
6184609	0		CSS POTATO FARMS LLC	3605 W WATTS RD	NORTH PLATTE	NE	69101	Lincoln	Planted Acres (\$)	20.8
4036027	0		WESTERN POTATOES INC	PO BOX 755	ALLIANCE	NE	69301	Box Butte	Planted Acres (\$)	19.9
1159065	0		BRIAN MUNDT	806 GRAHAM DR	PAPELLION	NE	68046	Sarpy	Planted Acres (\$)	19.9
1184112	0		MARK W FOLTZ	PO BOX 115	HUMPHREY	NE	68642	Platte	Planted Acres (\$)	18.8
1388990	0		BRUCE JOHNER	PO BOX 485	WAKARUSA	NE	68045	Clatsop	Planted Acres (\$)	18.7
8982587	0		SANDAHL FARMS	85597 CHILDS AVE	WAKEFIELD	NE	68794	Wayne	Planted Acres (\$)	16.7
8942584	0		MEGAN PIKE	21304 WALNUT ST	ELKHORN	NE	68022	Douglas	Planted Acres (\$)	15.5
9002992	0		EDWARD I SANDAHL	PO BOX 211	CARROLL	NE	68723	Wayne	Planted Acres (\$)	15.5
5982403	0		JENNIFER CHANEY	19505 POPPLETON CIR	OMAHA	NE	68130	Douglas	Planted Acres (\$)	15.5
1240332	0		TODD L BINDER	62732 HIGHWAY 4	TABLE ROCK	NE	68447	Pawnee	Planted Acres (\$)	15.0
1135673	0		CHARLES P WEINREIS	230908 HIGHLAND RD	SCOTTSBLUFF	NE	69361	Scotts Bluff	Planted Acres (\$)	14.3
4944312	0		JOHN C KALIFF	808 S L RD	GILTNER	NE	68841	Hamilton	Planted Acres (\$)	13.9
887279	0		HAROLD M GLOY & SONS	32595 ROAD 766	GRANT	NE	69140	Perkins	Planted Acres (\$)	13.1

FarmFocus

Find and build target audiences

Search by state

Find the growers in the state or states that you would like to contact.

Filter by county

If you're looking to target your data even further, you can filter by county or multiple counties.

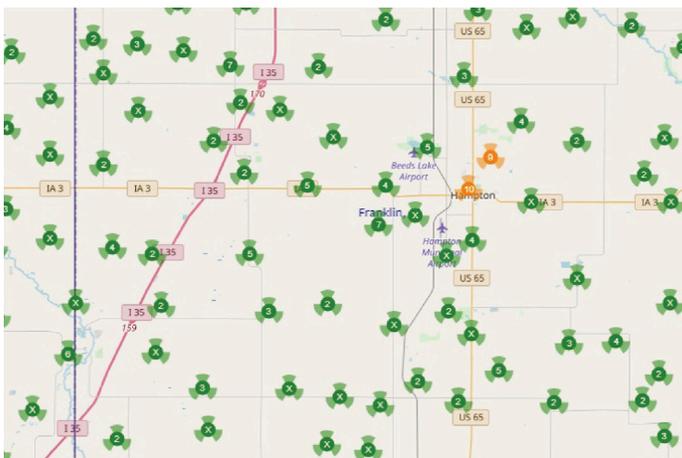
Look at crops

See the types of crops that each grower produces and build audiences around each one.

Focus by demographics

Choose from more than 200 crop and livestock options, plus owner vs. operator, age, gender, and more.

Interactive mapping



Our interactive mapping shows you a complete picture of where your audience is — and where they aren't. See which markets are ripe for your products based on your specifications.

With our solution, you can examine state and county layers, related growers, and more.

FarmFocus

Match your records to ours

The customer ID field can be filled with your company's unique ID for your current customers. Now you can easily compare notes between our product and your own records.

Prospects vs. customers

Our custom flag field lets you mark certain records based on yes/no criteria. Use this to easily delineate current customers from prospects or any other type of data like organic vs. non-organic farmers.

Integrate with your CRM

If you're using Salesforce, Microsoft Dynamics, or another CRM, we will make certain that our grower records integrate with your database.

Key information

- Name, address, and county
- Phone and email address (as available)
- Producer code
- Latitude and longitude of the farm mailing address
- Related growers and relationship types
- Name and address for each related grower
- Crops and acres grown, including seven years of history
- Livestock type with herd size
- Gross farm income
- Summary codes
- Farmstead location and all field boundaries
- Zoom and scroll-over features with pop-ups showing crop and acres on each field
- Links to the location of each farm field on the map
- ... and more

Empower your marketing and sales program with unmatched data. Visit www.dtn.com/farmfocus to request more information today.