

Drive more successful ag strategies with detailed producer insights

Getting your message in front of the right producers is challenging in today's ultra-digital world. Not only do you face increased competition for their attention, but tracking down the right data necessary to effectively shape strategies, execute promotional campaigns, and support focused sales requires significant time and effort.

Every moment your team spends pouring over various resources and verifying essential details about individuals and their operations costs you time and money. Now, there's a better solution: FarmMarket data from DTN.

Effectively target key audiences

The industry's largest and most complete database, FarmMarket data provides unparalleled, precise insights into the individual operations of American farmers and ranchers.

With it, you gain access to:

- More than 3 million profiles for active farmers, farm operators, and related growers — capturing more than 95% of U.S. producer data.
- Over 150 different types of demographics, including number of acres, farm income, crop type, crop rotation, livestock, and more.
- Detailed contact information, plus farm and field data — all updated annually, and seven years of historical data for annual yields, pesticide applications, predictive models, and more.
- Soil maps, vegetative data, weather intelligence, and real estate records to help you connect grower and farm information.

3+ million

The number of active farmers, farm operators, and related grower profiles available through FarmMarket data.

Experience unmatched accuracy

With FarmMarket data, you get comprehensive, aggregated data from the USDA Farm Service Agency and other critical sources, such as the state licensing boards, public reporting institutions, private organizations, and more. This allows us to provide you with highly-accurate information, like field boundaries, connecting farm owners and operators to the land they manage, and showing the relationships between various farm operations.

Gain comprehensive insights

No other service offers the reach and depth of ag information. We track millions of farming professionals and operations across the United States, providing an unmatched level of coverage — over 95%. We also offer more than 150 demographic and datapoints to support targeted promotional programs.

Access timely, verified data

Our database is updated annually, and many records are refreshed more often based on the details provided by our robust network of sources. All information is verified yearly through an external auditing process, and we maintain seven years of historical data. Data delivery is flexible, too, with options for raw data, APIs, CRMs, and more.

FarmMarket data



Focused sales



Targeted marketing



Media buying



Market research



Strategic planning



Message building

Request access to FarmMarket data today!
Available only from DTN.

Visit www.dtn.com/farm-market-data

