

Your Research Logistics Ally...

Ag Access Approach

1
Research Logistics
Key Questions
Tactical Map

2
Design
Program Setup
Audience Access
User Experience

INSIGHTS ALLY

4

Outcomes
Set You Up to Succeed
Continuous Improvement
Custom Deliverables

3

Fieldwork
Transparency
Clarity
Decisions

Our Services

Strategic Partnership

Project Management

Incentive Fulfillment

Recruiting

Survey Design

Programming

Interviewing

Market Sector

- Commodity crop growers
- Specialty growers
- Livestock producers and integrators
- Seed, chemical, equipment and parts dealers and distributors
- Livestock and Companion Animal Nutritionists and Veterinarians
- Feed mills and supply stores
- Crop consultants and pest control advisors
- Ag and construction heavy equipment owners
- Golf course, turf management, lawn care, pest control and industrial vegetation managers
- Landowners with utility tractors or zero-turn mowers

Core Audiences

North America									
Row Crops		Specialty Crops		Livestock Producers		Seed, Crop Protection and Equipment Supply Chain		Animal Health	
Contact Database									
Corn & Soybean	>100,000	Tree Nut	>2,000	Poultry	>400	PCSa & CCAs	>4,700	Livestock Veterinarians	>2,000
Cotton	>15,000	Grape	>2,500	Swine	>2,000	Ag Retailers	>20,000	Livestock Nutritionists	>500
Sugarbeet	>1,500	Fruit & Vegetable	>1,500	Dairy & Beef	>20,000	Equipment Dealers	>1,500	Companion Vets & Nutritionists	>10,000
Online Feasibility									
Corn & Soybean	1300+	Tree Nut	50+	Poultry	100+	PCSa & CCAs	50+	Livestock Veterinarians	100+
Cotton	120+	Grape	50+	Swine	200+	Ag Retailers	125+	Livestock Nutritionists	30+
Sugarbeet	50+	Fruit & Vegetable	75+	Dairy & Beef	400+	Equipment Dealers	35+	Companion Vets & Nutritionists	600+

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