

What Makes Farm Market iD's Data Different?

95% coverage. Real-time. Geospatial. Field-level. Analytics.

by Steve Rao, CEO Farm Market iD

Several years ago, Farm Market iD saw that agribusinesses were struggling to use the data and insights at their disposal to understand how they were performing in the market and needed modern-day data science to power decision-making. Given Farm Market iD's unique and powerful data and our ability to contextualize data to understand and interpret the agricultural market, we knew we had something valuable to offer.



It was time for us to make a change. Today, we are a very different company than we were three years ago, and our customers are realizing the benefits.

Farm Market iD offers the only data source that links U.S. farmers to the specific farms and fields they operate. Our proprietary data is built literally from the ground up, starting at ¼-acre increments of geospatial data that maps farmland to farmers to the market. This requires a significant and continuous data science operation – our team analyzes more than 95 septillion (that's 24 zeros) data points each year, and it's growing exponentially as we add new categories of data to the database. Because we can process, analyze, distill and contextualize the data, we're able to turn Big Data into bite-size chunks that agribusinesses can examine, interpret and, ultimately, act upon.

Now, Farm Market iD supports agribusinesses not only by offering more data, but by offering the industry's most current, accurate and detailed data, creating a foundation for strategy, marketing and sales through easy-to-use, intuitive and powerful software applications.

Linking the Land to Growers

Farm Market iD's powerful data is different from other sources. It is not modeled, extrapolated or surveyed but built from the bottom up from transactional data. Since every piece of new data starts with a mapped field linked to a grower, every person or business entity is connected to distinct pieces of land.

The data's foundation is public and private data sources including the U.S. Department of Agriculture (USDA), a nationwide database of real estate data and other state and local government data. We have over 911 million acres of land mapped and linked to owners and operators with each field having a 10-year crop history.

Farm Market iD data sources:

- 34 million geospatial farm fields
- USDA Farm Service Agency data
- Additional USDA data

- Pesticide application and reporting data
- State licensing data
- Land ownership data
- Variety of private and public sector data, including phone, email, mobile, consumer demographics, weather, soils, etc.

Farm Market iD connects over 911 million acres of farmland—including 324 million acres of cropland and 34 million farm fields—to more than two million active farm owners and operators. Using satellite-based remote sensing, we can identify what crop is being grown, where it is being grown and who is growing it. This allows us to layer soil maps, vegetative data, weather, real estate, change of contact information, consumer demographics and more – and ensures the connection of information to the grower and the farm.

A key component of the database is showing how all of the different individuals and entities are connected around the ownership and operation of the farm. This includes separating land owned, operated or owned and operated. When looking at a specific farmer or farm, our clients can look at the network of decision makers, influencers or stakeholders. This captures generational family information, like children and siblings who may be involved in the decision-making and business set up around the operation of the farm. Since Farm Market iD has information about who owns the land, our clients are able to analyze and determine the economics of farming leased versus owned land.

Current: Updated Continuously

Farm Market iD data is updated meticulously with different sections updated at different intervals. Addresses, emails and phone numbers are updated quarterly. Crops and acres are updated at least annually with select crops (corn, wheat, cotton and soy) in 20 states receiving updates throughout the growing season with in-season and predictive crop data. A third-party conducts a verified audit of the data annually.

The data is also unique in that it provides in-season crop identification of corn, soybean, wheat and cotton acres in 20 key crop-growing states, providing more than 200 million acres and

90% coverage of U.S. production of these crops.

Detailed: Zero in on the Right Audience

Our data covers more than 200 crop types and farm demographics. So, if you need broad-acre crops like corn, soybeans and wheat, we've got you covered. If you want to focus on specialty crop growers, such as grapes or leafy vegetables, that data is available as well.

Field-level detail, including field boundaries at ¼-acre increments, create detailed geospatial maps that show a current year's crop or crop mix, along with 10 years of historical crop data. This makes it easy to review crop rotation patterns on a farm or in an area before making a sales call. Farm Market iD's data also contains acres farmed, stakeholders involved in the farm, including operators, business entities, family members and landowners.

The Farm Market iD database contains the following information as easily accessible insights for our customers:

- 2.8 million farmers represented
- 178 active crop demographics and 90 non-crop demographics
- 350 consumer demographics

Contact information:

- 1.4 million unique email addresses
- 1.8 million unique phone numbers
- 628,000 unique mobile numbers
- 2.6 million records matched for mobile, desktop, broadcast and tablet advertising

Additionally, our data provides the most comprehensive coverage of the market, providing detailed, field-level information on over 95 percent of the market – something no one else can do.

Crop	Coverage	FMiD Acres with Grower Information	NASS
Soybeans	94.8%	84,531,654	89,196,000
Field Corn	91.7%	81,702,234	89,129,000
Wheat	91.9%	45,938,648	49,999,000
Cotton	100.8%	14,207,389	14,100,300

Predictive Analytics Projects Planting Decisions

Farm Market iD's data leverages 10-year field-level crop rotation, crop yields, commodity prices and weather data to project general farmer behavior and field-level planting decisions. We employ multivariate regression analysis and statistical models to analyze and project planting decisions for corn, soybean, wheat and cotton in 20 states covering more than 200 million acres.

Real-time Information

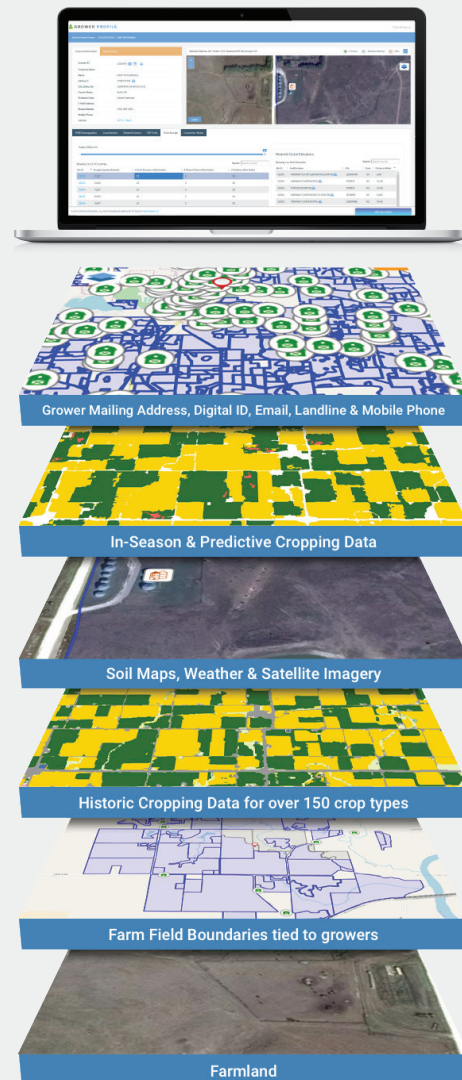
We are acquiring, processing and analyzing daily weather, weekly imagery and monthly real estate transactions covering 20 states and over 230 million acres of crops to analyze trends, spot

anomalies, remote sense key information, etc. Our customers can access this data through our different applications that put the power of "now" in the hands of agribusiness decision makers both at the corporate level and to the edges of their organization. With this data, we can identify farmers that may be at a decision point or otherwise receptive to engage with our clients.

Easy-to-use Applications Deliver Insights

The massive and powerful Farm Market iD database is contextualized and made actionable through our proprietary applications – MarketView, FarmFocus and FieldVision – which turn Big Data into bite-sized insights that you can use to build your strategy, marketing and sales plans with upper management, middle management and sales teams calling on growers. We maintain and provide detailed data, and you make insightful decisions that allow your product to be offered to the right grower at the perfect time.

Complete Grower Profile



900+ million Acres of farmland at ¼ acre increments 34 million Farm field boundaries 2.8 million Active farm contacts

