

**AG INTEL FARM & RANCH SUPERFILE**

1,610,065	U.S. FARMS & RANCHES		\$70.00/M
	6 MONTH HOTLINE	ADD	\$10.00/M
	3 MONTH HOTLINE	ADD	\$15.00/M
	1 MONTH HOTLINE	ADD	\$20.00/M

THIS UNPARALLELED DATABASE OF AMERICA'S FARMERS AND RANCHERS IS COMPLETE WITH AGRICULTURE DEMOGRAPHIC DATA AND HOUSEHOLD DEMOGRAPHICS FROM AGE AND INCOME TO DONOR AND MAIL ORDER BUYER INFORMATION.

GENDER: MOSTLY  
MALE

ADDRESSING:  
SEE SELECTIONS

TODAY'S FARMERS WORK MORE THAN THREE TIMES THE LAND THAN THEIR PREDECESSORS DID IN 1900. CONSEQUENTLY, THEIR NEEDS AND EXPECTATIONS ARE CHANGING. OVER 90% OF FARMERS USE A COMPUTER, 87% OWN A CELL PHONE, 51% USE A FAX MACHINE, 72% HAVE INTERNET ACCESS AND 44% MAKE ONLINE PURCHASES.

KEYING: \$3.50/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

TODAY'S AVERAGE FARM IS 441 ACRES, COMPARED WITH 147 ACRES IN 1900. TODAY'S FARMER FEEDS ABOUT 144 PEOPLE IN THE U.S. AND ABROAD. IN 1960, THAT NUMBER WAS 25. ALMOST 99% OF U.S. FARMS ARE OPERATED BY INDIVIDUALS OR FAMILY CORPORATIONS. U.S. FARMERS ACCOUNT FOR 46% OF THE WORLD'S SOYBEAN PRODUCTION, 41% OF THE WORLD'S CORN PRODUCTION, 20.5% OF THE WORLD'S COTTON PRODUCTION AND 13% OF THE WORLD'S WHEAT PRODUCTION. NEARLY 22 MILLION PEOPLE ARE EMPLOYED IN FARM OR AG RELATED JOBS.

THRU: JANUARY 12  
NEXT: JULY 12

MANY FARMERS AND RANCHERS USE NEW TECHNOLOGY, WIRELESS INFORMATION TRANSFER AND SATELLITE GUIDANCE SYSTEMS. WITH SUCH ACCESS, FARMERS GREATLY IMPROVE YIELDS WHILE INCREASING EFFICIENCY AND WORKER SAFETY. THESE PRACTICES REDUCE THE USE OF CHEMICALS AND LOWER COSTS WHICH PASS DIRECTLY TO THE END CONSUMER.

THE AMERICAN FARMER ALSO CAN BE CELEBRATED FOR THEIR EFFORTS IN ENVIRONMENTAL CONSERVATION. FARMERS AND RANCHERS PROVIDE FOOD AND HABITAT FOR APPROXIMATELY 75% OF THE NATION'S WILDLIFE.

BASIC SELECTIONS AVAILABLE FOR \$5/M INCLUDE:

TITLE	ADDRESS TYPE
GENDER	ESTIMATED AGE
MEDIAN INCOME	ESTIMATED INCOME
PROPERTY TYPE	ESTIMATED WEALTH
HOMEOWNER TYPE	PERCENT HISPANIC
MARITAL STATUS	MEDIAN HOME VALUE
AFRICAN AMERICAN	LENGTH OF RESIDENCE
HOUSEHOLD COMPOSITION	MEDIAN YEARS IN SCHOOL
OLDEST AGE AT ADDRESS	

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**Midwest Direct Marketing, Inc.**

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AG INTEL FARM & RANCH SUPERFILE (CONT'D)

FARM & RANCH SELECTIONS AVAILABLE AT \$15/M INCLUDE:

ELS	CANOLA	LIVESTOCK
RYE	BURLEY	CATTLE FEED
BEAN	SESAME	NUTS/LYCHEES
RICE	MOHAIR	CORN ACREAGE
OATS	PEACHES	PRODUCT TYPE
WOOL	TUNG OIL	UNSHORN PELTS
FLAX	PEANUTS	WHEAT ACREAGE
PEARS	LONGANS	BARLEY ACREAGE
HONEY	APRICOTS	COTTON ACREAGE
APPLES	TOBACCO	CARK AIR CURED
MUSTARD	TRITICALE	FRESH POTATOES
TOMATOES	FIRE CURED	WHOLE DRY PEAS
CHICKPEAS	FLUE CURED	SOYBEAN ACREAGE
SAFFLOWER	DRY LENTILS	SORGHUM ACREAGE
SUNFLOWER	FISH SALMON	DAIRY HERD SIZE
COTTON SEED	FISH SHRIMP	REFINED CANE SUGAR
CRAMBE SEED	BLUEBERRIESS	REFINED BEET SUGAR
FISH PRAWNS	JUICE GRAPES	CERTIFIED ORGANIC
FISH CATFISH	FRESH TABLE OLIVES	
VIRGINIA SUN CURED		
VIRGINIA FIRE CURED		

INTEREST SELECTIONS AVAILABLE FOR \$15/M INCLUDE:

GOLF	DOG OWNER	CAT OWNER
NASCAR	BICYCLING	EXACT AGE
TENNIS	GARDENING	CHILD AGE
CRAFTS	CROSSWORDS	DWELLING TYPE
SEWING	PHOTOGRAPHY	FREQUENT FLYER
COOKING	AVID READER	DOMESTIC TRAVEL
FITNESS	OUTDOORSMAN	BUSINESS TRAVEL
RUNNING	SNOW SPORTS	NUMBER OF CHLDREN
WALKING	WATER SPORTS	DWELLING UNIT SIZE
HOBBIES	DO-IT-YOURSELF	AFFLUENT LIFESTYLE
HUNTING	GOURMET COOKING	CREDIT CARD HOLDER
BOATING	INTERIOR DESIGN	HOME STYLE COOKING
FISHING	CARS/CAR REPAIR	SPORTS MEMORABILIA
SAILING	HOME IMPROVEMENT	RETAIL CREDIT CARD
GAS CARD	HORSEBACK RIDING	TRAVEL CREDIT CARD
RV TRAVEL	WOMEN'S CLOTHING	UPSCALE CREDIT CARD
BANK CARD	OWN A SNOWMOBILE	PRESENCE OF CHILDREN
OWN A BOAT	FINE ART COLLECTOR	ENTERTAINMENT TRAVEL
POWER BOATS	MAIL ORDER BUYER	INTERNATIONAL CREDIT CARD
SNOW SKIING	MEN'S CLOTHING BUYER	
OWN A PERSONAL WATERCRAFT		

DONOR SELECTS AVAILABLE FOR \$20/M INCLUDE:

HEALTH DONORS	HUMANITARIAN DONORS
ANIMAL DONORS	PERFORMING ARTS DONORS
CHARITY DONORS	ENVIRONMENTALIST DONORS
POLITICAL DONORS	DONORS TO VETERANS CAUSES
RELIGIOUS DONORS	

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ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: DIRECT MAIL RESPONDERS, DEPT OF AGRICULTURE, FARM SUBSIDY/FSA

SELECTIONS: STATE, SCF, ZIP	\$8.00/M
BASIC SELECTS	\$ 5.00/M
FARM & RANCH SELECTS	\$15.00/M
INTEREST SELECTS	\$15.00/M
DONOR SELECTS	\$20.00/M
TELEPHONES	\$30.00/M
ELECTRONIC TRANSFER	\$50.00

CONTACT LIST MANAGER: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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