This ag media survey was conducted Q4 2013 by Truffle Media Networks, LLC. Participants were ag focused.

This specific document shows only those people that claimed to be people other than farmers.

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A shareable link to this PDF document is http://agtoday.us/2013-nonfarmer-ag-media-survey-pdf-update
### 1. How old are you?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>14.1%</td>
<td>28</td>
</tr>
<tr>
<td>30-39</td>
<td>14.1%</td>
<td>28</td>
</tr>
<tr>
<td>40-49</td>
<td>21.7%</td>
<td>43</td>
</tr>
<tr>
<td>50-64</td>
<td>41.4%</td>
<td>82</td>
</tr>
<tr>
<td>65+</td>
<td>8.6%</td>
<td>17</td>
</tr>
</tbody>
</table>

- answered question: 198
- skipped question: 0

### 2. Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>36.7%</td>
<td>72</td>
</tr>
<tr>
<td>Male</td>
<td>63.3%</td>
<td>124</td>
</tr>
</tbody>
</table>

- answered question: 196
- skipped question: 2
3. What is your primary role in agriculture? (Please select one)

<table>
<thead>
<tr>
<th>Role</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer/Rancher - full time</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Farmer/Rancher - part time</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Non-farm/Ranch Agribusiness professional</td>
<td>55.1%</td>
<td>109</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>44.9%</td>
<td>89</td>
</tr>
</tbody>
</table>

answered question: 198
skipped question: 0
4. Select the agricultural sectors that best describe your activity and/or interest (select all that apply):

<table>
<thead>
<tr>
<th>Sector</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crops (row, vegetable, fruits, etc)</td>
<td>29.9%</td>
<td>59</td>
</tr>
<tr>
<td>Dairy production</td>
<td>34.0%</td>
<td>67</td>
</tr>
<tr>
<td><strong>Livestock</strong></td>
<td><strong>59.4%</strong></td>
<td><strong>117</strong></td>
</tr>
<tr>
<td>Human nutrition</td>
<td>5.6%</td>
<td>11</td>
</tr>
<tr>
<td>Biofuel production</td>
<td>4.1%</td>
<td>8</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>13.2%</td>
<td>26</td>
</tr>
<tr>
<td>Forestry or wood products</td>
<td>3.0%</td>
<td>6</td>
</tr>
<tr>
<td>Food processing, distribution, or sales</td>
<td>13.7%</td>
<td>27</td>
</tr>
<tr>
<td>Gardening or hydroponics</td>
<td>6.6%</td>
<td>13</td>
</tr>
<tr>
<td>Seafood, fishery, or aquaculture</td>
<td>3.6%</td>
<td>7</td>
</tr>
<tr>
<td>Poultry</td>
<td>19.3%</td>
<td>38</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>16.2%</td>
<td>32</td>
</tr>
</tbody>
</table>

answered question 197
skipped question 1
5. What is your comfort level in doing these types of social media activities (1 = not comfortable, 7 = very comfortable)?

<table>
<thead>
<tr>
<th>Activity</th>
<th>1 (not comfortable)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7 (very comfortable)</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posting farm/ranch pictures?</td>
<td>10.2% (17)</td>
<td>9.0% (15)</td>
<td>7.8% (13)</td>
<td>13.8% (23)</td>
<td>13.2% (22)</td>
<td>16.2% (27)</td>
<td>29.9% (50)</td>
<td>4.79</td>
<td>167</td>
</tr>
<tr>
<td>Posting farm/ranch videos?</td>
<td>13.3% (22)</td>
<td>13.9% (23)</td>
<td>14.5% (24)</td>
<td>12.7% (21)</td>
<td>16.9% (28)</td>
<td>10.8% (18)</td>
<td>18.1% (30)</td>
<td>4.11</td>
<td>166</td>
</tr>
<tr>
<td>Conversing about farm/ranch?</td>
<td>2.4% (4)</td>
<td>4.8% (8)</td>
<td>4.2% (7)</td>
<td>16.9% (28)</td>
<td>10.8% (18)</td>
<td>22.9% (38)</td>
<td>38.0% (63)</td>
<td>5.49</td>
<td>166</td>
</tr>
<tr>
<td>Writing about farm/ranch?</td>
<td>5.4% (9)</td>
<td>4.8% (8)</td>
<td>4.2% (7)</td>
<td>13.7% (23)</td>
<td>17.3% (29)</td>
<td>23.8% (40)</td>
<td>31.0% (52)</td>
<td>5.28</td>
<td>168</td>
</tr>
<tr>
<td>Responding to controversial ag issues?</td>
<td>6.5% (11)</td>
<td>4.1% (7)</td>
<td>8.3% (14)</td>
<td>11.8% (20)</td>
<td>23.7% (40)</td>
<td>27.2% (46)</td>
<td>18.3% (31)</td>
<td>4.97</td>
<td>169</td>
</tr>
<tr>
<td>Working with technology in general?</td>
<td>0.0% (0)</td>
<td>3.0% (5)</td>
<td>4.9% (8)</td>
<td>8.5% (14)</td>
<td>20.1% (33)</td>
<td>31.7% (52)</td>
<td>31.7% (52)</td>
<td>5.68</td>
<td>164</td>
</tr>
</tbody>
</table>

answered question: 169

skipped question: 29
6. Please rank, low to high, your level of expertise with the following (1 = No expertise, 7 = High expertise)

<table>
<thead>
<tr>
<th></th>
<th>1 No expertise</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7 High expertise</th>
<th>Rating</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogging</td>
<td>39.3% (66)</td>
<td>7.1% (12)</td>
<td>12.5% (21)</td>
<td>10.1% (17)</td>
<td>16.1% (27)</td>
<td>7.1% (12)</td>
<td>7.7% (13)</td>
<td>3.09</td>
<td>168</td>
</tr>
<tr>
<td>Facebook</td>
<td>11.2% (19)</td>
<td>11.8% (20)</td>
<td>13.5% (23)</td>
<td>8.2% (14)</td>
<td>14.7% (25)</td>
<td>16.5% (28)</td>
<td>24.1% (41)</td>
<td>4.49</td>
<td>170</td>
</tr>
<tr>
<td>Location-based/check-in social media</td>
<td>34.1% (58)</td>
<td>13.5% (23)</td>
<td>9.4% (16)</td>
<td>15.9% (27)</td>
<td>11.2% (19)</td>
<td>10.6% (18)</td>
<td>5.3% (9)</td>
<td>3.09</td>
<td>170</td>
</tr>
<tr>
<td>Google+</td>
<td>25.6% (43)</td>
<td>13.1% (22)</td>
<td>17.9% (30)</td>
<td>14.9% (25)</td>
<td>13.1% (22)</td>
<td>8.9% (15)</td>
<td>6.5% (11)</td>
<td>3.30</td>
<td>168</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>13.5% (23)</td>
<td>8.8% (15)</td>
<td>14.7% (25)</td>
<td>14.7% (25)</td>
<td>25.9% (44)</td>
<td>15.3% (26)</td>
<td>7.1% (12)</td>
<td>4.05</td>
<td>170</td>
</tr>
<tr>
<td>Twitter</td>
<td>38.5% (65)</td>
<td>8.3% (14)</td>
<td>11.8% (20)</td>
<td>4.7% (8)</td>
<td>8.9% (15)</td>
<td>14.2% (24)</td>
<td>13.6% (23)</td>
<td>3.34</td>
<td>169</td>
</tr>
<tr>
<td>YouTube</td>
<td>12.4% (21)</td>
<td>10.6% (18)</td>
<td>17.1% (29)</td>
<td>15.3% (26)</td>
<td>17.1% (29)</td>
<td>17.6% (30)</td>
<td>10.0% (17)</td>
<td>4.07</td>
<td>170</td>
</tr>
<tr>
<td>Pinterest</td>
<td>45.9% (78)</td>
<td>11.2% (19)</td>
<td>13.5% (23)</td>
<td>8.2% (14)</td>
<td>3.5% (6)</td>
<td>9.4% (16)</td>
<td>8.2% (14)</td>
<td>2.74</td>
<td>170</td>
</tr>
<tr>
<td>Smartphone</td>
<td>11.2% (19)</td>
<td>5.3% (9)</td>
<td>5.9% (10)</td>
<td>12.4% (21)</td>
<td>13.6% (23)</td>
<td>27.2% (46)</td>
<td>24.3% (41)</td>
<td>4.91</td>
<td>169</td>
</tr>
<tr>
<td>Tumblr</td>
<td>66.1% (111)</td>
<td>11.3% (19)</td>
<td>7.1% (12)</td>
<td>7.1% (12)</td>
<td>1.2% (2)</td>
<td>4.2% (7)</td>
<td>3.0% (5)</td>
<td>1.90</td>
<td>168</td>
</tr>
<tr>
<td>Creating videos</td>
<td>20.1% (34)</td>
<td>18.9% (32)</td>
<td>12.4% (21)</td>
<td>14.8% (25)</td>
<td>17.8% (30)</td>
<td>10.7% (18)</td>
<td>5.3% (9)</td>
<td>3.44</td>
<td>169</td>
</tr>
</tbody>
</table>

answered question 171
skipped question 27
### 7. Are you rocking a smartphone? If so, what type do you have?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>51.5%</td>
<td>87</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>6.5%</td>
<td>11</td>
</tr>
<tr>
<td>Android</td>
<td>26.0%</td>
<td>44</td>
</tr>
<tr>
<td>WindowsPhone</td>
<td>1.2%</td>
<td>2</td>
</tr>
<tr>
<td>No Smartphone used here!</td>
<td>11.2%</td>
<td>19</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3.6%</td>
<td>6</td>
</tr>
</tbody>
</table>

**Answered question** 169  
**Skipped question** 29

### 8. What 3 or 4 social media tools or services do you recommend to your friends?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
</table>

**Answered question** 131  
**Skipped question** 67
9. Today in your industry, what do you believe are the most valuable communications tools to connect with? Pick up to 3.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Trade show</td>
<td>34.0%</td>
<td>54</td>
</tr>
<tr>
<td>Email</td>
<td>60.4%</td>
<td>96</td>
</tr>
<tr>
<td>Magazine/Newspaper</td>
<td>19.5%</td>
<td>31</td>
</tr>
<tr>
<td>Meetings</td>
<td>34.0%</td>
<td>54</td>
</tr>
<tr>
<td>Newsletter</td>
<td>17.6%</td>
<td>28</td>
</tr>
<tr>
<td>Phone texting</td>
<td>7.5%</td>
<td>12</td>
</tr>
<tr>
<td>Phone tree/Telephone</td>
<td>2.5%</td>
<td>4</td>
</tr>
<tr>
<td>Smart phone</td>
<td>27.7%</td>
<td>44</td>
</tr>
<tr>
<td>Tablet/iPad</td>
<td>6.3%</td>
<td>10</td>
</tr>
<tr>
<td>Social Media</td>
<td>35.2%</td>
<td>56</td>
</tr>
<tr>
<td>Web site</td>
<td>30.2%</td>
<td>48</td>
</tr>
<tr>
<td>Webinar</td>
<td>12.6%</td>
<td>20</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2.5%</td>
<td>4</td>
</tr>
</tbody>
</table>

answered question: 159
skipped question: 39
10. In the next several years, in your industry, what do you believe are the most valuable communications tools to connect with? Pick up to 3.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Trade show</td>
<td>18.2%</td>
<td>29</td>
</tr>
<tr>
<td>Email</td>
<td>37.7%</td>
<td>60</td>
</tr>
<tr>
<td>Magazine/Newspaper</td>
<td>8.8%</td>
<td>14</td>
</tr>
<tr>
<td>Meetings</td>
<td>20.1%</td>
<td>32</td>
</tr>
<tr>
<td>Newsletter</td>
<td>7.5%</td>
<td>12</td>
</tr>
<tr>
<td>Phone texting</td>
<td>11.9%</td>
<td>19</td>
</tr>
<tr>
<td>Phone tree/Telephone</td>
<td>0.6%</td>
<td>1</td>
</tr>
<tr>
<td>Smart phone</td>
<td>49.7%</td>
<td>79</td>
</tr>
<tr>
<td>Tablet/iPad</td>
<td>26.4%</td>
<td>42</td>
</tr>
<tr>
<td>Social Media</td>
<td>53.5%</td>
<td>85</td>
</tr>
<tr>
<td>Web site</td>
<td>29.6%</td>
<td>47</td>
</tr>
<tr>
<td>Webinar</td>
<td>27.0%</td>
<td>43</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>1.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

answered question 159
skipped question 39
11. Time of year you prefer to attend events (conferences, trade shows, farm days, etc): Please rank from low (1 = least preferred) to high (7 = most preferred).

<table>
<thead>
<tr>
<th></th>
<th>1 least preferred</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7 most preferred</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>15.1% (23)</td>
<td>5.9% (9)</td>
<td>6.6% (10)</td>
<td>8.6% (13)</td>
<td>11.8% (18)</td>
<td>21.7% (33)</td>
<td>30.3% (46)</td>
<td>4.82</td>
<td>152</td>
</tr>
<tr>
<td>February</td>
<td>9.2% (14)</td>
<td>8.6% (13)</td>
<td>8.6% (13)</td>
<td>8.6% (13)</td>
<td>9.9% (15)</td>
<td>28.9% (44)</td>
<td>26.3% (40)</td>
<td>4.93</td>
<td>152</td>
</tr>
<tr>
<td>March</td>
<td>7.4% (11)</td>
<td>10.8% (16)</td>
<td>10.8% (16)</td>
<td>15.5% (23)</td>
<td>16.2% (24)</td>
<td>25.0% (37)</td>
<td>14.2% (21)</td>
<td>4.54</td>
<td>148</td>
</tr>
<tr>
<td>April</td>
<td>17.7% (26)</td>
<td>10.9% (16)</td>
<td>12.2% (18)</td>
<td>19.7% (29)</td>
<td>19.0% (28)</td>
<td>12.9% (19)</td>
<td>7.5% (11)</td>
<td>3.80</td>
<td>147</td>
</tr>
<tr>
<td>May</td>
<td>21.3% (30)</td>
<td>15.6% (22)</td>
<td>14.9% (21)</td>
<td>18.4% (26)</td>
<td>9.9% (14)</td>
<td>10.6% (15)</td>
<td>9.2% (13)</td>
<td>3.49</td>
<td>141</td>
</tr>
<tr>
<td>June</td>
<td>19.0% (27)</td>
<td>14.8% (21)</td>
<td>16.9% (24)</td>
<td>19.0% (27)</td>
<td>10.6% (15)</td>
<td>7.7% (11)</td>
<td>12.0% (17)</td>
<td>3.58</td>
<td>142</td>
</tr>
<tr>
<td>July</td>
<td>22.1% (32)</td>
<td>11.0% (16)</td>
<td>18.6% (27)</td>
<td>13.8% (20)</td>
<td>13.1% (19)</td>
<td>11.7% (17)</td>
<td>9.7% (14)</td>
<td>3.59</td>
<td>145</td>
</tr>
<tr>
<td>August</td>
<td>22.1% (32)</td>
<td>7.6% (11)</td>
<td>20.0% (29)</td>
<td>17.9% (26)</td>
<td>11.7% (17)</td>
<td>11.7% (17)</td>
<td>9.0% (13)</td>
<td>3.61</td>
<td>145</td>
</tr>
<tr>
<td>September</td>
<td>19.3% (27)</td>
<td>8.6% (12)</td>
<td>11.4% (16)</td>
<td>25.0% (35)</td>
<td>17.1% (24)</td>
<td>10.7% (15)</td>
<td>7.9% (11)</td>
<td>3.76</td>
<td>140</td>
</tr>
<tr>
<td>October</td>
<td>17.2% (25)</td>
<td>13.1% (19)</td>
<td>8.3% (12)</td>
<td>23.4% (34)</td>
<td>15.2% (22)</td>
<td>13.8% (20)</td>
<td>9.0% (13)</td>
<td>3.83</td>
<td>145</td>
</tr>
<tr>
<td>November</td>
<td>17.0% (25)</td>
<td>19.7% (29)</td>
<td>8.8% (13)</td>
<td>12.9% (19)</td>
<td>17.7% (26)</td>
<td>15.6% (23)</td>
<td>8.2% (12)</td>
<td>3.74</td>
<td>147</td>
</tr>
<tr>
<td>December</td>
<td>34.5% (50)</td>
<td>16.6% (24)</td>
<td>11.0% (16)</td>
<td>10.3% (15)</td>
<td>11.7% (17)</td>
<td>11.0% (16)</td>
<td>4.8% (7)</td>
<td>3.01</td>
<td>145</td>
</tr>
</tbody>
</table>

answered question 155
skipped question 43
<table>
<thead>
<tr>
<th>12. What industry information sources do you recommend to your staff, colleagues, or friends?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Count</td>
</tr>
<tr>
<td>answered question</td>
</tr>
<tr>
<td>skipped question</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13. If there was one thing you want to tell us, what would that be?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Count</td>
</tr>
<tr>
<td>answered question</td>
</tr>
<tr>
<td>skipped question</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
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Page 1, Q4. Select the agricultural sectors that best describe your activity and/or interest (select all that apply):

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<td>91</td>
<td>facebook; twitter</td>
<td>Sep 5, 2013 5:37 PM</td>
</tr>
<tr>
<td>92</td>
<td>facebook, pinterest</td>
<td>Sep 5, 2013 5:00 PM</td>
</tr>
<tr>
<td>93</td>
<td>Very few. Not a big fan of them.</td>
<td>Sep 5, 2013 4:31 PM</td>
</tr>
<tr>
<td>94</td>
<td>Twitter, Pinterest (lots for Ag and Ag Teachers), Instagram (lots of cool farming pictures and interaction - farmingsa is a South African farmer who is always instagramming photos- there are plenty more people!), and Facebook has tons of ag companies and pages as well</td>
<td>Sep 5, 2013 4:14 PM</td>
</tr>
<tr>
<td>ID</td>
<td>Recommendation</td>
<td>Date and Time</td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>95</td>
<td>Scheduling of Facebook posts</td>
<td>Sep 5, 2013 2:08 PM</td>
</tr>
<tr>
<td>96</td>
<td>Facebook, Twitter, LinkedIn</td>
<td>Sep 5, 2013 2:07 PM</td>
</tr>
<tr>
<td>97</td>
<td>only linkedin</td>
<td>Sep 5, 2013 1:10 PM</td>
</tr>
<tr>
<td>98</td>
<td>On-line educational modules</td>
<td>Sep 5, 2013 1:04 PM</td>
</tr>
<tr>
<td>99</td>
<td>None</td>
<td>Sep 5, 2013 1:02 PM</td>
</tr>
<tr>
<td>100</td>
<td>None</td>
<td>Sep 5, 2013 12:35 PM</td>
</tr>
<tr>
<td>101</td>
<td>E mail subscriptions to various publications you tube google</td>
<td>Sep 5, 2013 12:21 PM</td>
</tr>
<tr>
<td>102</td>
<td>Facebook, Twitter, Pintrest, and Instagram</td>
<td>Sep 5, 2013 11:17 AM</td>
</tr>
<tr>
<td>103</td>
<td>Tweetdeck/Twitter, Facebook, YouTube, Flickr</td>
<td>Sep 5, 2013 11:02 AM</td>
</tr>
<tr>
<td>104</td>
<td>linked in, face book, twitter</td>
<td>Sep 5, 2013 10:56 AM</td>
</tr>
<tr>
<td>105</td>
<td>LinkedIn, Facebook, YouTube</td>
<td>Sep 5, 2013 10:52 AM</td>
</tr>
<tr>
<td>106</td>
<td>For business, I recommend having a really strong personal LinkedIn page and a separate business LinkedIn page. For picture posting, I recommend Instagram which lets you post to other social media sites. If a colleague has a Facebook, I recommend they keep that separate and appropriate because a lot of people you that for research on us individually and as a business.</td>
<td>Sep 5, 2013 10:49 AM</td>
</tr>
<tr>
<td>107</td>
<td>Spredfast, HootSuite,</td>
<td>Sep 5, 2013 10:15 AM</td>
</tr>
<tr>
<td>108</td>
<td>Facebook, LinkedIn</td>
<td>Sep 5, 2013 9:53 AM</td>
</tr>
<tr>
<td>109</td>
<td>Facebook, Twitter &amp; Pinterest</td>
<td>Sep 5, 2013 9:50 AM</td>
</tr>
<tr>
<td>110</td>
<td>Facebook Hoot Suite Pages Manager</td>
<td>Sep 5, 2013 9:43 AM</td>
</tr>
<tr>
<td>111</td>
<td>Hootsuite</td>
<td>Sep 5, 2013 9:38 AM</td>
</tr>
<tr>
<td>112</td>
<td>None</td>
<td>Sep 5, 2013 9:37 AM</td>
</tr>
<tr>
<td>ID</td>
<td>Recommendation</td>
<td>Date/Time</td>
</tr>
<tr>
<td>----</td>
<td>-------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>113</td>
<td>Twitter Facebook YouTube</td>
<td>Sep 5, 2013 9:33 AM</td>
</tr>
<tr>
<td>114</td>
<td>Twitter Facebook Instagram</td>
<td>Sep 5, 2013 9:28 AM</td>
</tr>
<tr>
<td>115</td>
<td>Facebook, Twitter, blogging</td>
<td>Sep 5, 2013 9:27 AM</td>
</tr>
<tr>
<td>116</td>
<td>FaceBook</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>117</td>
<td>Facebook, Twitter, Pinterest</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>118</td>
<td>internet</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>119</td>
<td>blogs, lists</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>120</td>
<td>facebook, linkedin</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>121</td>
<td>x</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>122</td>
<td>Facebook, e-mail and that's about it.</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>123</td>
<td>na</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>124</td>
<td>Youtube huffingtonpost</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>125</td>
<td>Facebook Twitter Linkedin</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>126</td>
<td>Facebook, twitter, LinkedIn</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>127</td>
<td>Linkedin</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>128</td>
<td>Facebook Twitter Blogging</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>129</td>
<td>lindin</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>130</td>
<td>Facebook LinkedIn</td>
<td>Sep 5, 2013 9:19 AM</td>
</tr>
<tr>
<td>131</td>
<td>Pinterest</td>
<td>Sep 5, 2013 9:19 AM</td>
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</table>
Page 4, Q9. Today in your industry, what do you believe are the most valuable communications tools to connect with? Pick up to 3.

<table>
<thead>
<tr>
<th></th>
<th>Communication Tool</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>1</td>
<td>farm visits</td>
<td>Oct 10, 2013 9:07 AM</td>
</tr>
<tr>
<td>2</td>
<td>Radio</td>
<td>Sep 12, 2013 11:38 AM</td>
</tr>
<tr>
<td>3</td>
<td>on farm calls</td>
<td>Sep 12, 2013 11:10 AM</td>
</tr>
<tr>
<td>4</td>
<td>face to face</td>
<td>Sep 9, 2013 3:22 PM</td>
</tr>
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</table>

Page 4, Q10. In the next several years, in your industry, what do you believe are the most valuable communications tools to connect with? Pick up to 3.

<table>
<thead>
<tr>
<th></th>
<th>Communication Tool</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Social Media Plan utilizing as many outlets as possible</td>
<td>Oct 14, 2013 7:01 PM</td>
</tr>
<tr>
<td>2</td>
<td>face to face</td>
<td>Sep 9, 2013 3:22 PM</td>
</tr>
<tr>
<td></td>
<td>What industry information sources do you recommend to your staff, colleagues, or friends?</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Respected Agricultural news outlets and governmental statistical offices plus trusted bloggers</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>trade publications, end user reviews, manufacturer reps, university data (least favorable) of the four</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>PRNews AgriMarketing Magazine AgWired</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>NIAA e-newsletter (for members) Dairy Herd Network Pro-Dairy</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>newsletters magazines websites</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>university research, industry publications</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>None at the present time.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>emails, meetings, gurus you trust</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Websites, twitter alerts</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Current GIS/GPS technologies, anything dealing with farming smarter, opening new markets for products produced, sustainable practices and applications</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Feedstuffs, Inside EPA, Wallace's Farmer, USDA Cooperatives magazine</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Farm Credit's blog and social properties</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>National Hog Farmer Magazine, Pork Network</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Morning Ag Clips (specific to your region) Industry Org FB pages</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>web</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>E-letters - AASV, PorkNetwork, Smartbriefs, etc</td>
<td></td>
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<tr>
<td>17</td>
<td>Digital newsletters, Google Analytics, Vocus</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Trade publications, newsletters, media websites</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>meetings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industry Information Sources</td>
<td></td>
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<tr>
<td>---</td>
<td>--------------------------------</td>
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</tr>
<tr>
<td>20</td>
<td>Journals</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>We utilize BEEF magazine, and several academic and industry conferences such as American Society of Animal Science or Plains Nutrition Council.</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Mediji, Novine, Internet</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>I get most of my news from Daryl Kunkel e-mails.</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Pig Progress</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>I recommend a blend of trade journals, news feeds, some blogs, Online media and networking events</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Too long of a question to answer, but other associations, magazines, articles...</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>livestock</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Twitter feeds for main industry and company sites, company and industry web sites, select bloggers.</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Suppliers, universities,</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>newsletters, e-mags conferences</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>University, agronomists from companies, online tools-websites, social media</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Feedstuffs</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Pig Progress Pork Producers site Pig Site</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>University Extension,</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>animal nutrition especially dairy beef calf</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Magazines, key meetings, Linkedin, iPhone, google</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Twitter presents a lot of information from one source thanks to the social media presence of those in the Ag community.</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Digital newsletters ( DHM,AgWeb, Dairy Today)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industry Information Sources</td>
<td></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>39</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>meetings</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Pork network, Pig International</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>websites</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>websites, WUD,</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Internet and newsletters</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Blogs Websites newsfeeds</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Pork magazine, daily livestock report, farms.com</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>peer advisory groups, executive development programs, several web based newsletters</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Hoard's. Organization websites.</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>magazines, websites</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Progressive Dairyman, Eastern Dairy Business, Dairy Carrie Blog</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>AgWeb, AgInfoToday, DTN</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>University of Wisconsin Extension publications: research based information- <a href="http://learningstore.uwex.edu/Farming-C3.aspx">http://learningstore.uwex.edu/Farming-C3.aspx</a> Other state Cooperative Extension publications</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Magazines</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>magazines, websites, etc.</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>e-newsletters and websites from industry associates</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>We work with policy, so FarmPolicy.com, CQ ag brief, Hagstrom, Ron Hays' newsletter, RRFN's newsletter, AgriPulse</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>pigsite</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What industry information sources do you recommend to your staff, colleagues, or friends?</td>
<td></td>
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<tr>
<td>58</td>
<td>Websites magazines Blogs</td>
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<td>59</td>
<td>Hoard's publications</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>landowner/tenant legal issues</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Magazines, web sites</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>i do not know</td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>web site</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>PennAg website, Company website, swine web.com, Feedstuffs.com Twitter and linkedIn</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>web pages, facebook</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td><a href="http://www.farmtime.com">www.farmtime.com</a> Lessiter on line Drovers Ag Professional</td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Linked In</td>
<td></td>
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<td>68</td>
<td>Agweb</td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>FEMA</td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Conferences, ag magazines, websites</td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>Ohio State Beef Team</td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>?</td>
<td></td>
</tr>
<tr>
<td>74</td>
<td>non bias USDA popular press NCBA ASI</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>Websites, Newsletters, Emails</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Local news media, social media, industry publicans</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industry information sources recommended</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>web sites, networking conferences, trade shows for networking, Facebook for research</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>agweb.com, Rabobank FAR group</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>I recommend industry organizations such as Farm Bureau, Grower-Shipper Association, California Women for Ag, Central Coast Ag Task Force, APMA and Western Growers. Almost all of them release some kind of emailed newsletter or have other current events and resources on their website. There is a lot of cross over but each one offers a unique perspective.</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>Industry publications, e-newsletters, emails, PR sites</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>Brakke Newsletter, Pork Network, PoultrySite, NASS</td>
<td></td>
</tr>
<tr>
<td>82</td>
<td>Trade e-mail newsletters</td>
<td></td>
</tr>
<tr>
<td>83</td>
<td>AgriPulse, AgriMarketing</td>
<td></td>
</tr>
<tr>
<td>84</td>
<td>webinars, Newsletters</td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>Feedstuff, NPPC news, NPB news</td>
<td></td>
</tr>
<tr>
<td>86</td>
<td>Industry Smart Briefs, Industry Trade Publications, and having membership in relevant organizations</td>
<td></td>
</tr>
<tr>
<td>87</td>
<td>websites, new posts</td>
<td></td>
</tr>
<tr>
<td>88</td>
<td>Virginia Dairyman, farm magazines</td>
<td></td>
</tr>
<tr>
<td>89</td>
<td>competent university professionals</td>
<td></td>
</tr>
<tr>
<td>90</td>
<td>PorkNet, Food Link, Journal of Animal Science</td>
<td></td>
</tr>
<tr>
<td>91</td>
<td>websites of pork industry groups eg Pork.org, Meatingplace</td>
<td></td>
</tr>
<tr>
<td>92</td>
<td>Truffle Media - of course</td>
<td></td>
</tr>
<tr>
<td>93</td>
<td>Land grant college researched based information</td>
<td></td>
</tr>
<tr>
<td>94</td>
<td>Conferences, professesional memberships, meatingplace.com, Feedstuffs, listservs, Ag Clips weekly headlines</td>
<td></td>
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</tbody>
</table>
### Q12. What industry information sources do you recommend to your staff, colleagues, or friends?

<table>
<thead>
<tr>
<th>ID</th>
<th>Source</th>
<th>Date</th>
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<tbody>
<tr>
<td>95</td>
<td>Trade needs letters</td>
<td>Sep 5, 2013 8:41 AM</td>
</tr>
<tr>
<td>96</td>
<td>Association websites, social medial</td>
<td>Sep 5, 2013 8:38 AM</td>
</tr>
<tr>
<td>97</td>
<td>Newsletters, webinars</td>
<td>Sep 5, 2013 8:38 AM</td>
</tr>
</tbody>
</table>
### Page 4, Q13. If there was one thing you want to tell us, what would that be?

<table>
<thead>
<tr>
<th></th>
<th>People trust the sources of trusted and respected colleagues, utilizing those sources and their outlets as much as possible is the key.</th>
<th>Oct 14, 2013 7:01 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>I don’t feel very confident in government information or reports. University data is often biased as well because of the product manufacturer financial support</td>
<td>Oct 11, 2013 1:47 PM</td>
</tr>
<tr>
<td>3</td>
<td>Media information has to be short, concise, understandable and accurate.</td>
<td>Oct 10, 2013 7:22 PM</td>
</tr>
<tr>
<td>4</td>
<td>Keep up the good work</td>
<td>Oct 10, 2013 3:21 PM</td>
</tr>
<tr>
<td>5</td>
<td>I get so many aggregated news e-mails that I have to delete most without opening.</td>
<td>Oct 10, 2013 3:01 PM</td>
</tr>
<tr>
<td>6</td>
<td>Social media takes up too much time during work and leisure. Face to face meeting is still critically important and will never be totally displaced by any media.</td>
<td>Oct 10, 2013 11:51 AM</td>
</tr>
<tr>
<td>7</td>
<td>Animal agriculture needs to take a proactive, clear, transparent and informational approach to communications. Questions raised by the public and critics need to be answered in a straightforward and honest way, without sugar-coating. Negative, defensive messages do not resonate...except with those already in the choir.</td>
<td>Oct 10, 2013 10:52 AM</td>
</tr>
<tr>
<td>8</td>
<td>said in #12 and at beginning with comment of social media.</td>
<td>Oct 10, 2013 10:44 AM</td>
</tr>
<tr>
<td>9</td>
<td>Get out of your self built box and think and act differently about agriculture and its use of technology</td>
<td>Oct 10, 2013 9:26 AM</td>
</tr>
<tr>
<td>10</td>
<td>There is plenty of ag related outlets, need to increase the use of those outlets by non-ag interested parties</td>
<td>Oct 10, 2013 9:22 AM</td>
</tr>
<tr>
<td>11</td>
<td>The rapid changed in communications tools requires us to change our approach but that doesn't mean dropping all the old tools. Rather we should look at each project and initiative and select the best combination of tools/strategies to achieve our goals.</td>
<td>Sep 30, 2013 4:53 PM</td>
</tr>
<tr>
<td>12</td>
<td>Stalna informisanost radi unapreenja poljoprivrede</td>
<td>Sep 30, 2013 11:02 AM</td>
</tr>
<tr>
<td>13</td>
<td>We need to be in front of issues, not just be reacting to them.</td>
<td>Sep 30, 2013 10:58 AM</td>
</tr>
<tr>
<td>14</td>
<td>The use of technology is a wonderful thing but all technology use must match the company or organizational missions and capabilities.</td>
<td>Sep 30, 2013 10:57 AM</td>
</tr>
<tr>
<td>15</td>
<td>Who are you and what are you doing?</td>
<td>Sep 30, 2013 10:47 AM</td>
</tr>
<tr>
<td></td>
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<tr>
<td><strong>Page 4, Q13. If there was one thing you want to tell us, what would that be?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>make the survey a little easy</td>
<td>Sep 30, 2013 10:34 AM</td>
</tr>
<tr>
<td>17</td>
<td>Help dispel the assumption that ag people in rural areas aren't online. Amazing how many people assume that still.</td>
<td>Sep 30, 2013 10:27 AM</td>
</tr>
<tr>
<td>18</td>
<td>Have info on iphone</td>
<td>Sep 30, 2013 10:26 AM</td>
</tr>
<tr>
<td>19</td>
<td>nothing</td>
<td>Sep 30, 2013 10:21 AM</td>
</tr>
<tr>
<td>20</td>
<td>We need to streamline the digital/social options before there are too many options and none are good enough.</td>
<td>Sep 30, 2013 10:21 AM</td>
</tr>
<tr>
<td>21</td>
<td>Direct contact with customers is still important</td>
<td>Sep 16, 2013 3:31 PM</td>
</tr>
<tr>
<td>22</td>
<td>I like electronic newsletters. Not sure if that was newsletter or not but when they come to my email that is convenient</td>
<td>Sep 13, 2013 5:31 PM</td>
</tr>
<tr>
<td>23</td>
<td>Messaging needs to be concise and relevant</td>
<td>Sep 13, 2013 2:31 PM</td>
</tr>
<tr>
<td>24</td>
<td>continue training farmers and ranchers in the role of social media pros, cons, etc teach them how to use it.</td>
<td>Sep 13, 2013 10:34 AM</td>
</tr>
<tr>
<td>25</td>
<td>I got so many mails and be the best</td>
<td>Sep 12, 2013 8:11 PM</td>
</tr>
<tr>
<td>26</td>
<td>Keep expanding agriculture into new technology to keep up with the world.</td>
<td>Sep 12, 2013 7:41 PM</td>
</tr>
<tr>
<td>27</td>
<td>make communication simple.</td>
<td>Sep 12, 2013 3:40 PM</td>
</tr>
<tr>
<td>28</td>
<td>cost have gone up so digital email will be improving. But, some emails I just delete without reading.</td>
<td>Sep 12, 2013 3:37 PM</td>
</tr>
<tr>
<td>29</td>
<td>This si a fluid topic and can change in a hurry.</td>
<td>Sep 12, 2013 11:38 AM</td>
</tr>
<tr>
<td>30</td>
<td>Face to face is reinforced, not replaced, with tech touchpoints</td>
<td>Sep 12, 2013 10:57 AM</td>
</tr>
<tr>
<td>31</td>
<td>i like the interviews and seminar captures you provide; keep it up.</td>
<td>Sep 12, 2013 10:46 AM</td>
</tr>
<tr>
<td>32</td>
<td>If sending email newsletters daily/weekly keep number of articles to a minimum, so that a quick scan will tell me if I am interested in reading the whole article. I won't read the email at all if there are too many articles to choose from.</td>
<td>Sep 12, 2013 10:45 AM</td>
</tr>
<tr>
<td>33</td>
<td>people are becoming more technology dependent than savvy</td>
<td>Sep 12, 2013 10:44 AM</td>
</tr>
<tr>
<td>34</td>
<td>I don't understand Twitter - it's confusing and difficult</td>
<td>Sep 12, 2013 9:07 AM</td>
</tr>
</tbody>
</table>
### Page 4, Q13. If there was one thing you want to tell us, what would that be?

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>35</td>
<td>Not sure</td>
</tr>
<tr>
<td>36</td>
<td>I'd be interested in the results of this data gathering!</td>
</tr>
<tr>
<td>37</td>
<td>None</td>
</tr>
<tr>
<td>38</td>
<td>legal</td>
</tr>
<tr>
<td>39</td>
<td>Be more proactive, less reactive</td>
</tr>
<tr>
<td>40</td>
<td>i do not know</td>
</tr>
<tr>
<td>41</td>
<td>I really enjoy the podcast, great way to catch key topics and info without copious travel expense! Keep up the great work!</td>
</tr>
<tr>
<td>42</td>
<td>Social Media is growing, but changing.</td>
</tr>
<tr>
<td>43</td>
<td>you will get a lot more emails</td>
</tr>
<tr>
<td>44</td>
<td>I see very little information that caters to the service providers.</td>
</tr>
<tr>
<td>45</td>
<td>Too much emphasis on social media</td>
</tr>
<tr>
<td>46</td>
<td>?</td>
</tr>
<tr>
<td>47</td>
<td>be careful of information overload - know your target audience.</td>
</tr>
<tr>
<td>48</td>
<td>agriculture is our world!</td>
</tr>
<tr>
<td>49</td>
<td>Farmers and Ranchers will be slow to adopt technology because of their inherent preference for privacy. Many in my area fear lawsuits and harassment from environmental and civil justice groups who rally our consumers against us rather than working collaboratively to achieve common goals. It would be great if they could overcome that fear and realize the relationship building potential social media offers our consumers.</td>
</tr>
<tr>
<td>50</td>
<td>Plan to increase use of social media and communication training for leadership.</td>
</tr>
<tr>
<td>51</td>
<td>There is no silver-bullet - communication requires all types.</td>
</tr>
<tr>
<td>52</td>
<td>thanks for the survey</td>
</tr>
<tr>
<td></td>
<td>My preferences are not representative of farm sector as I am a researcher</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>54</td>
<td>na</td>
</tr>
<tr>
<td>55</td>
<td>I don't podcast, so all of your podcasts are worthless to me--I'd sooner read the content as text, since I can do that at my own pace and without generating additional noise at my desk</td>
</tr>
<tr>
<td>56</td>
<td>AG companies stink at using technology for marketing, sales, and promotion</td>
</tr>
</tbody>
</table>