The official publication of the NWNY Dairy, Livestock and Field Crops Team

Circulation & Market:

Character: Cornell Cooperative Extension Agricultural enrollees only. Rates are based on base circulation of 1000. This includes 90% of the commercial dairy, field crop and vegetable farmers in the 9 county area.

Commodities and Value: The nine counties served by Ag Focus are the most agriculturally diverse and productive in New York. Gross farm sales from the most recent published Census of Agriculture are over $630 million annually. Approximately $200 million of this comes from milk sales. This is one area of New York where dairy farms are modernizing and expanding. Many are making dairy system investments and purchasing manure system equipment.

Commercial field crop marketing makes up another $20 million in sales. Vegetable crop marketing in the area makes up another $80 million in raw product sales. Many of these commodities are produced on farms that receive Ag Focus.

This is a prime market area for advertisers of:

⇒ Agricultural chemicals
⇒ Consulting services
⇒ Custom services
⇒ Data management systems
⇒ Livestock
⇒ Machinery
⇒ Marketing services
⇒ Materials handling equipment
⇒ Seeds

The statistics also show that the dollar value of all agricultural sales is on the increase.

Miscellaneous:

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