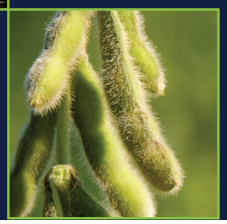
FARM JOURNAL



Ag Retail Market View

Unlocking Smarter Retail Partnerships

Stop guessing. Start targeting.

Every ag retail decision, partnerships, shelf space, territory planning, hinges on one question: What's the real market potential around each location?

Until now, the answer was guesswork.

The Ag Retail Market View changes that. It combines retailer intelligence with Farm Journal's unmatched farmer data, delivering a complete, data-backed view of every market and the farmers who drive it.

Ag Retail Market View moves you from guesswork to growth.

Guesswork

Decisions based on gut or habit. No clear view of market potential.

Data Informed

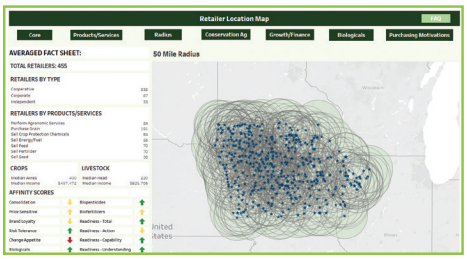
See true market potential by combining retailer + farmer intelligence.

Growth Achieved

Prioritize partnerships, allocate resources, & launch products with confidence.

What You Get:

Interactive Heatmap Visualization

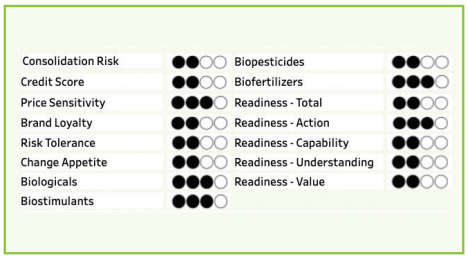


Explore 4,600+ retail locations. Filter by geography, retailer type, parent company, or services offered.

Comprehensive Retailer Fact sheets

Dynamic profiles with GM-level contacts, product/service mix, classification, and market size insights by crop/commodity.

Predictive Intelligence Engine



Exclusive Farm Journal models forecasting grower demand, adoption potential, purchasing behaviors, and risk profiles.

Ready to transform your retail strategy?

Request a Demo Today: talktoanexpert@farmjournal.com