
Intelligent Marketing and Sales Solution for the Dairy Industry





What's Inside

01	Dairy Market and Buyer Insights
02	Marketing and Sales Strategies to Break Through Dairy Markets
03	Using Intelligence and Influence to Understand Dairy Markets and Buyers
04	Farm Journal Dairy Brands and Solutions to Find, Connect and Activate Your Next Customers
05	Dairy Marketing Resources, Specifications and Brand Details

The Value of Partnership

No one grows alone.

The U.S. dairy market is evolving rapidly. The marketplace's complexity and the forces driving this transition —innovation, regulation, volatility, and consolidation — mean that, more than ever, producers of all sizes and their farm teams need a trusted source of information.

They turn to Farm Journal's portfolio of dairy brands for advice, information, and connection. Our sales and editorial team understands the dairy farmers and stakeholders because they are in the dairy business, too. They know first-hand the challenges of operations where daily milking and product transportation is a fact of life.

Companies striving to reach dairy owners, operators, and stakeholders rely on Farm Journal to understand, engage, and meet with producers. After exploring their goals and challenges, we customize solutions by tapping into market intelligence grounded in proprietary data and our research and strategic capabilities.

Our omnichannel network of media, data, and event solutions reaches an audience that controls over 90% of U.S. milk production. Our in-depth knowledge of these decision makers enables us to deliver the right marketing strategy and solutions. Connecting buyers and suppliers through precise data and personal relationships is the common thread that runs through our product and service offerings.

All of our dairy brands are backed by the power and tradition of Farm Journal.

Dairy Market and Buyer Insights



The World of U.S. Dairy

The U.S. Dairy Industry is a vital part of our economy, supplying milk products that feed millions of people every day. However, operators are struggling with razor-thin margins, consolidation, and price volatility. To boost production and lower costs, more and more dairy professionals are evaluating data solutions, artificial intelligence, technology, and automation.



*Farm Journal's Dairy Herd Management/MILK Business Quarterly State of the Dairy Industry survey

70%+

Percentage of U.S. milk produced on farms with at least 500 cows



228.3 Billion Pounds

USDA forecast for 2024 milk production

50%+

Number of dairy producers reporting plans to grow in the next five years*



47.7 Billion Pounds

Projected global cheese consumption in 2024, a record high



337 Head

Average U.S. dairy herd size, a record high

-37%

Reduction in the number of dairy farms since 2014 in traditional (Midwest and Northeast) states. Dairy farms in modern (western) states dropped 26%.



2,300

Average number of dairy herds lost per year since 2000

65%+

Number of dairies reporting five-year profitability*

“Despite facing a mountain of challenges, progressive dairy producers are trudging forward with growing their business portfolio by diversifying their income streams and embracing technological advancements. The commitment and resilience among dairy farmers remain steadfast for the long haul.”



Karen Bohnert

Dairy Editorial Director
Bohnert Jerseys, East Moline, IL

Market Dynamics that Shape Your Strategy

The drivers and forces impacting today's dairy industry provide tomorrow's opportunities if you plan for them.

Understanding and aligning with key trends will help you better understand your target audience and get better results from your marketing and sales efforts.



Increasing Demand for Environmental Responsibility



Fewer Number of Producers to Reach



Automation Helping with Labor Shortage



New Technology and AI Increasing Efficiency



Growing Competition from Organic and Plant-based Alternatives

Herd Sizes Growing Through Consolidation



A Large-Scale Dairy Producer

Meet Tim



I'm a second-generation dairy producer and farmer. I took over the business from my parents, and my wife, daughter, and three sons manage it together. It's not easy to stay profitable these days. Water and labor shortages, rising feed costs, and volatile milk prices are some challenges we face, but I feel good about the future and passing along the operation to my kids.

- Dairy herds continue to increase as the number of smaller herds decreases due to industry consolidation.
- The top five milk production states — California, Wisconsin, Idaho, Texas, and New York — produce more than 50% of the U.S. annual milk supply.
- Dairy cows are milked two to three times daily, producing an average of six to seven gallons.

A Dairy Manager's Story

Meet Scott



After growing up on a small dairy farm, I earned a degree in agribusiness management and now work for a big operation. I oversee milking and managing the herd, keeping the cows healthy, managing the feed inventory, and managing the employees and SOP compliance. There's pressure to maintain profitability, milk quality and efficiency, and the owners rely on me to help with purchase decisions.

- Lives under constant pressure to maintain profitability
- Always looking for ways to do more with less
- Owners rely on his advice in making purchase decisions
- Cost of feed and labor are a concern, as is market volatility

A Veterinarian's Story

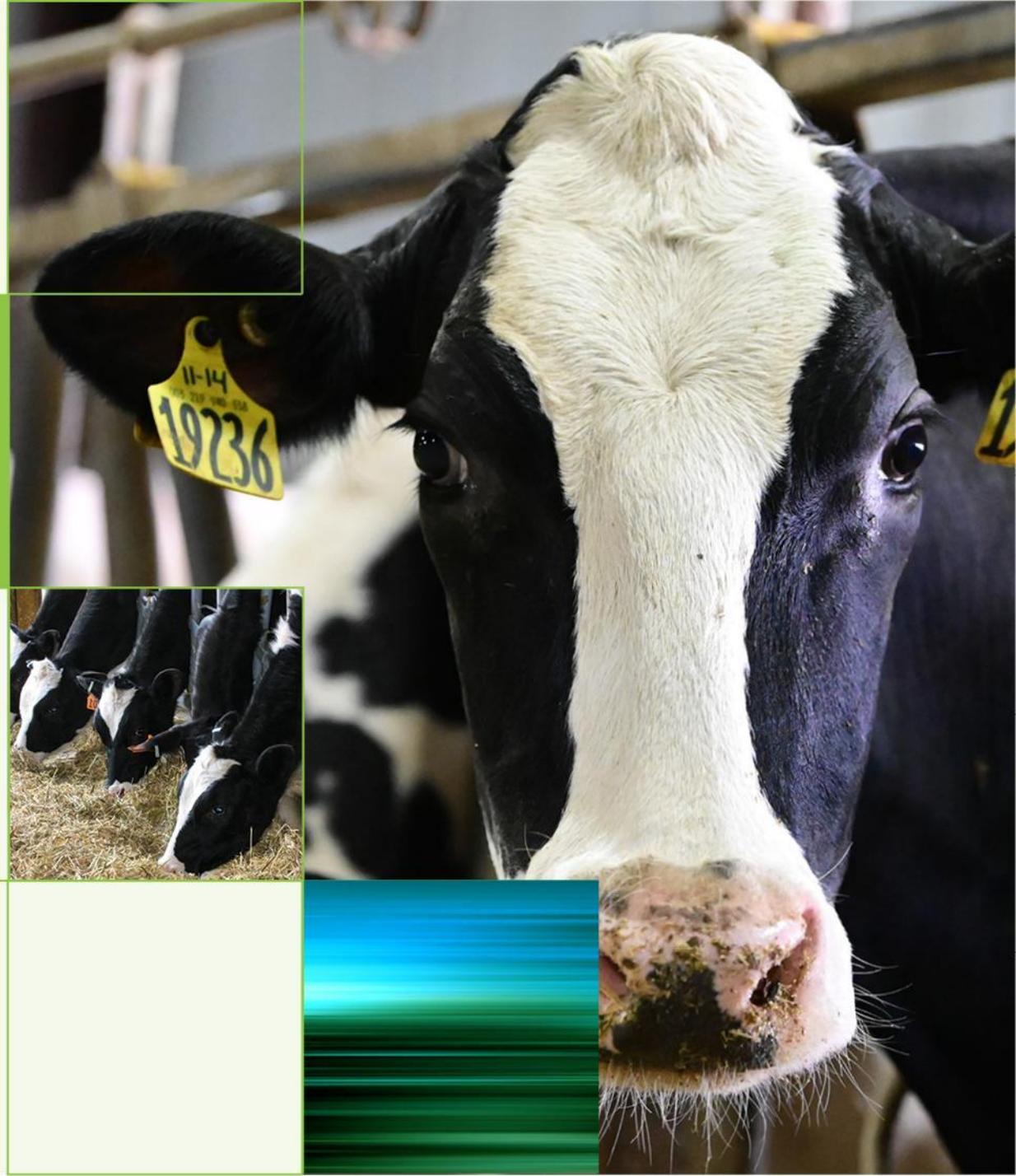
Meet Suzanne



Our five-doctor practice covers several counties and is always very busy. Most of our clients are involved with dairy, though some focus on beef, and I never know what a day has in store for me. Emergencies are common and unpredictable. Checking for and monitoring pregnancy is a key part of my job, as is examining animals before they're sold and shipped. I'm often sought as a consultant on large dairy farms. While the job is demanding and stressful, it's also rewarding to see healthy herds and to help our clients succeed.

- Most veterinary practices provide mobile clinics with fully stocked trucks.
- Bovine veterinarians usually earn salaries in the \$100,000 -- \$150,000 range, and some receive production bonuses.
- Continuing education is required to keep up to date on treatments, technologies and medical trends
- An important part of the job is keeping records of every cow to monitor health, production, and billing.

**Marketing and Sales
Strategies to Make
Meaningful
Connections with Dairy
Producers**





Imagine what it's like
to be a farmer.

15k+ brands, 40k+ products
competing for attention.

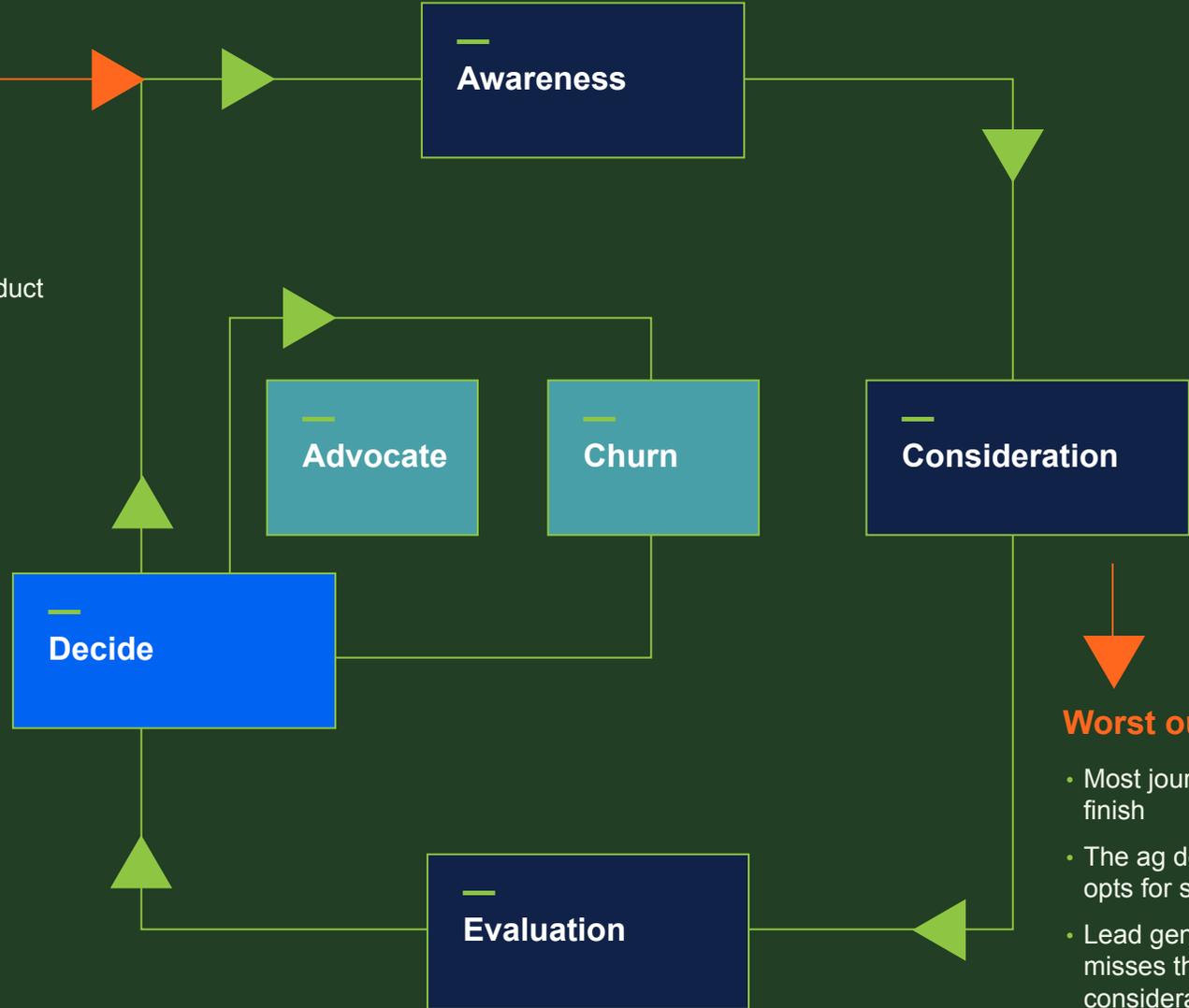
Breakthrough marketing requires mapping marketing and sales programs to the dairy farmer's decision journey.

First-time buyer triggers

- Conversation with neighboring farmer
- Trusted advisor recommendation
- Read about new product in magazine
- Weather change
- Markets change
- Operation change

Flywheel effect

- Meet your customers where they are in their journey
- Support the research process
- Accelerate sales process: a more confident decision-maker makes decisions faster



Worst outcome

- Most journeys don't ever finish
- The ag decision-maker opts for status quo
- Lead generation misses the consideration stage

Intelligent Strategies, Solutions and Expertise that Break Through the Noise



Farm Journal's Dairy Portfolio

Serving the Dairy Market

We are committed to providing the news and information dairy producers, processors and stakeholders need to be successful in their business

Dairy's Most Trusted Brands

Award-winning content created to inform and guide dairy producers as they operate, evolve and grow profitable businesses

We Know Dairy Producers

Daily interactions with dairy producers generate first-party data and informed insights to power marketing and sales strategies

Omnichannel Programs

Dairy content shared on digital, broadcast, research, print, event, and experiential platforms meet buyers where they are on their decision journey

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity throughout the dairy business.

**Applying Intelligence
and Influence to Improve
Marketing Performance
by Understanding Dairy
Buyers and Markets**



Understand:

Using the power of intelligence and influence to shape your dairy marketing and sales strategy



Find Your Next Customer

Pinpoint the producers most receptive to your message, product, or solution.

Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered.

Understand Dairy Farmers

Understand what motivates the people at the heart of dairy production to change or buy your product

Turn Data Into Intelligence and Influence

Get actionable insights and strategies to drive your sales, marketing, or outreach programs.

Making the Biggest Impact

Who is my ideal customer, market, or audience?

What do I need to know about them?

What are the best ways to influence dairy stakeholders?

Who is ready to adopt new practices?

How should I design my content and marketing plan for the dairy market?

Producer Pools

With Farm Journal's unique data set of dairy decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results.

Producer Profiles

Farm Journal's unique data and expertise in dairy audiences drives deep understanding into the human dimensions of change to arm you with the data to maximize impact and influence on dairy audience targets.

Producer Playbooks

Audience profiles allow Farm Journal to bring you expertise and insights into the dairy industry and build actionable strategies that can influence a producer's decision journey.

Readiness Index

Farm Journal brings expertise into ag sustainability and the human dimensions of change to provide actionable insights to connect with producers most ready to change.

Content Marketing

Farm Journal's knowledge and expertise of dairy decision-makers provide you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align with the needs and interests of producers.

Find Your Next Customer

Farm Journal's comprehensive first-party dairy producer data helps you pinpoint the people most receptive to your message, product, or solution.

How we deliver:

- Audience segmentation
- Lookalike audiences
- Farmographic data
- Behavioral and intent signals
- Readiness scoring

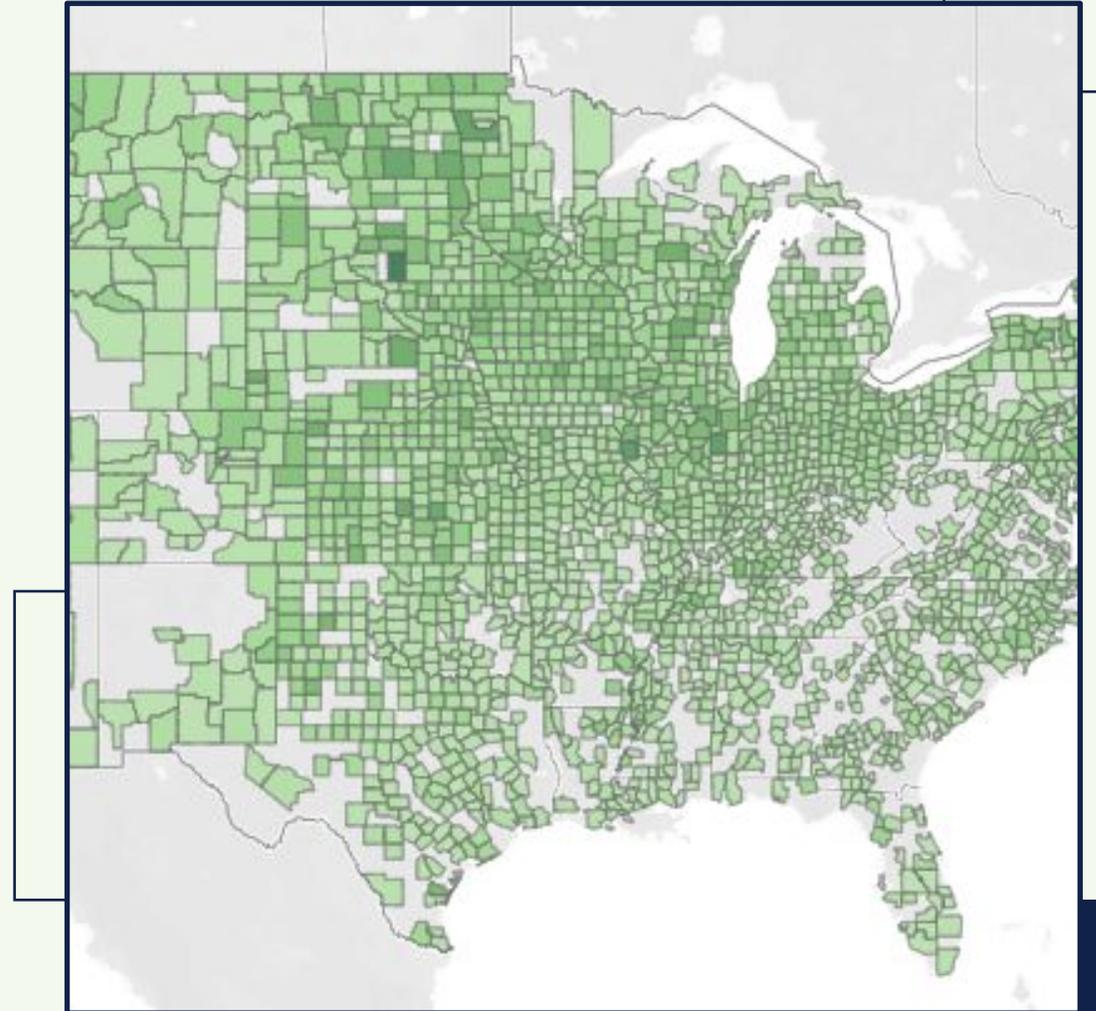


Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered to focus efforts on geographics that can deliver the best sales results.

How we deliver:

- Dynamic heatmaps of interested producers, dealers, or retailers in the locations most important to you

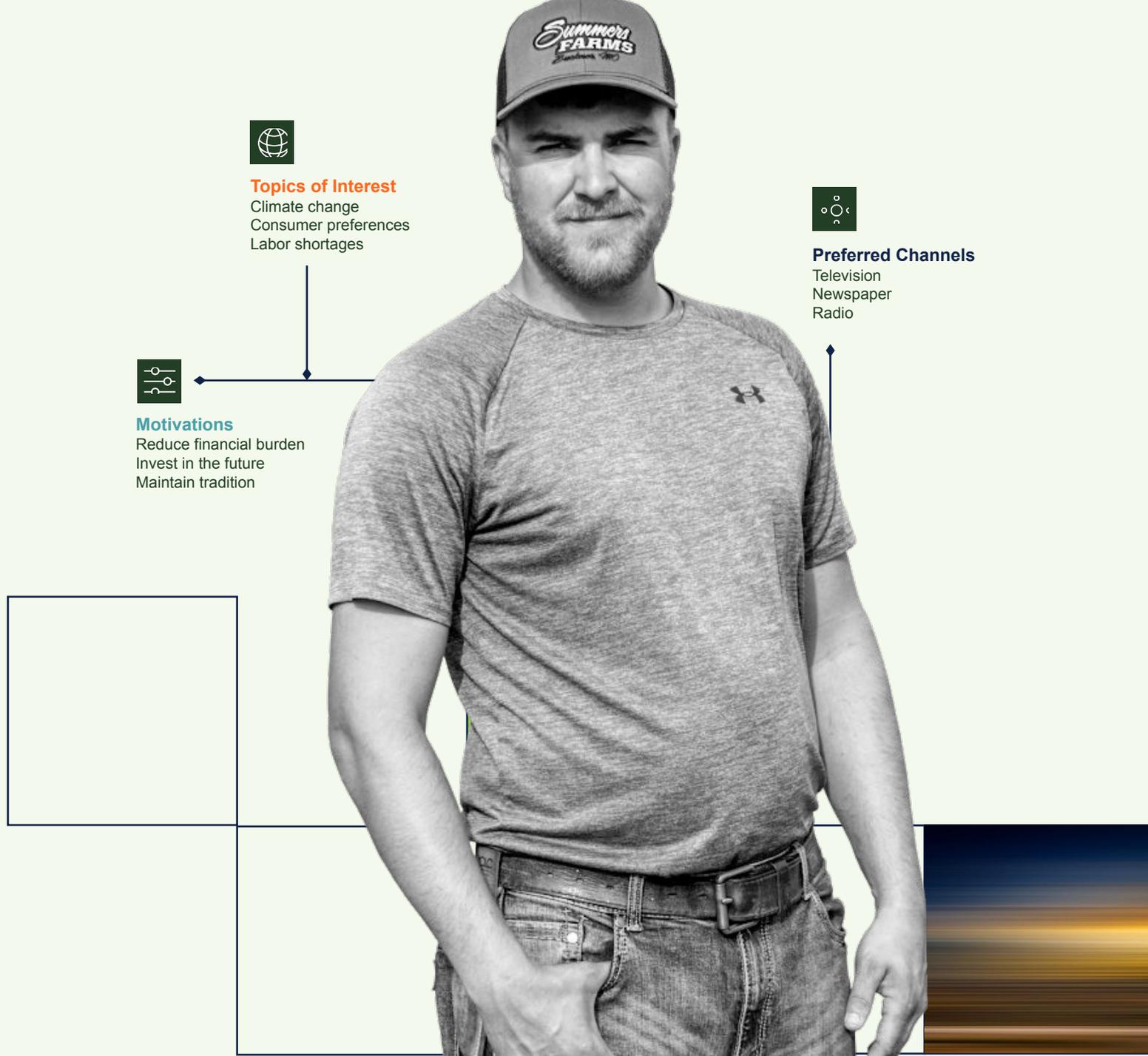


Understanding Dairy Producers

Tap into Farm Journal's millions of records on dairy and ag decision-makers – built on trusted relationships with producers – to understand what motivates them to change.

How we deliver:

- Audience profiling to understand your customer's decision journey



Turn Data into Intelligence and Influence

Data alone isn't enough.

Farm Journal has the ag expertise to turn data into useful, actionable insights to drive your sales, marketing, or outreach programs.

How we deliver:

- Strategic playbooks with insights into how, when, and where to reach out – built on Farm Journal's deep knowledge of crop decision-makers

A digital campaign can be targeted to:



Cotton Farmer



Cattle Rancher



100+ acres

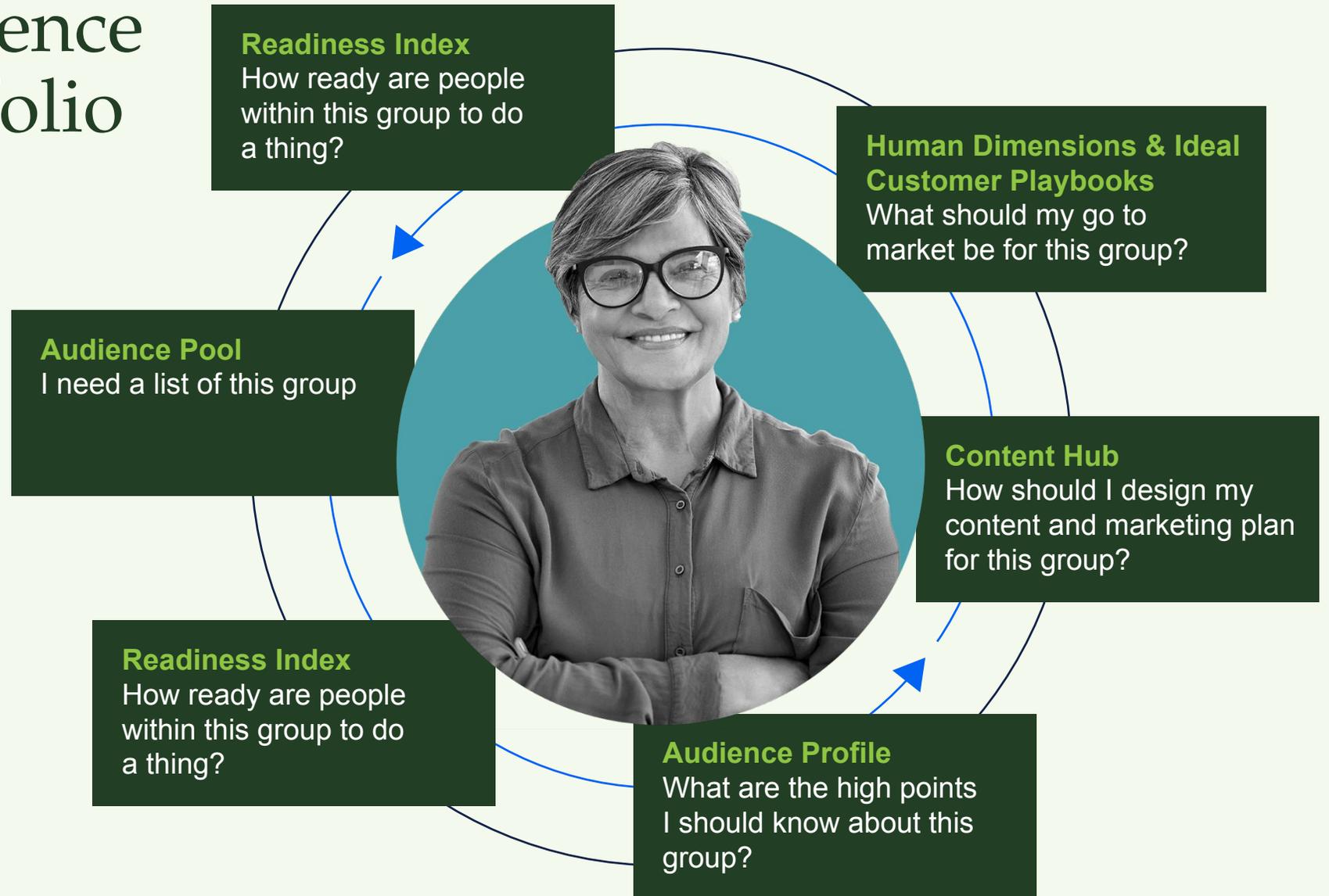


Nebraska

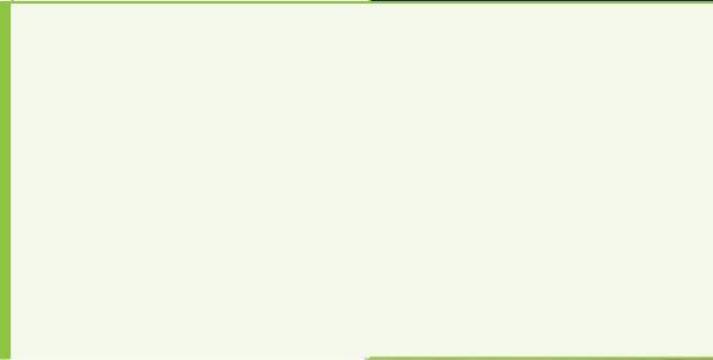
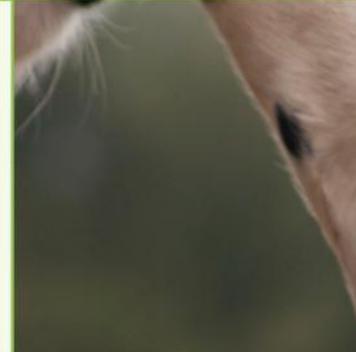


Affinity for seed and input innovations

Dairy Intelligence Product Portfolio at a Glance



**Farm Journal Dairy
Brands and Solutions
to Find, Connect, and
Activate Customers**



Connect With Your Next Customer

Finding customers begins with intelligence -- data that captures the behaviors and profiles of dairy decision makers.

Our dairy brands' distinct advantage is the breadth and depth of audience and reach across the channels dairy producers and operators use to research and make decisions. This integrated, omnichannel approach enables your brand to break through marketplace noise to connect with and activate relationships with your audience.



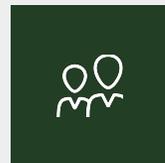
Publications Audience

The combined audience of Dairy Herd Management and MILK Business Quarterly covers more than 90% of U.S. milk production — more dairy producers and multilevel decision-makers than any other publication.



Broadcast Audience

“The Dairy Report” is broadcast weekly on AgriTalk, which is heard on 100+ stations in 19 states. The AgriTalk podcast has 200,000+ monthly downloads.



Events Audience

In 2023, attendees at MILK Business Conference represented 968,000 dairy cows. Dairy Herd Management is the official publisher of the World Dairy Expo Program, which is mailed to more than 47,000 industry professionals.

Solutions – At a Glance

Our trusted print, digital, and broadcast solutions deliver your message to beef producers across multiple channels, which they rely on to stay informed, identify new solutions, and run their beef operations.



Information and ideas, delivered through print and digital formats, that help beef producers improve animal production and management, business operations, and overall market performance.



Vets, nutritionists, and consultants rely on animal care and business information, as their practice depends on understanding the latest trends, nutrition information, and care advice for beef and dairy cattle.



The “Farmer’s Favorite” publication that provides in-depth coverage of news and information for beef producers.



Top Producer provides sound business advice and insights that help large-scale commercial farmers and livestock producers thrive.



Farm Journal’s digital hub provides news and information on all segments of agriculture, including a focus on beef.



The weekday newscast for American Ag provides farmers and ranchers with news, weather, and business headlines to keep producers and suppliers informed.



The longest-running syndicated TV program focused on agriculture, rural issues, and the country lifestyle, airing each weekend on stations coast-to-coast.



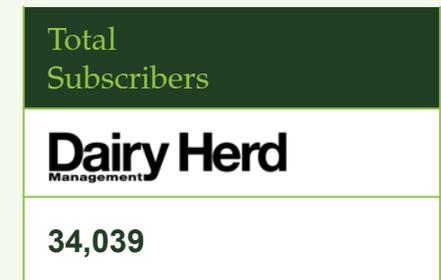
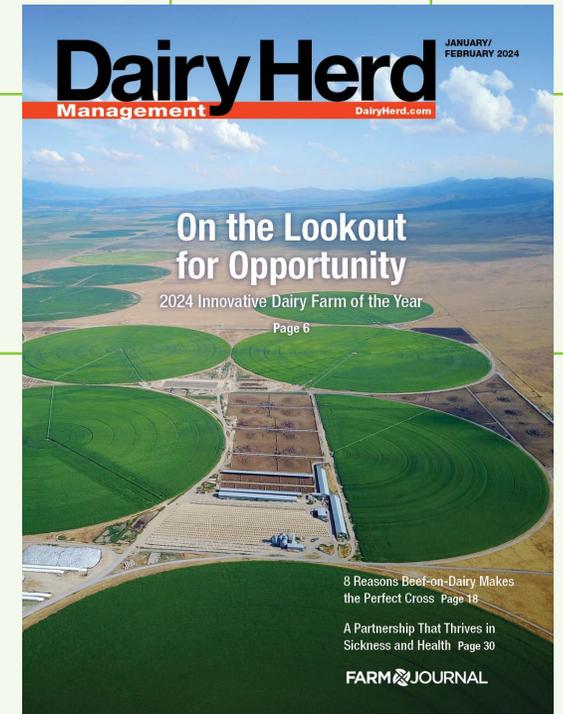
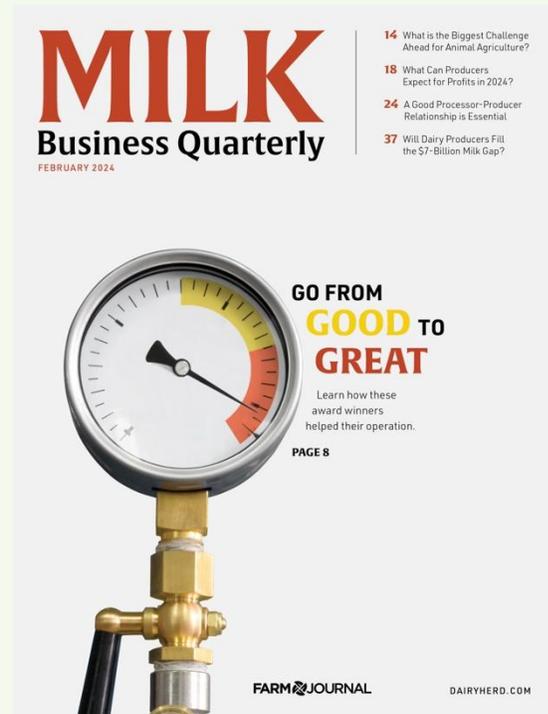
American Ag’s radio talk show airs live for two hours each weekday. It covers farm and ranch production, policy, technology, and market analysis.

A Powerful 1-2 Punch to Engage Your Buyers

Due to industry-wide consolidation, the number of U.S. dairy farms is decreasing while the average herd size is increasing. Dairies with more than 500 cows represent most of the milk supply and the 9.4 million head cow population. Farms with less than 500 cows represent 91% of the total operations.

Dairy Herd Management and **MILK Business Quarterly** REACH MORE producers and multilevel decision-makers on dairies than any other publication.

Trusted brands ensure you connect with the right dairy producers as they research, evaluate, and contemplate the right strategy and provider(s) to partner with. Producer interactions with Farm Journal and dairy brand content create comprehensive first-party behavior and affinity data to deliver more intelligent, effective marketing programs that perform.



From June 2025 Audit Statements

Dairy Herd Management

The How & Why

Relevant information such as milk quality, herd health, reproduction, nutrition, raising replacements, and nutrient management remain critical topics for dairies of all sizes, and as larger dairies employ more people, this information is important for multiple roles on the dairy.

Dairy Herd Management covers the broad information needs of the dairy audience.

7 Issues Per Year, Including the World Dairy Expo Official Program



Total Subscribers	50+ Dairy Cows	Veterinarians	Nutritionists & Consultants
34,278	24,574	5,756	2,750

From June 2025 Audit Statements

MILK Business Quarterly

The ROI

Dairies are consolidating rapidly and getting larger, and farms with more than 500 cows represent upwards of 75% of the milk produced in the U.S. each year. Dairies of this size have a unique business structure, one where owners, officers and management teams are managing levels of people who manage the cows and various areas of the dairy. The information needs of this audience are vastly different, focused on topics like risk management, HR & labor, legislation, regulation, and markets.

MILK Business Quarterly serves the unique business information needs of large dairy farms.



Total Subscribers	500+ Dairy Cows	Veterinarians	Nutritionists & Consultants
15,011	10,457	2,414	2,176

From June 2025 Audit Statements

BOVINE VETERINARIAN

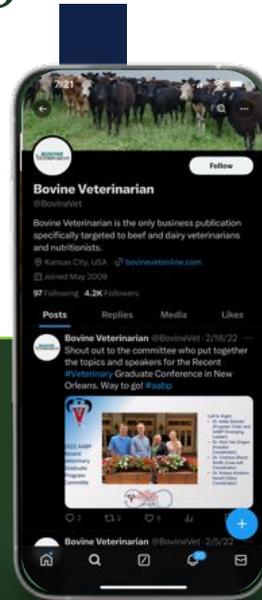
HEALTH. BUSINESS. WELL-BEING.

Connect With Caregivers

The print and digital editions provide leading-edge information on animal care and how to improve business practices and marketing their animal care services. This highly specialized audience turns to Bovine Veterinarian for vital information about:

- Beef and dairy cattle care
- Technology and new products
- Business management
- Animal health and nutrition

No other media platform enables you to precisely or effectively target this specialized audience.



55K+

Average Monthly Pageviews

38K+

Average Monthly Users

10K+

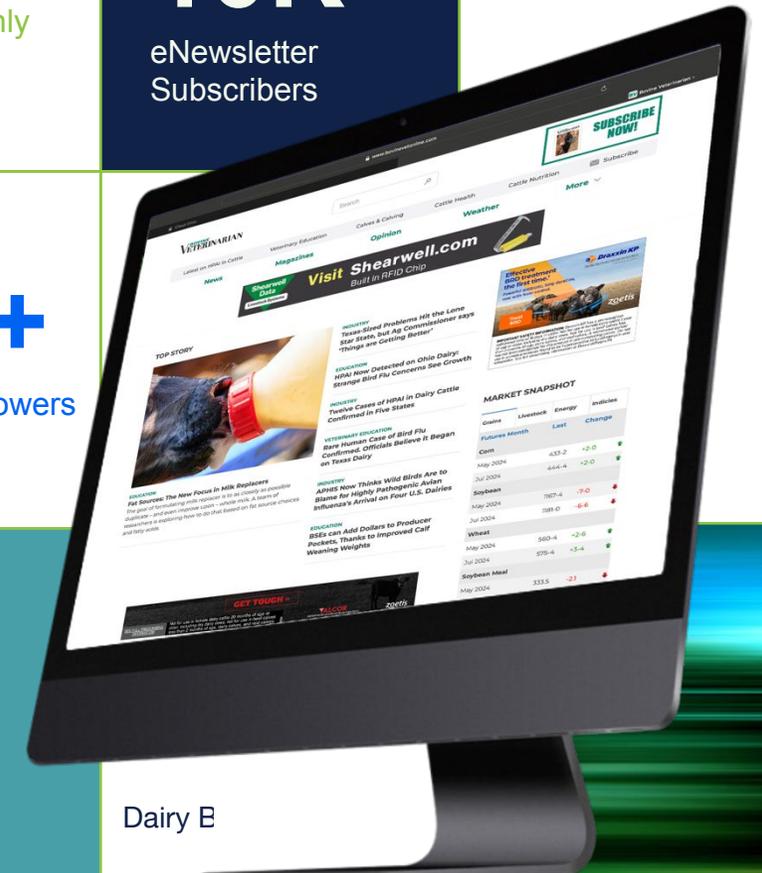
eNewsletter Subscribers

19K+

Facebook Followers

4K+

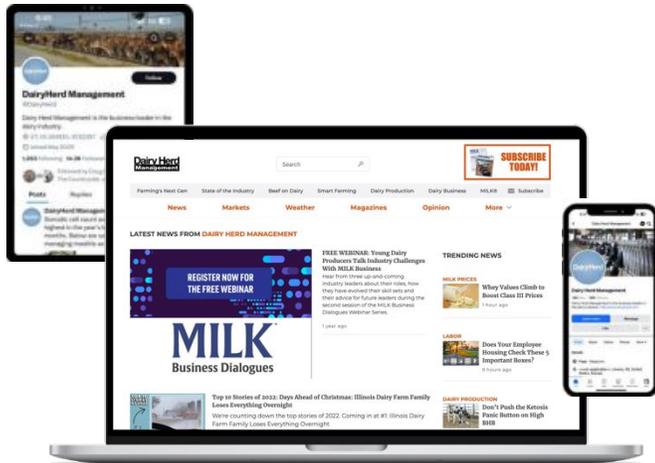
X Followers



Dairy Digital Solutions

Dairy producers and managers rely on our website, eNewsletters, digital editions and social media for industry news, information and insights.

Dairy Herd Management



Digital Content

135K+

Average Monthly Page Views

Mobile Text Messaging

5K

Subscribers

Targeted E-mail

84K+

Subscribers

Website

85K+

Unique Users

Television

858K+

Viewers

eNewsletters

27K+

Subscribers

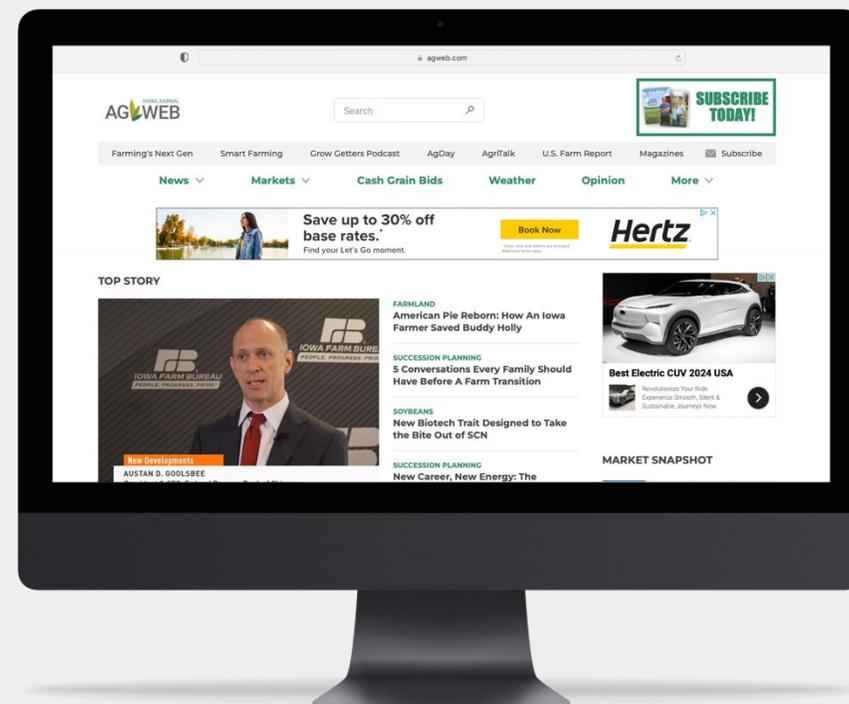
National Syndicated Radio & Streaming Audio

234K+

Listeners



Agriculture's premier website for industry news, information and market activity.



Average monthly page views: 2,267,261

Average monthly users: 2,673,302

Daily eNewsletter subscribers: 169,112

eNewsletters

100% Opt-in Requested Subscriptions

Our newsletters offer vital insights for dairy producers to run their operations. For marketers, newsletters provide dairy producer data and are the ideal platform to reach customers directly in their inboxes.



eNewsletter	Frequency	Subscribers
MILK Business Daily	Daily	16,221
Dairy Calf & Heifer	Monthly	7,713
Dairy Herd Daily	Daily	27,933
Dairy Nutritionist Network	Monthly	1,798
AgWeb Daily	Daily	81,500+

Programmatic Marketing

Precise targeting at scale to drive consideration and conversion.
Premium off-site digital activation.

Solution Summary

Combining Farm Journal's trusted and complete market access with Precision Reach's next-generation technology gives you the most robust solutions to deliver high ROI campaigns. Deliver impressions to your audience wherever they go in the digital space

Program Stats

- 4,300,000+ total records matched to smartphones, laptops, tablets and smart TVs
- Primary DSPs: Trade Desk, Google DV360, StackAdapt

Row Crops

1.4M+

Corn, Soybeans,
Cotton, Wheat

Ag Retailers

73K

U.S. and Canada

Farm Equipment Dealers

8K+

U.S. and Canada

Specialty Crops

335K+

Fruits, Veggies,
Tree Nut & Vine

Beef

354K+ Cow/Calf

146K+ Feedyard

5K+ Vets/Nutritionists

Dairy

121K+ Producers

7K+ Vets/Nutritionists

Swine

57K+

Producers, Vets

Other Audiences

1.9M+

Landowners, Non-Operators, Agronomists,
Nutritionists, Consultants, Agribusiness

MILK™

Business Conference

The MILK Business Conference provides critical business information to help dairy producers thrive in a constantly changing economic environment. From sustainability efforts and animal welfare to technological advancements and labor management, the conference provides multiple sessions to empower producers to continue to grow and develop their businesses.

The event draws progressive decision makers from throughout the dairy industry, providing companies with a unique opportunity to connect with producers and better understand their needs and challenges.

MILK Business Conference
December 2-3, 2025
Paris Las Vegas Hotel
Las Vegas, Nevada

FARM  **JOURNAL**

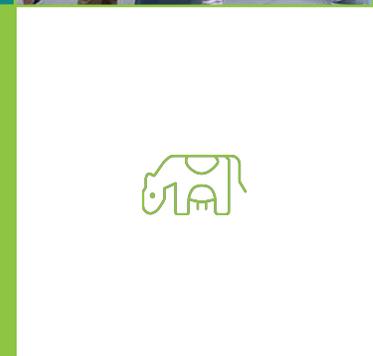


461
Total Attendees

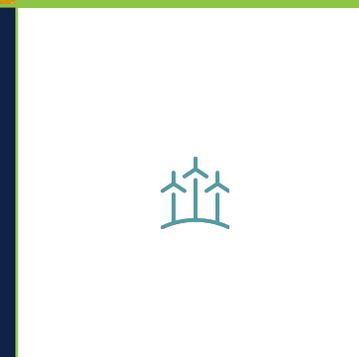
35
States
Represented



1M+
Total Dairy Cows
Represented



51
Average
Attendee Age



1,953
Total Average Acres

Top Producer SUMMIT

Meet the Elite

Top Producer Summit draws a unique crowd of successful, innovative entrepreneurs who are seeking new ways to give their operations a competitive advantage. As a sponsor, you will join a roster of top industry brands and network with some of the best producers across the country.

Your broad visibility throughout Top Producer Summit enables exceptional opportunities to find your next customers through:

- Networking and relationship building
- Conversation and lead generation
- Building and differentiating your brand and offerings

2026 Event:
Renaissance Hotel
Nashville, TN
February 9-11, 2026

Our 2025
attendees
represented...

1,946

Average Total
Beef



\$4.3M

Average Gross
Farm Income

54

Average age

3,198

*Total average
acres



23k

Average Total
Swine

778

Average Total
Wheat

3,810

Average
Livestock

1,405

**Average Soybean
Acres

1,526

**Average Corn
Acres

1,268

Average Cotton
Acres

Dairy Marketing Resources, Specifications and Brand Details



2026 Production Calendars:

Click here for 2026
Editorial Calendars

[Click here for Farm
Journal Print Specs](#)



Our Team

With unsurpassed expertise, our team produces trusted, timely content respected by the audience you want to reach.

Content Team

Katie Humphreys | Executive Editor & Farm Journal Editor

Clinton Griffiths | Executive Producer & AgDay Host

Tyne Morgan | U.S. Farm Report Host

Greg Peterson | Machinery Pete

Chip Flory | AgriTalk Host

Margy Eckelkamp | Top Producer & The Scoop Brand Leader

Jennifer Strailey | Produce Editorial Director

Angie Stump Denton | Drivers Editorial Director

Karen Bohnert | Dairy Editorial Director

Jennifer Shike | Farm Journal's PORK Editor

Andrea Bedford | Animal Health Editor

Michelle Rook | National Farm Journal Broadcast Reporter

Rhonda Brooks | Agronomy Editor & Bovine Veterinarian Editor

Matthew Grassi | Technology & Machinery Editor

Davis Michaelsen | Land Owner Editor

Hillari Mason | Market Analyst, Pro Farmer

Lane Akre | Junior Economist, Pro Farmer

Chris Bennett | Issues Editor

Taylor Leach | Assistant Editor, Dairy

Christina Herrick | Produce Editor

Jill Dutton | Associate Editor, Produce

Kerry Halladay | Associate Editor, Produce

Contact Us

Find out more about how we help you connect with the audience that's most crucial to your company's success.

Dustin Johansen | Senior Vice President of Sales, Livestock Division (309) 339-4718
djohansen@farmjournal.com

Tyler Smith | Vice President of Sales, Crops Division (405) 612-8678
tsmith@farmjournal.com

Bailey Eberhart
(740) 491-6172
beberhart@farmjournal.com

Katie Eggers
(612) 810-1447
keggers@farmjournal.com

Michelle Fluty
(309) 261-7247
mfluty@farmjournal.com

Jaime Jonesmith
(314) 605-6004
jjonesmith@farmjournal.com

Chris Larsen
(913) 901-6821
clarsen@farmjournal.com

Grace Link
(608) 772-9597
glink@farmjournal.com

Alix Manthei
(701) 928-0824
amanthei@farmjournal.com

Annie McCullough
(608) 628-6827
amccullough@farmjournal.com

Leah Mindemann
(952) 270-8778
Leah.Mindemann@bock-assoc.com

Pegeen Prichard
(312) 953-7417
pprichard@farmjournal.com

Nicole Starr
(262) 993-9847
nstarr@farmjournal.com

Eric Welsh
(608) 774-3314
ewelsh@farmjournal.com