

DIRECT/RELATIONSHIP MARKETING

NEW OWNER, NEW SERVICES

by the Agri Marketing Editors

Editor's note: For over three decades, Farm Market iD (FMiD) and its predecessor company, **Market Identification**, have been providing databases and related services to agri-marketers. The firm was recently acquired by **Telematch, Inc.** We caught up with Telematch's CEO and FMiD's President to provide the following update on the company and its activities.

Founded in 1973 by a group of veteran agri-marketers, FMiD's initial service was providing mailing lists of farmers and landowners who were enrolled in **USDA** programs. A lot has changed for the company since its pre-computer beginning.

"We now have the largest, most accurate and most current agricultural database in the country," says FMiD President **John Montandon**. He, along with a small group of investors, acquired the company from its founders in 1997, as well as, **Phoenix Data Processing** in 2000. Both businesses were acquired last May by Telematch (see sidebar).

"Telematch is a leading information services provider which offers a comprehensive and proprietary range of data appending, data enhancement, database management and data processing services," explains the company's CEO **Peg Kuman**. She joined the firm last year after having held executive positions at **Publishers Clearing House, The Power Line, Fingerhut Corp.** and

Garden Way Manufacturing Co.

"FMiD is a great fit for Telematch," Kuman says. "We are leveraging Telematch's market intelligence capabilities to enhance FMiD's content and customer base. Phoenix provides leading edge database management, technology and modeling and will give FMiD expanded applications, tools and database knowledge."

SERVICES

FMiD has contact information and additional demographic data for over 3.7 million farm operators, farm owners and farm owner-operators with over 300 different crops, livestock, income, acreage and other information. Clients, which include agribusinesses, their agencies, trade associations, market researchers, ag media and others in the ag industry, utilize FMiD information for what could be considered traditional marketing activities including:

- Direct mail
- Telemarketing
- Face-to-face sales calls
- e-mail promotions, and
- Social networking such as **Twitter**

"We have also enhanced the uniqueness and value of the FMiD data by adding GIS (geographical information system) to include the addition of current and accurate crop data," Montandon reports. "This eliminates the dependence on sporadically released government data and is more current and highly accurate when combined with **USDA's Farm Service Agency** data



Montandon and Kuman

and historical data."

That allows FMiD to provide agri-marketers the capability to map individual farms, identify the crops and acreages for each field and to know who owns and operates each farm. It also provides information on each field's cropping history and rotations. "Crop input retailers and grain buyers have found that information especially useful in their local markets," Montandon says.

Now that it has access to Telematch's data, FMiD can also provide clients with automotive and truck ownership, new mover data, agribusiness data including contact information, SIC, NAICS, business size and enhanced demographic data including age, income, education, and interests, among many other data sets.

The company also offers analytics and web-based interfaces and access to targeted data for businesses with branch operations.

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NEW DATABASES

In addition to the conventional grain producers in its databases, FMiD has also developed additional files including specialty crop producers in California, the nation's **Extension Service**, state department of agriculture personnel and **EPA** staff. Other databases include:

- 225,000 licensed pesticide applicators (both commercial and private)
- 560,000 beef producers
- 75,000 dairy producers
- 75,000 sheep/goat producers
- 25,000 organic producers

"We don't use self reported data to build and maintain our files," Montandon says. "There are just too many roadblocks in getting it and making sure it is accurate."

Instead, the company builds a profile of each name on its database via the use of USDA information,

historical data in its files, GIS and other sources. "The FMiD file is audited annually by **BPA Worldwide**," Montandon reports. "That assures our clients the file is clean and up to date."

ABOUT TELEMATCH

Telematch was formed in 1977 as a business unit within the **Army Times Publishing Co.** which publishes newsweeklies for U.S. military people and their families, federal employees and the aerospace industry.

It expanded rapidly by applying its technology to other markets and added lead generation, data enhancement and custom application services. It also has a robust database of "New Movers" and automotive VIN file for B-to-B and consumer marketers.

In 1997, Army Times Publishing was acquired by multi-media giant **Gannett Co.**

Last year, Gannett sold the business to Telematch's management and a private equity group led by **Brook Venture Partners**. **AM**

Looking ahead, Kuman says, "Agriculture is a solid market to be in and we at Telematch look forward to working closely with FMiD's clients and the industry to assure their continued success." **AM**

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