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### ***Farm Market iD® Launches New Web-based Customer Relationship Management Tool for Agri-business***

Westmont, IL - Farm Market iD® (FMID) announced today the launch of [GRM \(Grower Relationship Management\)](#) a new tool that integrates FMID's proprietary database with state of the art technology. This unique web-based tool helps agri-businesses locate and win new customers, and nurture and retain existing clients. GRM's simple and intuitive interface makes the sales and grower management process easy to use and understand for all levels of users.

Steve Rao, president of Farm Market iD said, "GRM was developed to provide agri-marketers a complete customer relationship management system as seen in popular CRM applications like Salesforce.com, but focused on agriculture and powered by our proprietary database. This tool allows the user to dig deeper and understand their customers and prospects. FMID's database goes beyond a simple name and address to provide actionable information on a farmer's operation." GRM is powered by Farm Market iD's [agriculture database](#), containing information on over 3.9 million owners, operators and farmers which provides detailed, actionable information -- including crops, acres, yield, farm income -- and covers nearly all growers in the country.

GRM is designed to be flexible in both the front-end interface and the back-end data platform, allowing for virtually any dataset to be accessed and displayed in the most meaningful way to the user.

#### **About Farm Market iD®:**

Since 1973 Farm Market iD, located in Westmont, Illinois, has provided comprehensive production data to the agricultural industry. Unparalleled in its depth and robustness, the Farm Market iD database is used by virtually every major company in agriculture. In addition to its content accuracy and depth, Farm Market iD maintains its market-leading position through development of innovative and custom user applications. For more information, call (800) 313-4778 or visit [www.farmmarketid.com](http://www.farmmarketid.com).