

Farm Market iD

data you can trust

A Telematch, Inc. Company

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Farm Market iD Announces Availability of California Grower Data

WESTMONT, IL -- Farm Market iD, a leading provider of farm-level U.S. agricultural intelligence, announced today it has made available farm data on over [36,000 growers in California](#), updated with information from all 58 counties, for the 2010 growing year.

California provides the most diverse crop spectrum in the nation. With over 225 crops identified, and data gathered from all 58 counties, the Farm Market iD California dataset offers the most comprehensive agricultural intelligence available, and represents a combined \$45 billion dollars in Gross Farm Income (GFI).

"This is an exceptional market, with huge crop diversity, including nuts, fruits, dairy, grapes, and vegetables," said John Montandon, president of Farm Market iD. "Agricultural marketers are able to target the exact type of producer that is appropriate for their products and/or services, whether it be by crop type, acreage, farm income, or any combination."

The data also can be segmented by residential land owner, tied to parcel size of home-site acreage and truck and automobile ownership, enabling consumer marketers to target effectively for home and auto-related offers. Data is available for mail, email and telemarketing campaigns.

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.