

# Farm Market iD

*data you can trust*

*A Telematch, Inc. Company*

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## Farm Market iD Announces Availability of Florida Citrus & Crop Data for Commercial Use

WESTMONT, IL -- Farm Market iD, a leading provider of farm-level U.S. agricultural data, announced today it has made available for commercial use previously unavailable information on more than [26,000 agricultural producers in Florida](#) derived from local ownership records, and enhanced by GIS (geospatial information system) data and satellite imagery. Crops included in the data represent 1.7 million planted acres, and cover orange, other citrus, sugarcane and peanut production.

“This is an entirely new market, representing more than \$2.4 billion in farm income, that previously had been undocumented at this level of detail,” said John Montandon, president of Farm Market iD. “Our ability to look at specific crop data, acreage and parcel information tied to these crops, as well as ownership and/or management contact information by location, is a starting point. From here agricultural, insurance and other marketers can segment the database, and enable relevant dialogue and offers.”

The Florida file contains data on more than:

- 11,500 citrus producers with 776,000 acres including 10,900 orange producers with 678,000 acres
- 350,000 acres of sugarcane
- 3,100 peanut producers with 130,000 acres

The data also can be segmented by residential land owner, tied to parcel size of home-site acreage, Montandon said, enabling non-agricultural home-related offers.

### **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).