

DEMOGRAPHICS

1. Did you plant Roundup-ready sugarbeet seed in 2011?

Yes	93.88%
No	6.12%

2. If Roundup-ready seed is unavailable in the future, will you continue to grow sugarbeets?

Yes	77.36%
No	22.64%

3. What was the total size of your farming operation in acres in 2011, owned and/or leased?

Less than 500	21.82%
500-1000	18.18%
1001-5000	52.73%
More than 5000	7.27%

4. How many acres of sugarbeets did you plant in 2011?

1-99	12.96%
100-300	40.74%
301-500	14.81%
501-1000	24.07%
1001-5000	7.41%
More than 5000	0.00%

5. How long have you grown sugarbeets?

Less than 2 years	1.85%
2-5 years	5.56%
6-15 years	18.52%
16-20 years	16.67%
21 years or more	57.41%

6. Did your family before you grow sugarbeets?

Yes	75.47%
No	24.53%

7. What is the age of the primary farm manager/operator?

Average	50
Median	50

8. What was the estimated gross income of your total farming operation in 2011?

Under \$50,000	0.00%
\$50,000-\$99,000	4.17%
\$100,000-\$249,999	8.33%
\$250,000-\$499,999	16.67%
\$500,000-\$999,999	18.75%
\$1,000,000-\$1,999,999	25.00%
\$2,000,000-\$5,000,000	18.75%
Over \$5,000,000	8.33%

9. What is your interest level in each of the following topics ? (5 = Extremely interested; 1 = Not at all interested.)

Harvest	4.39
Pests/Disease (grower problems)	4.38
New Products	4.35
Planting	4.35
Equipment	4.25
Seed Treatments	4.20
University Research Reports	4.19
Chemical Updates	4.11
"Off the Top" - Industry News	3.91
Sugarbeet Industry Map	3.80
Storage	3.75
Buyer's Guides	3.61
Editor's Columns	3.60
Calendar of Events	3.56
Industry Handbook/Directory	3.46
Meeting Results	3.43
Meeting Agendas/Schedules	3.31
Irrigation	2.94

DEMOGRAPHICS

10. When browsing the web, do you ever visit www.sugarproducer.com?

Yes	18.52%
No	81.48%

11. Do you ever read the digital, online version of *Sugar Producer* magazine?

Yes	11.11%
No	46.30%
Didn't know there was one	42.59%

12. When browsing the web, what device do you use?

Desktop computer	66.04%
Laptop computer	33.96%
Smart phone	13.21%
iPad or Tablet	9.43%
Don't own a computer	7.55%

BUYING HABITS: TRUCKS / EQUIPMENT

13. What products do you already own?

Sugarbeet Planter	81.82%
Pickup Truck (1/2 or 3/4 ton)	80.00%
Sprayer	78.18%
Sugarbeet Harvester	78.18%
Tandem-Axle Truck	76.36%
Defoliator/Shredder	70.91%
Used Tractor	69.09%
Chemical/Fertilizer Sprayer	67.27%
Semi-Trailer	67.27%
New Tractor	52.73%
Diesel Engine	47.27%
Belted chain	43.64%
Pickup Truck (one ton or above)	38.18%
Bult-bed truck	32.73%
Chemical Injection/Metering Pump	29.09%
Storage Ventilation System	16.36%
Automatic truck tarper	12.73%

14. What products do you plan to purchase within two years?

New Tractor	23.64%
Pickup Truck (1/2 or 3/4 ton)	18.18%
Used Tractor	12.73%
Defoliator/Shredder	10.91%
Pickup Truck (one ton or above)	10.91%
Automatic truck tarper	9.09%
Semi-Trailer	7.27%
Sugarbeet Planter	7.27%
Chemical Injection/Metering Pump	5.45%
Chemical/Fertilizer Sprayer	5.45%
Sugarbeet Harvester	5.45%
Belted chain	3.64%
Bult-bed truck	3.64%
Storage Ventilation System	3.64%
Tandem-Axle Truck	3.64%
Sprayer	1.82%
Diesel Engine	0.00%

BUYING HABITS: IRRIGATION

15. What products do you already own?

Center pivot system	69.57%
Irrigation Pump	65.22%
Handline sprinkler system	56.52%
Portable hand irrigation lines	56.52%
Center pivot system with Chemigation/Fertigation	43.48%
Wheel line irrigation system	43.48%
Surface (gravity flow)	30.43%
Drip irrigation system	21.74%
Moisture Sensors	21.74%

16. What products do you plan to purchase within two years?

Center pivot system	43.47%
Moisture Sensors	17.39%
Drip irrigation system	13.04%
Handline sprinkler system	8.70%
Portable hand irrigation lines	8.70%
Surface (gravity flow)	8.70%
Irrigation Pump	4.35%
Wheel line irrigation system	4.35%

BUYING HABITS: OTHER, MISC.

17. What products do you already own?

ATV Vehicle	91.67%
GPS Guidance system (precision ag)	64.58%
iPad or Tablet Computer	29.17%
Smart Phone	27.08%
Smart Phone farm apps for use in field	18.75%

18. What products do you plan to purchase within two years?

Smart Phone	22.92%
iPad or Tablet Computer	20.83%
Smart Phone farm apps for use in field	20.83%
GPS Guidance system (precision ag)	14.58%
ATV Vehicle	10.42%

CHEMICAL USAGE

19. Which chemicals did you use in 2011?

Herbicide	90.74%
Fungicide	85.19%
Adjuvant / Surfactant	83.33%
Fertilizer - dry	81.48%
Fertilizer - liquid	81.48%
Micronutrients (iron, nitrogen, phosphorus, zinc, etc).	81.48%
Insecticide	74.07%
Pesticides - (Voles, mice, etc).	37.04%
Fertilizer - fertigation applied	25.93%

20. What influences your purchase of ag chemicals?

Grower chemical meetings	85.19%
Ag consultant	72.22%
Chemical fieldmen	66.67%
Neighboring farmer	53.70%
Soil Samples	50.00%
Magazine articles	44.44%
Schools/Trade shows	29.63%
Magazine advertising	24.07%

SUGARBEET GROWER PROBLEMS

21. **DISEASE:** As a sugarbeet grower, rank the severity of each of the following problems. (5 = most severe; 1 = no problem)

Rhizoctonia	4.08
Rhizomania	3.67
Cercospora leaf spot	3.57
Various soil fungi	2.96
Powdery mildew	2.58

22. **PESTS:** As a sugarbeet grower, rank the severity of each of the following problems. (5 = most severe; 1 = no problem)

Cutworms	3.25
Nematodes	3.06
Root Maggots	2.90
Aphids	2.88
Leaf Miners	2.78
Wireworm	2.60
Army worms	2.42
Crown Borer	2.39
Flea beetles	2.36
White grubs	2.24
Web worm	2.10

LIFESTYLE

23. **Which of these activities do you participate in?**

ATV's or Side by Sides	57.69%
Hunting	53.85%
Camping	51.92%
Fishing	46.15%
Boating	44.23%
Snowmobiling	42.31%
Golfing	38.46%
Shooting	34.62%
Physical Fitness / Exercise	28.85%
Skiing	25.00%
Hiking	11.54%
Personal Watercraft	11.54%
Rving	11.54%
Off Road Motorcycling	9.62%
Photography	7.69%
Street Motorcycling	5.77%