

DEMOGRAPHICS

1. Did you plant Roundup-ready sugarbeet seed in 2013?

| | |
|-----|--------|
| Yes | 69.23% |
| No | 30.77% |

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 size of your total farming operation in acres in 2013, owned and/or leased?

| | |
|----------------|-------|
| Less than 500 | 17.1% |
| 500-1000 | 14.6% |
| 1001-5000 | 56.1% |
| More than 5000 | 12.2% |

4. How many acres of sugarbeets did you plant in 2013?

| | |
|----------------|-------|
| 1-99 | 15.4% |
| 100-300 | 20.5% |
| 301-500 | 23.1% |
| 501-1000 | 30.8% |
| 1001-5000 | 10.3% |
| More than 5000 | 0.0% |

5. How long have you grown sugarbeets?

| | |
|-------------------|-------|
| Less than 2 years | 2.4% |
| 2-5 years | 0.0% |
| 6-15 years | 17.1% |
| 16-20 years | 9.8% |
| 21 years or more | 70.7% |

6. Did your family before you grow sugarbeets?

| | |
|-----|-------|
| Yes | 79.5% |
| No | 20.5% |

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

| | |
|----------------------------------|-------|
| Average | 51 |
| Median | 53 |
| Primary manager/operator is male | 97.6% |

8. What was the estimated gross income of your total farming operation in 2013?

| | |
|-------------------------|-------|
| Under \$50,000 | 7.5% |
| \$50,000-\$99,000 | 2.5% |
| \$100,000-\$249,999 | 10.0% |
| \$250,000-\$499,999 | 5.0% |
| \$500,000-\$999,999 | 15.0% |
| \$1,000,000-\$1,999,999 | 27.5% |
| \$2,000,000-\$5,000,000 | 25.0% |
| Over \$5,000,000 | 7.5% |

DEMOGRAPHICS

9. What is your interest level in each of the following topics?

(5 = most severe; 1 = no problem)

| | |
|---------------------------------|-----|
| New Products | 4.2 |
| University Research Reports | 4.2 |
| Chemical Updates | 4.2 |
| Pests/Disease (grower problems) | 4.2 |
| Precision Ag | 4.1 |
| Harvest | 4.1 |
| Planting | 4.1 |
| "Off the Top" - Industry News | 4.1 |
| Seed Treatments | 4.1 |
| Equipment | 3.9 |
| Storage | 3.7 |
| Buyer's Guides | 3.6 |
| Sugarbeet Industry Map | 3.6 |
| Meeting Results | 3.6 |
| Editor's Columns | 3.5 |
| Calendar of Events | 3.5 |
| Industry Handbook/Directory | 3.3 |
| Irrigation | 3.2 |
| Meeting Agendas/Schedules | 3.2 |

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

| | |
|-----|-------|
| Yes | 45.2% |
| No | 54.8% |

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

| | |
|-----|-------|
| Yes | 41.7% |
| No | 58.3% |

12. Do you receive Sweet Science (weekly email newsletter from *Sugar Producer* magazine)?

| | |
|-----|-------|
| Yes | 13.2% |
| No | 86.8% |

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

| | |
|----------------------|-------|
| Desktop computer | 50.0% |
| Laptop computer | 61.9% |
| iPad or Tablet | 54.8% |
| Smart Phone | 59.5% |
| Don't own a computer | 0.0% |

BUYING HABITS: TRUCKS / EQUIPMENT

14. What products do you already own?

| | |
|----------------------------------|-------|
| Pickup Truck (1/2 or 3/4 ton) | 94.1% |
| Used Tractor | 88.2% |
| Defoliator/Shredder | 85.3% |
| Sugarbeet Harvester | 85.3% |
| Tandem-Axle Truck | 82.4% |
| ATV or Side-by-Side UTV | 79.4% |
| Chemical/Fertilizer Sprayer | 79.4% |
| Sprayer | 79.4% |
| Sugarbeet Planter | 79.4% |
| Diesel Engine | 70.6% |
| Semi-Trailer | 64.7% |
| Belted chain | 61.8% |
| New Tractor | 61.8% |
| Bulk-bed truck | 52.9% |
| Pickup Truck (one ton or above) | 50.0% |
| Chemical Injection/Metering Pump | 47.1% |
| Storage Ventilation System | 23.5% |
| Automatic truck tarper | 17.6% |

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

| | |
|----------------------------------|-------|
| Used Tractor | 20.6% |
| New Tractor | 17.6% |
| Pickup Truck (one ton or above) | 17.6% |
| Sugarbeet Planter | 17.6% |
| Automatic truck tarper | 14.7% |
| Belted chain | 14.7% |
| Bulk-bed truck | 14.7% |
| ATV or Side-by-Side UTV | 11.8% |
| Pickup Truck (1/2 or 3/4 ton) | 11.8% |
| Chemical Injection/Metering Pump | 8.8% |
| Defoliator/Shredder | 8.8% |
| Diesel Engine | 8.8% |
| Chemical/Fertilizer Sprayer | 5.9% |
| Semi-Trailer | 5.9% |
| Sprayer | 5.9% |
| Storage Ventilation System | 5.9% |
| Sugarbeet Harvester | 5.9% |
| Tandem-Axle Truck | 2.9% |

BUYING HABITS: IRRIGATION

16. What products do you already own?

| | |
|---|-------|
| Center pivot system | 84.2% |
| Handline sprinkler system | 52.6% |
| Irrigation Pump | 52.6% |
| Center pivot system with Chemigation/Fertigation | 47.4% |
| Surface (gravity flow) | 42.1% |
| Portable hand irrigation lines | 36.8% |
| Wheel line irrigation system | 36.8% |
| Moisture Sensors | 26.3% |
| Drip irrigation system | 0.0% |

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

| | |
|---|-------|
| Center pivot system with Chemigation/Fertigation | 21.1% |
| Moisture Sensors | 21.1% |
| Center pivot system | 10.5% |
| Drip irrigation system | 5.3% |
| Irrigation Pump | 5.3% |
| Wheel line irrigation system | 5.3% |
| Handline sprinkler system | 0.0% |
| Portable hand irrigation lines | 0.0% |
| Surface (gravity flow) | 0.0% |

BUYING HABITS: TECHNOLOGY, PRECISION AG

18. What products do you already own?

| | |
|--|-------|
| Precision Guided Tractor | 85.3% |
| Farm Management Computer Software | 67.6% |
| Smart Phone Farm Apps for Use in Field | 58.8% |
| Precision Guide Sprayer | 52.9% |
| Precision Guided Harvester | 47.1% |
| Precision Irrigation | 20.6% |

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

| | |
|--|-------|
| Smart Phone Farm Apps for Use in Field | 29.4% |
| Farm Management Computer Software | 17.6% |
| Precision Guided Tractor | 11.8% |
| Precision Irrigation | 5.9% |
| Precision Guide Sprayer | 5.9% |
| Precision Guided Harvester | 2.9% |

CHEMICAL USAGE

20. Which chemicals did you use in 2013?

| | |
|--|-------|
| Fertilizer - dry | 93.9% |
| Herbicide | 93.9% |
| Fertilizer - liquid | 90.9% |
| Insecticide | 90.9% |
| Adjuvant/Surfactant | 87.9% |
| Pesticides - (voles, mice, etc) | 87.9% |
| Fungicide | 84.8% |
| Micronutrients (iron, nitrogen, phosphorus, zinc, etc) | 81.8% |
| Fertilizer - fertigation applied | 24.2% |

21. What influences your purchase of ag chemicals?

| | |
|--------------------------|-------|
| Ag consultant | 79.4% |
| Grower chemical meetings | 76.5% |
| Chemical fieldmen | 76.5% |
| Soil samples | 61.8% |
| Magazine articles | 52.9% |
| Neighboring farmer | 50.0% |
| Schools/Trade shows | 44.1% |
| Magazine advertising | 29.4% |

SUGARBEET GROWER PROBLEMS

22. DISEASE: As a sugarbeet grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

| | |
|----------------------|-----|
| Rhizoctonia | 4.1 |
| Rhizomania | 3.4 |
| Cercospora leaf spot | 3.1 |
| Various soil fungi | 2.7 |
| Powdery mildew | 2.7 |
| Curly Top | 2.5 |

23. PESTS: As a sugarbeet grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

| | |
|---------------|------|
| Root Aphids | 3.29 |
| Nematodes | 3.10 |
| Cutworms | 3.06 |
| Root Maggots | 3.00 |
| Wireworm | 2.88 |
| Leaf Miners | 2.81 |
| Spider Mites | 2.81 |
| Foliar Aphids | 2.43 |
| Flea Beetles | 2.40 |
| Army Worms | 2.38 |
| White Grubs | 2.21 |
| Crown Borer | 2.21 |
| Web Worm | 2.14 |

SUGARBEET GROWER PROBLEMS

24. WEEDS: As a sugarbeet grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

| | |
|-----------------------------|-----|
| Common Lambsquarters | 4.1 |
| Kochia | 3.9 |
| Redroot Pigweed | 3.8 |
| Canada Thistle | 3.2 |
| Hairy Nightshade | 3.0 |
| Field Bindweed | 3.0 |
| Russian Thistle | 2.8 |
| Common Mallow | 2.6 |
| Barn Yardgrass (Watergrass) | 2.4 |
| Green Foxtail | 2.4 |
| Quackgrass | 2.3 |
| Annual Sowthistle | 2.2 |
| Yellow Nutsedge | 2.1 |

LIFESTYLE

25. Which of these activities do you participate in?

| | |
|-----------------------------|-------|
| ATV's or Side by Sides | 60.6% |
| Boating | 57.6% |
| Fishing | 54.5% |
| Hunting | 51.5% |
| Golfing | 48.5% |
| Camping | 45.5% |
| Snowmobiling | 42.4% |
| Physical Fitness / Exercise | 36.4% |
| Shooting | 36.4% |
| Skiing | 27.3% |
| Hiking | 18.2% |
| Photography | 18.2% |
| Street Motorcycling | 18.2% |
| Off Road Motorcycling | 15.2% |
| Personal Watercraft | 9.1% |
| Rving | 9.1% |
| Houseboating | 6.1% |