

POTATO GROWER

208-542-2213
potatogrower.com

Potato Grower Magazine Reader Survey May, 2010

16.6% Direct Mail Response

1. Rate the potato magazines you receive. 5 = Excellent; 0 = Poor

Potato Grower Magazine	4.27
Spudman	4.06
Potato Country	3.76
Valley Potato Grower	3.56
The Badger Common Tator	3.55

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

5 = Extremely Interested; 3 = Neutral; 0 = Not At All Interested

Pests/Disease (grower problems)	4.32
University Research Reports	4.08
Equipment	4.07
Chemical Updates	4.04
Grower Features	3.99
Seasonal Production	3.98
Seed Treatments	3.98
Industry News	3.95
Irrigation	3.68
Potato Industry Map	3.63
From the Field by Tyler Baum	3.59
Industry Handbook	3.59
Around the Vine	3.36
Calendar	3.33
Meeting Results	3.25
Meeting Agendas/Schedules	3.21

3. Please indicate the size of your total farming operation in acres in 2009, owned and/or leased:

Less than 500	38.26%
500-1000	26.09%
1001-5000	29.57%
More than 5000	6.09%

4. Please indicate the approximate number of acres planted in 2009 of Potatoes.

1-99	28.07%
100-300	30.70%
301-500	14.04%
501-1000	14.91%
1001-5000	5.26%
More than 5000	0.88%
Did not plant	6.14%

5. How long have you grown potatoes?

Less than 2 years	4.39%
2-5 years	12.28%
6-15 years	21.05%
16-20 years	7.89%
21 years or more	54.39%

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6. Did your family before you grow potatoes?

Yes	71.30%
No	28.70%

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

17-23	2.73%
24-33	13.64%
34-43	14.55%
44-53	26.36%
54-63	27.27%
64 & Over	15.45%

8. Please indicate the estimated gross income of your total farming operation in 2009

Under \$50,000	18.69%
\$50,000-\$99,000	2.80%
\$100,000-\$249,999	13.08%
\$250,000-\$499,999	9.35%
\$500,000-\$999,999	20.56%
\$1,000,000-\$1,999,999	18.69%
\$2,000,000-\$5,000,000	9.35%
Over \$5,000,000	7.48%

9. Which items will you purchase in the next two years?

Pickup Truck	47.13%
New Tractor	37.93%
Center pivot system	33.33%
Used Tractor	33.33%
ATV vehicle	27.59%
Tandem-axle truck	25.29%
Chemical injection/metering pump	22.99%
1-ton truck	16.09%
Combination truck bed	14.94%
Precision Ag - Tractor	14.94%
Irrigation pump	12.64%
Diesel Engine	10.34%
Moisture sensors	10.34%
Precision Ag - Harvester	10.34%
Storage Ventilation System	10.34%
Drip irrigation system	9.20%
Semi-trailer	9.20%
Precision Ag - Sprayer	8.05%
Other	8.05%
Chemical/fertilizer sprayer	6.90%
2-ton truck	5.75%
Automatic truck tarper	5.75%
Hydraulic sprayer	4.60%
Wheel line System	3.45%
Handline sprinkler system	1.15%
Precision Ag - Irrigation	1.15%

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10. What type of irrigation system do you own?

Center pivot	68.29%
Portable hand lines	40.24%
Wheel line	34.15%
Surface (gravity flow)	14.63%
Drip	14.63%

11. Do you use chemigation/fertigation with your irrigation system?

Yes	41.75%
No	58.25%

12. Will you install new or upgrade your irrigation system within the next two years?

Yes	47.62%
No	52.38%

13. How many acres do you sprinkle-irrigate?

Less than 500	51.69%
501-1000	16.85%
1001-5000	26.97%
More than 5000	4.49%

14. Did you use a Fungicide on your 2009 potato crop?

Yes	78.22%
No	21.78%

15. What was Fungicide used for:

Early blight	76.24%
Late blight	66.34%
Rhizoctonia	48.51%
Fusarium dry rot	30.69%
Pink rot	30.69%
White mold	27.72%
Verticillium wilt	21.78%
Soft Rot	19.80%
Bacterial ring rot	10.89%
Common scab	8.91%
Powdery mildew	6.93%
PLRV	5.94%
Powdery scab	5.94%
PVY	5.94%
Other	3.96%

16. In what form did you apply fertilizer on your 2009 crop?

Dry	89.62%
Liquid	45.28%
Fertigation	29.25%

17. Did you use a spray adjuvant (spreader-sticker) in 2009?

Yes	78.70%
No	21.30%

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18. Regarding your use of micronutrients or trace elements such as zinc, boron, manganese, iron, etc.

I apply them singly or in combinations specifically prescribed by a soil analysis:	65.74%
I do not apply them:	23.15%
I apply them singly or in combination without specific soil analysis	11.11%

19. What influences your purchase of Ag chemicals:

Grower chemical meetings	61.68%
Ag consultant	58.88%
Chemical fieldmen	57.94%
Magazine articles	45.79%
Neighboring farmer	33.64%
Schools/Trade shows	29.91%
Magazine advertising	21.50%
Other	4.67%

20. As a potato grower, rank the severity of each of the following pest problems. 5 = Most severe; 1 = no problem

Beetles	3.52
Aphids	3.42
Leaf Hoppers	2.95
Wireworm	2.80
Nematodes	2.76
Other	2.32
Tuberworm	2.27
Caterpillars	2.16
Spider Mites	2.08

21. What Ag websites do you frequent?

3 = Use Often; 1 = Never Use

Potato Grower	1.75
United Potato Growers of America	1.73
Member Association Websites	1.59
AG Weekly	1.53
USPB	1.53
Federal Govt. USDA	1.52
Potato Expo	1.50
United Grower Organizations	1.49
Local Government	1.44
NPC	1.41
PAA	1.28