

How Many Farmers Are Buying Inputs Online And Where?

Margy Eckelkamp November 1, 2019 06:00 PM

In mid-October 2019, Farm Journal conducted its second Crop Input Purchase Behavior Study. The survey targeted farmers with 500+ acres of corn and received 387 responses from 36 states.

Are you involved in the purchasing of crop inputs for your farming
operation?
Vos

Yes

97%

No

3%

Do you currently buy any of your crop inputs online?

Yes

11%

No

89%

For the 2020 crop, do you plan on buying any inputs online?

Current online purchasers + plan to purchase in 2020

Yes

15%

No

85%

Who is your online retailer?

Farm Business Network (FBN)	
	30%
Farm Trade	
	26%
AgChemical	
	12%
CommoditAg	
	12%
Adjuvants Direct	
	9%
Nutrien's Open Platform Digital Portal	
	9%
Other, please specify	
	9%
AgVend	
	7%
Ebay	
	5%
Extreme Ag	001
	2%
Feed store	00/
	2%
Hefty Brothers	00/
A .	2%
Agview	00/
Manathan Cand	2%
Marathon Feed	20/
	2%