



How Many Farmers Are Buying Inputs Online And Where?

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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?

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?

