

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

Published seven times a year, **FEED & GRAIN** reaches 15,700 individuals involved in the feed, grain and allied grain processing marketplace. Known as the "operator's manual for the feed and grain industry", editorial coverage consists of facility profiles, operations management, industry trends, regulations, equipment selection, application and maintenance, as well as industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including a digital edition, mobile site and the industry's most comprehensive Online Buyer's Guide.

### FIELD SERVED

**FEED & GRAIN** serves grain elevators (country or terminal), feed mixer/dealers, feed/premix manufacturers, manufacturers of livestock/poultry feed for own use, pet food manufacturers, distributors/brokers of feed or animal health additives/ingredients, millwrights, plant builders and/or designers, biofuel producers, soybean/corn/seed or peanut processors, rice or flour mills, breweries or distilleries, aquaculture and others allied to the field served.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and general administration; mill/plant/elevator operations management; nutrition, research and development, sales and/or marketing and related personnel in the field served.

## CHANNELS

### FEED & GRAIN MAGAZINE



3 issues in the period  
 15,720 average circulation

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>FEED &amp; GRAIN MAGAZINE</b> (3 issues in the period)	15,720	-	15,720

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	451
Allocated for Trade Shows and Conventions	333
All Other	308
<b>TOTAL</b>	<b>1,094</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,720	100.0	15,720	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,720</b>	<b>100.0</b>	<b>15,720</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
January	15,760
February/March	15,700
April/May	15,700

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020**  
 This issue is 0.2% or 30 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Title			
			Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)
<b>GRAIN/FEED BUSINESSES</b>						
Grain Elevator (Country or Terminal) (Note 5)	4,450	28.3	1,943	2,154	23	330
BOTH Grain Elevator and Feed Mixer/Dealer	1,349	8.6	710	454	22	163
Feed Mixer/Dealer (Note 6)	4,958	31.6	3,183	1,253	31	491
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,354	8.6	772	422	39	121
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,024	6.5	714	226	27	57
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,048	6.7	616	131	26	275
<b>CONTRACTORS/ENGINEERS</b>						
Millwright	303	1.9	222	41	2	38
Plant Builder and/or Designer	267	1.7	143	42	11	71
<b>PROCESSORS</b>						
Soybean or Corn Processor	260	1.6	146	74	7	33
Seed or Peanut Processor	167	1.1	92	37	6	32
Rice or Flour Mill (Note 10)	119	0.8	70	39	4	6
Brewery or Distillery (Note 11)	57	0.4	36	13	4	4
<b>ALLIED BUSINESSES</b>						
Aquaculture	282	1.8	171	68	11	32
Biofuel Producer	62	0.4	30	18	2	12
Other	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>8,848</b>	<b>4,972</b>	<b>215</b>	<b>1,665</b>
<b>PERCENT</b>	<b>100.0</b>		<b>56.3</b>	<b>31.7</b>	<b>1.4</b>	<b>10.6</b>

Note 1: Corporate and General Administration (Includes president, owner, CEO, CFO, general manager, vice president and related personnel).  
 Note 2: Mill, Plant or Elevator Operations Management (Includes director, manager, supervisor and related personnel.)  
 Note 3: Nutrition, Research and Development (Includes nutritionist, quality control manager, R&D manager, technician, veterinarian and related personnel.)  
 Note 4: Sales and/or Marketing (Includes sales and/or marketing vice president/director/manager and related personnel.)  
 Note 5: Includes Crop Preparation Services.  
 Note 6: Includes Farm Supplies.  
 Note 7: Includes Feed/Premix Manufacturer Selling to Others.  
 Note 8: Includes Beef Cattle Feedlots, Hogs, Poultry Hatcheries, Poultry and Eggs, General Livestock, Sheep and Goats, Turkey and Turkey Eggs.  
 Note 9: Also includes Manufacturers.  
 Note 10: Includes Flour and Other Grain Mill Products.  
 Note 11: Includes Malt and Malt By-Products.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,770	3,964	-	11,734	74.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,966	-	-	3,966	25.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,736</b>	<b>3,964</b>	<b>-</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.8</b>	<b>25.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,700	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	15,712	15,683	15,760	15,700	15,712	15,720
Qualified Non-Paid:	15,712	15,683	15,760	15,700	15,712	15,720
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	39		Kentucky	266	
New Hampshire	23		Tennessee	254	
Vermont	28		Alabama	232	
Massachusetts	54		Mississippi	187	
Rhode Island	6		<b>EAST SO. CENTRAL</b>	<b>939</b>	<b>6.0</b>
Connecticut	41		Arkansas	279	
<b>NEW ENGLAND</b>	<b>191</b>	<b>1.2</b>	Louisiana	198	
New York	253		Oklahoma	374	
New Jersey	71		Texas	1,080	
Pennsylvania	401		<b>WEST SO. CENTRAL</b>	<b>1,931</b>	<b>12.3</b>
<b>MIDDLE ATLANTIC</b>	<b>725</b>	<b>4.6</b>	Montana	194	
Ohio	638		Idaho	142	
Indiana	494		Wyoming	66	
Illinois	975		Colorado	301	
Michigan	356		New Mexico	68	
Wisconsin	506		Arizona	103	
<b>EAST NO. CENTRAL</b>	<b>2,969</b>	<b>18.9</b>	Utah	77	
Minnesota	868		Nevada	32	
Iowa	1,178		<b>MOUNTAIN</b>	<b>983</b>	<b>6.3</b>
Missouri	619		Alaska	15	
North Dakota	480		Washington	294	
South Dakota	455		Oregon	159	
Nebraska	709		California	577	
Kansas	943		Hawaii	19	
<b>WEST NO. CENTRAL</b>	<b>5,252</b>	<b>33.4</b>	<b>PACIFIC</b>	<b>1,064</b>	<b>6.8</b>
Delaware	30		<b>UNITED STATES</b>	<b>15,698</b>	<b>100.0</b>
Maryland	107		U.S. Territories	2	
Washington, DC	2		Canada	-	
Virginia	207		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	354		APO/FPO	-	
South Carolina	178				
Georgia	385				
Florida	314				
<b>SOUTH ATLANTIC</b>	<b>1,644</b>	<b>10.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 3,966 copies or 25.3%, including Info USA.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Arlette Sambs, Publisher

Marie Escobar, Production & Audience Coordinator

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 14, 2020
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 14, 2020
Type	BJ
ID Number	F020B0J0

**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.