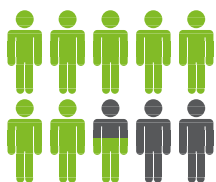


FARM RADIO IS ON

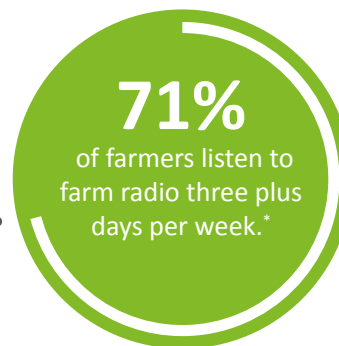


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THE MORE DAYS PER WEEK a listener tunes in to farm radio, **THE MORE MINUTES PER DAY** they listen.



▶ **76%** of farm radio listeners are operation decision makers.



YOUNGER FARMERS are active farm radio listeners.

