

# Letting our readers talk to you directly

**Reader comments, October 2006:**

**AgFax: Midsouth Cotton**

**AgFax: Southeast Cotton**

From Owen Taylor, Editor

[owen@agfax.com](mailto:owen@agfax.com)

888.327.6329 (Fax: 601.992.3503)

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**Rick Bransford, Lonoke, Ark.**

Owner and Operator (Grower), Receives: Midsouth Cotton

**Comments:** "Your information comes from other consultants and agricultural professionals, and it's good to have a wide source of facts."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
  - Your reports provide information I normally don't find anyplace else.
  - Your reports provide information I need before it shows up in other publications.
- 

**Cecil Brooking, Ferriday, La.**

Producer and Consultant

Receives Midsouth Cotton and Southern Grain

**Comments:** "Electronic transmissions are much friendlier and convenient than any other type of messaging. Keep it coming."

**Statements that apply:**

- Your reports are my main source of crop-related information during the production season.
  - Your reports provide information I need before it shows up in other publications.
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.....  
"Information contained in your reports helps us get it right the first time, not the 2nd or 3rd."  
.....

**Wes Briggs  
Consultant  
Bainbridge, Ga.**  
.....

**Wes Briggs, Bainbridge, Ga.**

Independent Crop Consultant

Receives: Midsouth Cotton, Southeast Cotton, PeanutFax

**Comments:** "Your reports contain current information from other consultants and industry leaders that are on the ground addressing problems then and there. This information helps my growers be more profitable, which helps all of us say in business.

"How? Information contained in your reports helps us get it right the first time, not the 2nd or 3rd. Somebody, somewhere in your report has had the same problem. AgFax is the only report I know of that contains pertinent information from Extension, Crop Consultants, and Companies that I give merit to during the growing season. And I can go to one web site and get all the information I need – and fast."

**Statements that apply:**

- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

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**Danny Dunigan, Caraway, Ark.**

Cotton Consultant  
Receives Midsouth Cotton

**Comments:** "Your report is to the point and covers all the areas."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
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- Your reports provide information I need before it shows up in other publications.

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**Keith Evans, Nashville, N.C.**

Farmer  
Receives: Midsouth Cotton, Southeast Cotton

**Comments:** "With your reports I can get a look at how other farmers are battling the weather and how their crops are making it compared to mine."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.

.....  
"The info I get from you is current, not 2 or 3 weeks old."

**Mike Edwards  
Consultant  
Water Valley,  
Miss.**

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**Mike Edwards, Water Valley, Miss.**

Consultant  
Receive Midsouth Cotton, Southern Grain

**Comments:** "The info I get from you is current, not 2 or 3 weeks old. Your reports help to reinforce our techniques, strategies and the recommendations we give to our growers. Another important aspect to your reports is that they provide a small measure of stress relief by seeing in print that we aren't the only ones being inundated by pests and weather extremes. Thanks for all you do and thanks to the sponsors for allowing you to provide this valuable service."

.....  
**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural

publications I will take time to read.

- Your reports are my main source of crop-related information during the production season.
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  - Your reports provide information I need before it shows up in other publications.
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### Kevin Deal, Statesboro, Ga.

Farmer

Receives Southeast Cotton, PeanutFax, Southern Grain

#### Statements that apply:

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
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  - Your reports are the main reason I check my email during the busiest part of the season.
  - Your reports provide information I normally don't find anyplace else.
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.....  
"These reports are a link to network with each other in a timely fashion."  
.....

**R. Clay Cook  
Consultant  
Tanner, Ala.**  
.....

### R. Clay Cook, Tanner, Ala.

Consultant

Receives: Midsouth Cotton, Southeast Cotton, Southern Grain

**Comments:** "Your newsletters provide compact, summarized reports from colleagues in the Field. I can't talk to all of them on the phone all the time during my rotations. These reports are a link to network with each other in a timely fashion."

#### Statements that apply:

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
  - Your reports are the main reason I check my email during the busiest part of the season.
- 

### Wade Castleberry, Marmaduke, Ark.

General Manager, Delta Cotton

Receives: Midsouth Cotton, Southeast Cotton, RiceFax, Southern Grain

#### Statements that apply:

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

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**Julian Cosby, Smithville, Ga.**

Farmer

Receives: PeanutFax, Midsouth Cotton, Southeast Cotton, Southern Grain

**Comments:** "Your reports provide timely, accurate information that's to the point."

**Statements that apply:**

- Your reports provide information I need before it shows up in other publications.
- 

**Marilyn Atwill, Deering, Mo.**

Cotton Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "As I live in the northern cotton belt, it is very helpful to know what is going on south of me (especially the insect pressure). Your report provides an indication of what to expect."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
  - Your reports are my main source of crop-related information during the production season.
  - Your reports provide information I need before it shows up in other publications.
- 

.....  
"I strongly recommend these reports to my farmer friends."

**Hugh Arant  
Farmer  
Ruleville, Miss.**

**Hugh Arant, Ruleville, Miss.**

Farmer

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Even though I am not a cotton farmer, I still take the time to read the cotton reports. My reasoning is that the insects that are infesting cotton usually do the same in soybeans, corn and rice. The entomology reports actually give us a heads up on what could be happening in our other fields. I strongly recommend these reports to my farmer friends."

.....  
**Statements that apply:**

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- Your reports are my main source of crop-related information during the production season.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

.....  
"It is the most  
up-to-date infor-  
mation that we  
on the farm level  
have."

**Billy Black**  
**Farmer, Dealer**  
**Preston, Ga.**  
.....

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**Billy Black, Preston, Ga.**  
Farmer, Farm Service Operator  
Receives: PeanutFax, Southeast Cotton

**Comments:** "I really like the truthful and unbiased information. It is reported by individuals in their industry that should be as well informed as anyone in the business. It is the most up-to-date information that we on the farm level have. Please keep up the good work!"

**Statements that apply:**

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- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

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**Phil Gurley, Kennett, Mo.**  
Consultant  
Receives: Midsouth Cotton, RiceFax

**Comments:** "Your reports allow me to quickly find out what is going on in other parts of the cotton belt. I can check the email anytime instead of calling someone – who is also busy like I am – for the information."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.

.....  
"Your reports are  
timely and pre-  
cise. Keep them  
coming."

**George Sutton**  
**Farmer**  
**Ideal, Ga.**  
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**Gordon Sutton, Ideal, Ga.**  
Farmer  
Receives: PeanutFax, Midsouth Cotton, Southeast Cotton

**Comments:** "Your reports are timely and precise. Keep them coming."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
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- Your reports provide information I need before it shows up in other publications.

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**Perry Galloway, Augusta, Ark.**

Producer/Aerial Applicator/CCA

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "I find the consultant reports helpful. I use them as an insight into my own consulting and scouting. When there is a lot of activity in the fields, I wish it would come out more than once a week. I really look forward to the reports coming out on Tuesday and Wednesday. I have other producer friends who feel the same way because we talk about what comes out on AgFax."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports provide information I normally don't find anyplace else.

.....  
"AgFax provides the absolute most TIMELY INFORMATION, from people in the FIELDS, where it REALLY HAPPENS."

**Carl Hobbs  
Consultant  
Ashburn, Ga.**  
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**Carl Hobbs, Ashburn, Ga.**

Consultant

Receives: PeanutFax, Midsouth Cotton, Southeast Cotton, RiceFax

**Comments:** "AgFax provides the absolute most TIMELY INFORMATION, from people in the FIELDS, where it REALLY HAPPENS. The value of this information is that it is only one to five days old, not seven to 30 days as other ag publications. I only wish the Southeast cotton could be a little more area specific, as NC-VA conditions have less in common with GA-FL-AL, but this is no big deal."

**Statements that apply:**

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- Your reports provide information I need before it shows up in other publications.

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**John Starnes, Carraway, Ark.**

Farmer

Receives: Midsouth Cotton

**Comments:** "Your reports are arranged so that I can read what applies to my local area."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports provide information I normally don't find anyplace else.

.....  
"I talk to growers all the time who read your reports."  
.....

**Scott Holder**  
**Dealer**  
**Cleveland, Miss.**  
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**Scott Holder, Cleveland, Miss.**

Dealer

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Your reports are timely. Also, I can read them at 6 a.m. in the morning when I get to the office. They are really informative. I talk to growers all the time who read your reports."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
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  - Your reports provide information I need before it shows up in other publications.
- 

**Sam Hill, Tallulah, La.**

Farmer and Manager of Retail Outlet

Receive: Midsouth Cotton, Southern Grain

**Comments:** "Your reports cover conditions over a broad area. The e-mail is to the point, short and sweet."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
  - Your reports provide information I normally don't find anyplace else.
- 

**Wendell Minson, Dexter, Mo.**

Consultant

Receive: Midsouth Cotton, RiceFax

**Comments:** "Your reports are short and to the point. I don't have a lot of time to spend reading in the busy part of the summer."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.

.....  
"This is the one publication I count on, period. Most of the others are too vague or have info that really is not battlefield material."

**David Hydrick  
Consultant  
Jonesboro, Ark.**  
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**David Hydrick, Jonesboro, Ark.**

Consultant

Receives: Midsouth Cotton, Southeast Cotton, RiceFax, Southern Grain

**Comments:** "Your newsletters are the only place I can go to learn how all my comrades are doing throughout the belt. It's a small industry, and we know most everyone. Your reports give me the most up-to-the-minute updates on crop and pest conditions throughout the Mid-South. It alerts us to keep a closer eye on things that maybe will be a problem for me in a week or so. I can learn a lot of this talking on the phone to other consultants but who has the time? This is the one publication I count on, period. Most of the others are too vague or have info that really is not battlefield material. Keep up the good work!"

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
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.....  
"Timely info on a weekly basis that has an influence on my crop production decisions."

**Bill Pllum  
Consultant  
Clarksdale, Miss.**  
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**Bill Pllum, Clarksdale, Miss.**

Consultant

Receive: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "You provide timely info on a weekly basis that has an influence on my crop production decisions."

**Statements that apply:**

- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.

.....  
"I like the fact the fact that I can see a snapshot of the state of Louisiana and my own region of northeast Louisiana and southern Arkansas all on one page."

**Ashley Peters  
Dealer Consultant  
Lake Providence,  
La.**  
.....

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**Ashley Peters, Lake Providence, La.**

Dealer Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "I like the fact the fact that I can see a snapshot of the state of Louisiana and my own region of northeast Louisiana and southern Arkansas all on one page."

**Statements that apply:**

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**Mark A. Marion, Consultant/Plant Pathologist**

Deltona, Fla.

Receives: PeanutFax, Midsouth Cotton, Southeast Cotton, Southern Grain

**Comments:** "The reports provide a diverse account of what is taking place in the field. Obviously, diversity is found in the individual locations from which the report is compiled. However, the various occupations held by the individuals whom contribute to the reports make it possible to provide a dynamic view of current crop conditions. Both forms of diversity assist in the accuracy of the report. Accuracy is cost-efficient and vital in present day crop management. I hope you will continue to provide the quality of reports as you have for so many years. Keep up the great work!"

**Statements that apply:**

- Your reports are my main source of crop-related information during the production season.

.....  
"Overall, it's the best in the business!"

**Ted Higginbottom  
Farmer  
Seminole, Texas**  
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**Ted Higginbottom, Seminole, Texas**

Farmer

Receives: Midsouth Cotton, Southeast Cotton, PeanutFax

**Comments:** "You give me timely information about other production areas. Other publications report the ag news but it is outdated by the time I receive it in the mail. Your news helps me make decisions on everything from what chemicals to use all the way to marketing my crops. Overall, it's the best in the business!"

**Statements that apply:**

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  - Your reports are my main source of crop-related information during the production season.
  - Your reports provide information I normally don't find anyplace else.
-

.....  
"These reports provide a great balance of good commercial information with the down to earth data that is needed to assist me to communicate on an effective level with my clients."

**John Wood  
Consultant  
Advance, Mo.  
Queensland, Aust.**  
.....

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**John Wood, Advance, Mo., and Queensland, Australia**  
Agricultural Consultant  
Receive: Midsouth Cotton, Southeast Cotton

**Comments:** "The newsletters contain reports from people like Dr. Bill Robertson, University of Arkansas. His reports are factual, concise and always full of interest. Other contributors also have valuable information, and they cover such a wide and diverse region of the cotton growing region. That makes these publication so unique. It is a one-stop window for me and the only publication worth looking at."

"As an international cotton consultant from Australia who has spent the past 5 years working in America and China in the cotton industry, let me say that it is so important to get factual information. These reports provide a great balance of good commercial information with the down to earth data that is needed to assist me to communicate on an effective level with my clients in America. Australia and China do not have this kind of publication with totally unbiased information. That is why I depend on this service."

**Statements that apply:**

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- Your reports provide information I need before it shows up in other publications.

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"I think it makes me a better manager."

**Danny Murphy  
Farmer  
Madison, Miss.**  
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**Danny Murphy, Madison, Miss.**  
Farmer  
Receives: Midsouth Cotton, Southern Grain

**Comments:** "I really enjoy reading your Midsouth Cotton Report. It has a concise, easy-to-read format. The information is always timely because of the weekly schedule, and the newsletter provides the most information of any publication I receive. I think it makes me a better manager and a better prepared manager reading about what's happening with other grower's crops across the Mid-South. By learning about other growing conditions and, hopefully, solutions, I am able to anticipate things that might affect my crop."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports provide information I need before it shows up in other publications.

.....  
"Your reports  
– whether in cotton or soybeans  
– are one of our primary information sources for crop updates throughout the season."

**Chris Mitchell**  
**Producer**  
**Clay, Ky.**

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**Chris Mitchell, Clay, Ky.**

Producer

Receives: Midsouth Cotton, Southern Grain

**Comments:** "Being in Kentucky, we don't receive a lot of cotton information from any other source. Your reports – whether in cotton or soybeans – are one of our primary information sources for crop updates throughout the season."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
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**Joe Townsend, Coahoma, Miss.**

Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "It is good to know what others are doing and seeing in terms of weeds, pests, weather, crop conditions, etc."

**Statements that apply:**

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- Your reports are the main reason I check my email during the busiest part of the season.
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**Billy McLawhorn, Cove City, N.C.**

Consultant

Receives: Southeast Cotton, Southern Grain

**Comments:** "The information provided is timely, pertinent and easy to access. I like the fact that I can scan headlines, then go to some really valuable links if I need to and have time to seek more information. Information from other consultants, university specialists and suppliers is all critical. I have often read a comment from a specialist or consultant in the southeast and followed up with a phone call. Sometimes, we get insights into problems that may be developing or ideas about managing our current situation. Much of the same information (Extension links and related content) is available from other

sources, but when I am extremely busy during the growing season, I would not be able to find the time to track it down. I generally read the report soon after it is posted.”

**Statements that apply:**

- Your reports provide information I normally don't find anyplace else.
  - Your reports provide information I need before it shows up in other publications.
- 

.....  
“Your information is much more timely than from other sources. Most other reports are ‘after the fact.’”

**Herbert Jones  
Consultant  
Leland, Miss.**  
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**Herbert Jones, Leland, Miss.**

Entomological Consultant  
Receives: Midsouth Cotton

**Comments:** “Your information is much more timely than from other sources. Most other reports are ‘after the fact’. The people interviewed in your reports vary from week to week and reports, I do not feel like their comments are slanted.” Regarding suggested changes: “No need to change a winner!”

**Statements that apply:**

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- 

.....  
“Continue the work that you have been doing. It is very helpful to the consulting industry.”

**Robert Wells  
Consultant  
Monticello, Ark.**  
.....

**Robert Wells, Monticello, Ark.**

Consultant  
Receive: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** “Your reports allows me to know what is going on in adjacent areas so that I can anticipate what I will most likely be encountering in the upcoming days. Continue the work that you have been doing. It is very helpful to the consulting industry. We don't express appreciation for the job that you do enough. Thanks!”

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports provide information I need before it shows up in other publications.

.....  
"I would like to see comments from cotton and peanut specialists at least twice a week instead of once a week."

**Steve McAlhany**  
Farmer  
Branchville, S.C.  
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### Steve McAlhany, Branchville, S.C.

Farmer

Receives: PeanutFax, Midsouth Cotton, Southeast Cotton

**Comments:** "I like hearing about how weather affects the crop conditions in differing parts of the United States. Also, gathering information about insect pressure helps as I try to control any insect problems that I may have. I would like to see comments from cotton and peanut specialists at least twice a week instead of once a week."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
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### Raymond Peavy, Cuthbert, Ga.

Farmer

Receives: Southeast Cotton, PeanutFax

**Comments:** "No matter how busy I am, I will look at about 4 web pages every day concerning markets and weather. Yours is one that I look at every day. It is informative, and the content is relevant to my operation. I enjoy your web site and the work you put in it. I would hate to know I didn't have it to read."

**Statements that apply:**

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- Your reports provide information I need before it shows up in other publications.

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**Tye Tindall, Duck Hill, Miss.**

Owner-Operator (Grower)

Receives: Midsouth Cotton, Southeast Cotton

**Comments:** "Your newsletter report gives me a timely, concise report on situations that apply directly to my crop."

**Statements that apply:**

- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

.....  
"AgFax reports are focused on the crops I grow in the Midsouth. Most of the other ag websites have a Midwestern farmer orientation."

**Richard Jameson  
Farmer  
Brownsville, Tenn.**

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**Richard Jameson, Brownsville, Tenn.**

Owner/Operator (Grower)

Receives: Midsouth Cotton, Southern Grain

**Comments:** "AgFax reports are focused on the crops I grow in the Midsouth. Most of the other ag websites have a Midwestern farmer orientation. Even though I farm in west Tennessee, I enjoy reading articles from LSU, Mississippi State, the University of Arkansas, et al. Their reports discuss the crops I grow and how they are producing them in those states. From these articles, I have had e-mail correspondence with Extension personnel throughout the Midsouth that have aided me greatly in my farming operation."

**Statements that apply:**

- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.

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**Andrew Wargo III, Watson, Ark**

Farm Manager

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Your reports are concise, accurate and timely. Keep up the good work."

**Statements that apply:**

- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

.....  
"Your South-  
east cotton and  
peanut reports  
are the main  
ag publications  
that I have time  
to read each  
week."

**Mark Mitchell**  
**Consultant**  
**Bainbridge, Ga.**  
.....

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**Mark Mitchell, Bainbridge, Ga.**

Private Ag Consultant

Receives: PeanutFax, Southeast Cotton

**Comments:** "Your Southeast cotton and peanut reports are the main ag publications that I have time to read each week. These reports allow me to learn about what is going on in these crops in my area, as well as, in other areas of the Southeast. I appreciate the sponsorship that FMC and Nichino provide. I definitely remember this sponsorship when making my recommendations to my growers."

**Statements that apply:**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

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**Clay Adcock, Holly Bluff, Miss.**

Grower

Receives: Midsouth Cotton

**Comments:** "I check the weather through my computer every morning, and I like reading your email at that time. What I really like is the local news, i.e. Mississippi. You've done a good job of keeping us informed. I farm sweet potatoes also and would love to get any info along that line. Keep up the good work."

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**Brett Dixon, Cleveland, Miss.**

Dealer Rep

Receives Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Your reports provide good, timely information that gives us a regional snapshot of the current situation in our major crops."

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**Ty Edwards, Water Valley, Miss.**

Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "I enjoy reading your reports for several reasons. One, they reassure me that I am doing all that I can be doing if things are going right. Two, they let me know of things I could do better. Three, they alert me about pest outbreaks that I can look for in the future, Lepidoptera to be specific. I can also gain knowledge from research done through extension and other university personnel who have done and seen the data first-hand, as well as gain insight into new technologies."

.....  
"Your reports provide information that is concise, accurate, from the field and retrieved from people on the front line. Most people in the field read your reports every week, based on comments I hear."

**Charles Denver  
Consultant  
Watson, Ark.**  
.....

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**Charles Denver, Watson, Ark.**

Consultant

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Your reports provide information that is concise, accurate, from the field and retrieved from the people who are on the 'front line'. The reports represent thousands of man hours in the field and thousands of years of experience on that 'front line'. It's regarded as industry-leading news. Most people in the field read your reports every week, based on the comments I hear."

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**Sledge Taylor, Como, Miss.**

Grower

Receives: Midsouth Cotton, Southern Grain

**Comments:** "Your report is one of the few farm items I read each week. I often find myself wondering during the growing season if I am the only one having an outbreak of a certain pest, for example. I look forward to your report because it contains information about problems from other areas and what other farmers and consultants are doing for solutions. There are other interesting links, as well. It is timely, and I know and trust many of the people quoted in the articles. I do not take the time to search the internet for this info because I do not have the time and I do not think it exists (in other places) in the detail of your report. What you have is unique! Your email puts it right in my lap because I use email for so much of my business and personal correspondence. I value this report so highly that I took the time to write to you. Please keep it up. I still like my farm magazines and newspapers, but I find myself referring to your report on a consistent basis. Your report has value to me. What more can I say?"

.....  
"My Delta Farm Presses stay piled up until things slow down in September."

**Greg Smith  
Consultant  
Lake City, Ark.**  
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**Greg Smith, Lake City, Ark.**

Consultant

Receives: Midsouth Cotton

**Comments:** "During the summer months, the AgFax is almost exclusively my source of info concerning what is happening in other areas. As you know, long hours in the field limit the amount of time we have to read much. But, I check my e-mail daily out of necessity. When your publication is right there for me to look at, I can catch up quickly in a few minutes before I leave for the field. My Delta Farm Presses stay piled up until things slow down in September. Thank you for your willingness to provide this service."

.....  
"Weekly or monthly publications are vague and usually are targeted to a market other than my own."

**John McGraw  
Grower  
Gould, Ark.**  
.....

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**John McGraw, Gould, Ark.**

Grower

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Thanks for taking the time to keep me informed on what's going on in my area of the world. I don't go to coffee shops I usually don't put much credence in what is said there. Hearing from consultants – along with what I other farmers do tell me -- keeps me on top of things, such as insect control, resistant weeds and general management practices. Weekly or monthly publications are vague and usually are targeted to a market other than my own. It's good to hear from people who have experienced or will experience the same decisions I make every day."

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**Kim Kimbrough, Lexington, Miss.**

Consultant and Farmer

Receives: Midsouth Cotton, RiceFax

**Comments:** "Thanks for gathering current situation comments on growing conditions and pest problems – which is so useful – and putting this in a form that can be scanned and absorbed quickly. Keep it up. You have a broad audience: growers, consultants, retailers."

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.....  
"With some online newsletters, the information is old by the time we get it. Not so with the AgFax reports."

**Phillip McKibben  
Consultant  
Mathiston, Miss.**  
.....

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**Phillip McKibben, Mathiston, Miss.**

Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "As a crop consultant, I look forward to the AgFax reports each week because I recognize most of the contributors, and I look forward to getting updates from different areas of my state, plus surrounding areas. Also, the information is timely. With some online newsletters, the information is old by the time we get it. Not so with the AgFax reports. In my business, information is everything. Good sources of information are vital to stimulate my thinking, and give me fresh ideas to pursue."

.....  
"I am glad a Mississippi friend put me on to it because it is one of only a handful of reports I usually try to read every week."

**Doug Hartz**  
**Farm Manager**  
**Stuttgart, Ark.**

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**Doug Hartz, Stuttgart, Ark.**

Farm Manager

Receives: AgFax, RiceFax, Southern Grain

**Comments:** "As a professional farm manager, I find your cotton, rice and soybean reports a very useful tool in keeping up to date on the activities with these crops throughout the Mid-South. I am glad a Mississippi friend put me on to it because it is one of only a handful of reports I usually try to read every week."

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**Mark Hawke, Albany, Ga.**

Dealer Rep

Receives: PeanutFax, Southeast Cotton

**Comments:** "You quote good people from the industry who have good information. We all want to know what is going on around the Belt."

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**James Simpson, Macon, Miss.**

Consultant

Receives: Midsouth Cotton, Southern Grain

**Comments:** "Your newsletter is the type that I like – not too long and not too short. We get so much information that it is hard to read everything. You have information from several areas, and this helps. Thanks for your AgFax."

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**Charles Guy, Tillar, Ark.**

Consultant

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "I find the reports very helpful. They usually confirm what we are seeing in or research plots and production fields."

.....  
"I read your reports most every night they come in. This is the best way for me to keep up with what is going on with each crop I grow."

**Steve Stevens**  
**Grower**  
**Tillar, Ark.**

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**Steve Stevens, Tillar, Ark.**

Grower

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "I read your reports most every night they come in. This is the best way for me to keep up with what is going on with each crop I grow. I look for growing problems. I read the reports from several states' specialists to see what is going on around me so that I can get a broader picture of what I need to watch for in my own fields. Please keep this coming to us growers."

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.....  
"Most ag newsletters are general in information content, while yours are specific reports by individuals from all across the area."

**Larry McAnally  
Consultant  
East Bernard,  
Texas**  
.....

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**Larry McAnally, East Bernard, Texas**

Consultant

Receives: Midsouth Cotton, RiceFax, Southern Grain

**Comments:** "Your reports let me know what is going on in the entire production area, from the Gulf Coast to the Midwest. Your newsletters give specific information on the cotton, soybeans and rice that could impact production decisions in my area. Most ag newsletters are general in information content, while yours are specific reports by individuals from all across the area."

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**John Brooks, Montgomery, Ala.**

Dealer Rep

Receives PeanutFax, Southeast Cotton

**Comments:** "Your newsletter is a tool I look forward to getting each week during the growing season. It's good to read what is going on in other parts of the Southeast concerning peanuts and cotton. It enables us to be on the lookout for potential pests and or diseases that may affect crops in our territory."

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**David Butcher, Pantego, N.C.**

Consultant

Receives: Southeast Cotton

**Comments:** "Your reports give me a good idea of what is going on in other parts of the cotton belt. I appreciate the insect reports because they are a good way to track migrations into my area, and I also appreciate the fact that your reports tell me about crop conditions in other areas."

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**Jimmy Grant, Flora, Miss.**

Consultant

Receives: Midsouth Cotton

**Comments:** "Your newsletters are very helpful. My wife downloads them and I can read them when I come in from work."

.....  
"Your network of worthy individuals that you contact over the area is a service to all of us who are interested in cotton. The sharing of information is never a bad thing."

**Victor Roth  
Consultant  
Malden, Mo.**  
.....

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**Victor Roth, Malden, Mo.**

Consultant

Receives: Midsouth Cotton

**Comments:** "Just a note to let you know my appreciation for your frequent emails. Your reports provide a very current view of the condition of the Midsouth cotton crop. Whether the factors affecting the crop are weather, insects or other concerns, you transfer information provided by individuals who are actually in the crop on a daily basis. Your network of worthy individuals that you contact over the area is a service to all of us who are interested in cotton. The sharing of information is never a bad thing."

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**Toni Smith Wade**

Consultant

Rocky Mount, N.C.

Receives: PeanutFax, Southeast Cotton,

**Comments:** "As a busy crop consultant who wishes to be 'in the know', I greatly value and appreciate your newsletters by e mail. Thanks so much for all your efforts."

## Introduction

For years, our subscribers have said that they always give high priority to our reports. Even during the busiest times of the production season, they will stop and read them. Many tell us that our newsletters, in fact, are the only ag publications they take time to read during much of the season.

They cite several reasons for this. Our content is immediately important and applicable. It's also timely, concise and unique compared to all of the other newsletters and magazines they receive. Our newsletters give them important alerts and/or help them confirm similar problems or conditions they are finding in their own fields.

Naturally, we try to convey these points about our subscribers' reading habits to sponsors and potential sponsors, but whatever we say along these lines never amounts to anything more than a second-hand comment.

So, we decided this fall to step out of the middle and let our readers talk to you directly.

While harvest was still underway in mid October, we asked a sample of our Midsouth and Southeast cotton readers to tell us two things:

**First, what kind of priority** do they give to reading our reports compared to all of the other ag newsletters and magazines they receive?

**Second, what value** do they see in our content?

The request for comments was sent by email with a simple subject line: I need a favor. Those receiving our request were given two ways to respond:

**Hit their email "reply" button** and send us a quick note with their thoughts on the priority they give our reports and/or the importance they see in them.

**Or, log onto a survey form** we set up on our web site.

These readers – growers, consultants and dealer personnel – were told upfront that their comments would be shared privately with sponsors and potential sponsors and that their names would be used.

The following are their comments and responses to an extra section on our web form. While we did not directly contact our rice, soybean or peanut readership, there is enough overlap in our subscriber base that most of those responding also receive at least one of our non-cotton reports. We include a listing of reports that each respondent receives.

### **Web form section**

Our web form also carried the following “check box” section with a group of statements about reading habits and how or why our readers prioritize our reports. Here is how that section was worded:

**Do any of the following statements apply to how you use our reports? (Please check any that apply.)**

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anyplace else.
- Your reports provide information I need before it shows up in other publications.

Responses made on the web include a Statements that apply section with the individual's selected statements listed.

Those that do not have the Statements that apply section were responses given with an email reply that bypassed the web form.

### **Surprises**

In their responses, people consistently repeated what they have been telling us over the years. They do give our reports priority, often above anything else they receive.

A couple of things also surprised us.

**Instead of commenting on our newsletters, several people wrote about the importance of our web site, agfax.com.** Our web site is an extension of our reports. It is very much tailored to a Southern readership. While we have certainly seen our site's traffic increase this year (2X the traffic in 2005), we did not ask for comments about the site. Obviously, some of our readers have strong, positive feelings about what we offer on the web.

**Some people actually want to receive our reports more frequently.** In other words, a cotton report twice a week instead of once a week. That's not possible, either from a budgetary or a logistical standpoint. But those comments do underscore the fact that people value the information we provide and would not mind receiving additional reports from us.

## Responses from web form

Included text entry fields for:

What do you really like about our reports?

Is there anything about our reports that you dislike or wish we could change?

Any additional comments?

Check-box section included the following:

Do any of the following statements apply to how you use our reports? (Please check any that apply.)

- During the busiest part of the season, your reports are about the only agricultural publications I will take time to read.
- Your reports are my main source of crop-related information during the production season.
- Your reports are the main reason I check my email during the busiest part of the season.
- Your reports provide information I normally don't find anywhere else.
- Your reports provide information I need before it shows up in other publications.