

### FARMERS DATABASE

#### PROFILE

This list contains approximately 90,000 Farmer contacts across Australia. The List has been compiled over many years from numerous sources including the Electoral Roll, White & Yellow Pages, Market Research, Organisation Membership Lists, Rural Publications etc. The majority of Names are categorised by Farm Enterprise, which is an indication of what they farm. Records are updated on a daily basis from a variety of sources. In addition, renters have an incentive to return undelivered mail. All records are available with Title, First Name or Initial, Surname and Full Address Nationally.

**SELECTIONS & FORMAT** - Available by State, Postcode, Farmer Type, Mail, Phone & Email.

#### INVESTMENT

	3,000-10,000 records		10,001-50,000 records		50,001+ records	
	Single-use	Multi-use	Single-use	Multi-use	Single-use	Multi-use
Mailing Only	\$300 per 1,000	\$900 per 1,000	\$280 per 1,000	\$840 per 1,000	\$250 per 1,000	\$750 per 1,000
Telemarketing Only	\$300 per 1,000	\$900 per 1,000	\$280 per 1,000	\$840 per 1,000	\$250 per 1,000	\$750 per 1,000
Both Mail & Tele						
(Random) Mail & Tele Data	\$600 per 1,000	\$1,200 per 1,000	\$560 per 1,000	\$1,120 per 1,000	\$500 per 1,000	\$1,000 per 1,000
(Defined) Mail & Tele Data	\$1,200 per 1,000	\$1,500 per 1,000	\$1,120 per 1,000	\$1,400 per 1,000	\$1,000 per 1,000	\$1,250 per 1,000

A “**Defined Selection**” is where your *specific criteria* is applied E.G. Postcode, Farmer Type.

A “**Random Selection**” is where your criteria is *not specified* or specified broadly.

Postcode & Suburb will be included with Telemarketing Data Only at no extra cost if requested.

**Minimum Order 3,000 records.** The standard computer access (programming) fee and delivery is \$300. (We would be pleased to negotiate a special rate for you, when ordered with another database.)

**GUARANTEE** - The refund rate is 1.5 times the rental cost on returns (Mailing RTS, Tele No’s dis-connected.) Although the List Owner updates their data using many sources, returns are very useful they and want to encourage them. ALB have been approved to offer and guarantee this Lists deliverability 95% for Mailing data, only when the undeliverable letters are returned to us within 30 days of data delivery.

**Email Data** – from an ancillary database - the Table below outlines 82,000+ records of Farmers as defined by the defined Lifestyle category based on the Mosaic system, classifying Residents into one of 49 Groups.

This Type – “*Distanced Existence’ of families within farming communities in regional and remote locations*”

We cannot define specific “type” of Farmer as per Postal/Phone however, as can be selected above.

Depending on quantity, pricing starts at \$300 set up, \$280 per 1,000 for rental use or \$420 per 1,000 for multi-use. All plus GST. We can provide the data to you to transmit or we can send your HTML from \$125 set up, 4 cents each + GST, depending on quantity. **Minimum Order 2,000 records.**

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	TOTAL
Count	31	19,007	1,084	23,611	4,006	3,258	16,380	15,089	82,466

# ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

The table below is for Mailing Data. **\*The table overlaps in a few figures as some Farmers grow 'a mixture' of the below.**

<b>Enterprise</b>	<b>Total</b>	<b>ACT</b>	<b>NSW</b>	<b>NT</b>	<b>QLD</b>	<b>SA</b>	<b>TAS</b>	<b>VIC</b>	<b>WA</b>
Alpaca	1125	5	341		83	113	48	395	140
Apple/Pear	400	2	63	1	51	42	50	141	50
Aquaculture	28		9	1	6	6	1	2	3
Avocados/Mangos	123		14	10	56	6	3	4	30
Bananas	158		64	3	78	1			12
Beef (Inc stud, feedlot)	53137	34	18462	155	15818	3450	1169	10832	3217
Bees	172	1	45	2	31	20	21	44	8
Berry fruit	198		18		43	16	33	70	18
Broadacre	30831	2	10986	4	6647	3973	763	6634	1822
Cattle stud	9211	18	2984	40	2685	582	354	2091	457
Cereal/Stockfeed	20734	1	8142		3946	2759	433	5302	151
Citrus	383		162		44	96		46	35
Cotton	878		562		315				1
Dairy	5950	1	1125		378	520	344	3355	227
Feedlot	171		27	1	82	15	1	17	28
Forestry/Trees	64		22		5	3	7	14	13
Fruit	2679	3	429	18	446	680	91	863	149
Goats	721		282		156	56	33	131	63
Grain legumes (Peas, Beans, Soybeans, Lupins)	1200		396		223	153	6	208	214
Grapes	1360	4	251	4	92	384	72	323	230
Horses	871	1	260	3	195	100	36	179	97
Horticulture	4994	11	945	23	661	1184	247	1494	429
Irrigated Cotton	171		94		76				1
Maize (Corn)	113		42		60	3		7	1
Nuts	150		36		42	15	7	36	14
Oil seeds (Sunflower, Canola/Rape, Safflower)	1454		595		81	181	8	196	393
Olives	187	1	51		7	21	16	48	43
Orchardists	1118	1	302	5	192	171	67	261	119
Other livestock	1876	3	726	5	508	313	7	279	35
Passionfruit	20		4		9	2		1	4
Pasture (Clover, Lucern, Hay)	24725	7	9895	5	4783	2751	852	6152	280
Pigs	550		141	1	94	67	11	138	98
Poultry	431		124	4	105	36	12	114	36
Rice	212		205		2	2		3	
Sheep meat	17469	4	9281		1013	1861	325	3348	1637
Sheep stud	4450	2	1555		154	608	205	970	956
Sorghum	839		412	1	394	5		18	9
Stone fruit	192		41	1	15	32	24	57	22
Sugar	624		20		604				
Tobacco	50		5		23	5		15	1
Vegetables	764	1	114	1	141	143	58	207	99
Winter cereals (Wheat, Barley, Oats)	23467	1	9477		4263	3453	82	4517	1674
Wool (Inc stud, meat)	36868	17	14045		1924	5356	1097	8367	6062