Doane Agricultural Services

Doane Agricultural Services is a multi-faceted company with a focus on providing agricultural producers with up-to-date information, specifically through media outlets such as agricultural magazines, AgServ Economic Forecasts, the AGRITALK radio program and "Doane's Commercial Advisor". D. Howard Doane founded the company in 1919. Lynn Henderson currently serves as the President and CEO, and Stephen Kyser is the Chief Operating Officer.

Doane Agricultural Services publishes several large magazines, including *Crop Decisions*, *Ag Professional*, *Agri-Marketing* and *Ag Leader*. The magazines’ three biggest clients/readers are independent crop consultants, professional farm managers and certified crop advisers because they control much of the buying and purchasing power. These clients and magazine readers are critical influencers on U.S. agriculture producers. In fact, research shows these audiences control almost one-fourth of U.S. crop land. This leading trade publication is read by 28,500 retailers, independent crop consultants, professional farm managers and CCA’s. These publications typically have sections geared towards key agricultural financial leaders and business success.

The individuals with the most interest in Doane Agricultural Resources range from those interested in upper level agribusiness all the way down the line to those working at the producer level. While these are seemingly disparate audiences, they are actually dependent on each other. For example, readers of *Ag Professional*, a new publication offered through Doane, also typically operate at a high level of agribusiness. “The new publication is the result of extensive research and discussions with our audiences about the opportunities they see in the future of their businesses,” Doane president and CEO Lynn Henderson recently stated. Marketers can reach the all-important channel: those professionals who recommend products, and the highest-end users in agriculture: the professional farm manager.

The company website can be found at [http://www.doane.com](http://www.doane.com). The company headquarters is located in St. Louis, MO, and there is also a software division located in Beaverton, OR.