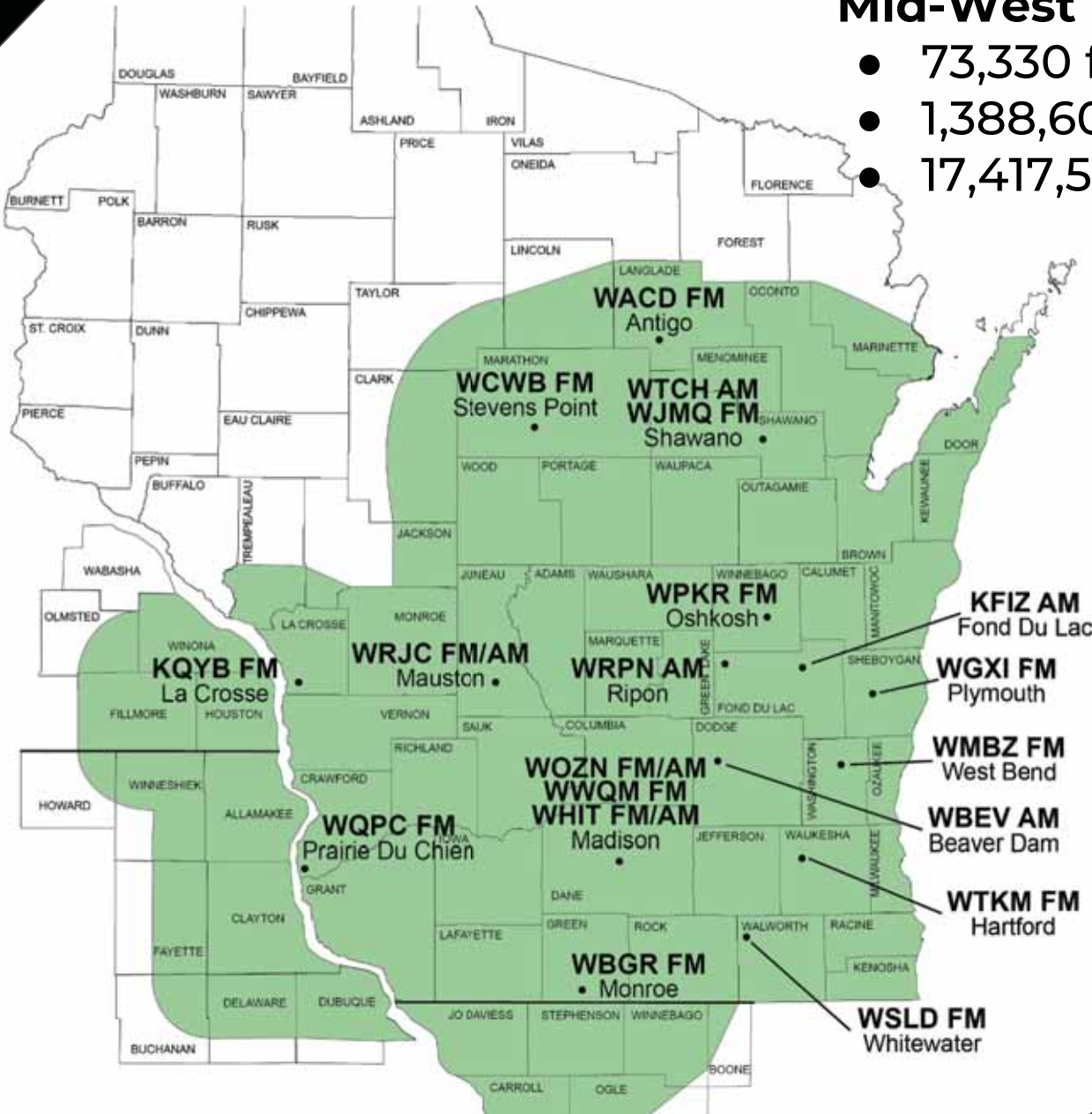


Serving the Farmers and Rural Lifestyle of Wisconsin



Mid-West Farm Report

- 73,330 farms
- 1,388,600 dairy cows
- 17,417,532 acres



WHY FARM BROADCASTING?



FABULOUS FARM BABE & TEAM



- Existing client, wanted to showcase their products
 - Has a large catalog for rural living
- Influencer Marketing
- Test Plots
 - Small samples of product and how it performs
 - Did a five video series

GEMPLERS TEST PLOT Christmas Tree



GEMPLERS
Farm & Home Supply Co

Test Plot

The Mid-West
FARM REPORT
LIVE 5-6am Weekdays

The graphic features a wood-grain background for the top section with the Gemplers logo and company name. Below this is a dark red oval containing the text 'Test Plot'. To the right of the oval is a red box with white text and a barn icon, indicating a live broadcast for 'The Mid-West FARM REPORT' on weekdays from 5-6am.

GEMPLERS TEST PLOT

Promotion of Videos

Posted on our website,
MidwestFarmReport.com

Gemplers Test Plot Ep. 4 - Christmas Tree Harvest



2021 is the year to start new traditions for Mid-West Farm Report's Stephanie Hoff. She and her partner Conway are cutting down their own Christmas tree (for the first time) to celebrate in their new home. And Gemplers is here to help. In the latest Gemplers Test Plot, Gemplers is outfitting the couple with the right tools and Carhartt gear to successfully start this new family tradition! See the video for how to use the proper tools to safely cut down a Christmas tree. The links to the products in the video are below.

Stephanie's Tools For the Job:

- [Bacho 24" ERGO Bow Saw](#)
- [Hickok Loppers](#)
- [Felco Pruning Saw Folding Felco 6](#)

Fabulous Farm Babe was live.
Published by OneStream · November 22 at 10:00 AM · 🌐

2021 is the year to start new traditions for Mid-West Farm Reports, Stephanie Hoff! She and her partner are cutting down their own Christmas tree (for the first time) to celebrate in their new home. And **GEMPLER'S** is here to help! Check out all the right tools and Carhartt gear to successfully start this new family tradition here --> <https://www.midwestfarmreport.com/gemplers-test-plot/> all thanks to Gemplers!

Stephanie Hoff
Mid-West Farm Report

1,196 People reached 158 Engagements [Boost post](#)

👍❤️ 10 2 Comments 2 Shares

👍 Like 💬 Comment ➦ Share

Most relevant

Steph Peters · 5:36
Putting base on before bringing it in, why did I never think of that before?

Like · Reply · Hide · 1w

Most Relevant is selected, so some comments may have been filtered out.

GEMPLERS TEST PLOT

Promotion of Videos

Email Metrics

Web Banner Clicks: 116

Farm Report Email Clicks: 19

Gemplers Button Clicks: 15

Received Email: 4,343

Open Rate: 20.69%



Sent out in our daily e-newsletter
4,500 emails daily, sent during the morning show

GEMPLERS TEST PLOT

Promotion of Videos



Episode 4: Christmas Tree

On air promo



GEMPLERS TEST PLOT

Promotion of Videos

midwestfarmreport.com/gemplers-test-plot/

Latest News

- Fall Harvest Season is Near
- Farmers Explore Forage 'Cocktail Mixes'
- Spinning Wool Is Gold
- Sheep Shearing 101
- Webinar On OSHA COVID Changes
- Archery, Crossbow Seasons Open Soon
- Enroll In Dairy Goat Academy
- Meat Exports Remain Strong
- More Timely Dairy Insights
- Time To Collect Milkweed Seeds

Gemplers Test Plot

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Welcome to the Gemplers Test Plot where every month the Mid-West Farm Report team will be trying our hand at a new or familiar farm task featuring problem-solving products from our friends at Gemplers. Since 1939, this family-owned, Wisconsin-based company has been serving the farmers, growers and ranchers throughout Wisconsin and across the country. Getting you what you need to work smarter, faster, safer and more comfortably on the farm, ranch, orchard, garden and home.

SPECIAL OFFER

Mention "FARMBABE" or use FARMBABE code online or via phone. Give Gemplers a try and get a FREE Wisconsin Needs Farmers t-shirt with your order of \$100+ online, via phone or in our store in Mount Horeb, Wisconsin.

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MID-WEST FARM RE...
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Latest News

The Mid-West



GEMPLERS TEST PLOT

Client Testimonial



FINAL FARM THOUGHTS

Think outside the box!

- AARP
- Banks
- Insurance
- Government

Economic Impact

One Wisconsin cow generates \$36,000 each year for local economies



The Mid-West



Thank
You!



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