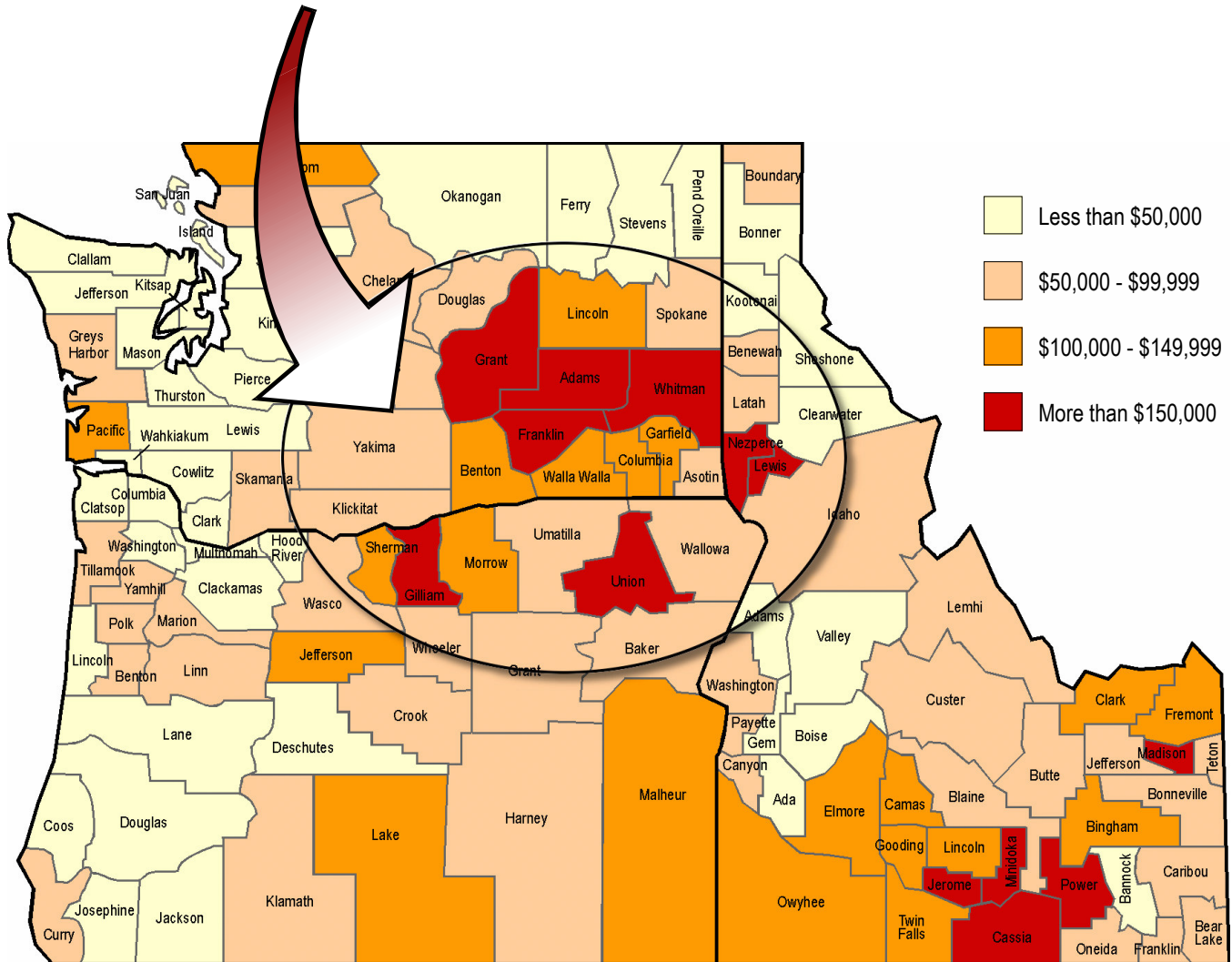


Prime Market Area

This shows the average value of machinery and equipment per farm for each county in Washington, Oregon, and Idaho.



Source: U.S. Census of Agriculture 2002

Bottom line: Our readers buy equipment! That makes our market the best place to focus your advertising. Each issue is mailed directly to the farmer.