

# audience profile

## READERSHIP BREAKDOWN



\*Every rural farm address in Alberta

- There is a total of 52,058,898 acres of farmland in Alberta:
  - 62% of this area is crops
  - 1.64 million acres in Alberta are irrigated
- There are approximately 53,652 farms in Alberta with the average farm size being 970 acres
- 78,500 people are employed in Alberta by the agri-food industry
- Alberta producers spent \$619,300,000 and \$349, 200,000 on fertilizer and chemicals, respectively, in 2005

- Alberta crop market receipts were \$2.3 billion in 2005. Significant contributions to the national totals included sugar beets at 100%, canola at 39.8%, wheat at 32.2%, hay and clover at 30.4%, barley at 27.8%, and dry peas at 20.3%
- Today, the Association of Alberta Co-op Seed Cleaning Plants has 71 member plants which clean 31.5 million bushels annually

**The top five crops produced in 2005 in Alberta by area were:**

