

ELM LAKE LABS

FJD Dealer Territory Map

Complete US dealer database, competitor analysis, state-by-state territory map, and negotiation strategy for FJD Dynamics dealership expansion

Prepared for Elm Lake Labs

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1. Executive Summary & Strategic Recommendation

The Opportunity

FJD Dynamics has **1,000+ authorized dealers across 100+ countries**, yet its US agricultural dealer network remains shockingly thin — only **3–5 identifiable exclusive/regional dealers** for precision ag across the entire United States. With 1.88 million farms in the US and a precision farming market valued at **\$4.37 billion (2025)** growing at 13.5% CAGR, the gap between FJD's global ambitions and its US dealer coverage represents an extraordinary land-grab opportunity.

Of the 50 US states, approximately 38 have NO known exclusive FJD agriculture dealer. The Midwest — America's agricultural heartland — is particularly wide open, with only Wisconsin (ELL) and scattered DST claims.

Strategic Recommendation

ELL should immediately pursue exclusive territory rights for 5–8 Midwest states, targeting Iowa, Illinois, Indiana, Michigan, and Missouri as the first wave. The timing is ideal:

1. **FJD is actively recruiting:** Their 2026 Global Dealer Conference (Jan 23–25, Nanjing) emphasized the theme “Together Toward Tomorrow” and explicitly stated they are “seeking ambitious dealers in regions hungry for cutting-edge solutions.”
2. **DST is stretched thin:** Deep Sand Technology claims 10 states but operates from tiny Lone Wolf, Oklahoma (pop. ~400) with what appears to be a skeleton crew.
3. **FJD's US infrastructure is immature:** Their “Find Dealer” page returns a 404 error. Their former North America entity (fjd-na.com) appears defunct. They need strong US partners.
4. **ELL has credibility advantages:** Tech company + cranberry farm background + Shopify-based e-commerce + professional website + farm management platform (Blossom.ag) positions ELL as a premium partner.

Bottom line: Move fast. The window to claim prime Midwest territory is open now but won't stay open as FJD matures its US strategy.

2. FJD Dynamics Company Profile

Company Background

DETAIL	INFORMATION
Full Name	FJ Dynamics Technology Co., Ltd. (丰疆智能科技股份有限公司)
Also Known As	FJDynamics, Fengjiangzhineng Co.
Headquarters	Shenzhen, Guangdong Province, China
Founded	2017 (some sources say 2019 for the current entity)
Founder/CEO	Dr. Wu Di (James Wu) — former DJI Chief Scientist
Employees	~1,000 (as of late 2021; likely larger now)
R&D Centers	10+ regions and countries
Global Dealers	1,000+ across 100+ countries
Growth Rate	40% compound annual growth (FJD's claim)
Key Claim	"World's second-largest provider of precision agriculture solutions"
Website	fjdynamics.com
HQ (Singapore)	Registered entity in Singapore for global operations

Founder Background

Dr. Wu Di (James Wu) has an extraordinary pedigree: - **DJI** — Former Chief Scientist, oversaw R&D in chips and led the acquisition of Victor Hasselblad AB (2017) - **Victor Hasselblad AB** — CEO during DJI ownership - **Koenigsegg AB** — Director (Swedish supercar maker) - **Coresonic AB** — VP at fabless semiconductor company - **Soochow University** — Professor - **Education** — PhD in domain-specific processor design from a Swedish university; spent a decade in Sweden

Wu left DJI in 2019 to found FJDynamics with the mission of making robotics affordable for labor-intensive industries. His quote: "If you look at how robotic technology is being applied, there are a lot of companies using drones and autonomous vehicles. But the majority of people on earth aren't benefiting from it."

Funding History

ROUND	AMOUNT	DATE	KEY INVESTORS
Early/Seed	Undisclosed	~2017–2019	DJI (later sold shares)
Series A	\$15M+ ("hundreds of millions of yuan")	Dec 2020	Tencent, others
Series B	\$70M	Nov 2021	Unnamed "major internet firm in China"
Total Known	\$85M+		

Key Acquisitions

- **Sveaverken** (2019) — 110-year-old Swedish farming company. Provides European credibility and feed-pushing robot deployment infrastructure.

Product Lineup Relevant to US Market

Autosteering Systems (Core Product Line)

PRODUCT	TYPE	KEY FEATURES	US MSRP (EST.)
FJD AT1	Retrofit Autosteering Kit	GNSS+RTK, 2.5cm accuracy, universal fit, older model	~\$4,500–\$5,500
FJD AT2	Retrofit Autosteering Kit	GNSS+RTK, 2.5cm accuracy, electronic steering wheel, ISOBUS support	\$6,699 (sale) / \$6,999 (regular)
FJD AT2 Max	All-in-One Navigation Kit	Flagship; all-in-one design, enhanced navigation, highest accuracy	~\$10,000–\$12,500
FJD AT2 Lite	Budget Autosteering	Wireless connection, tablet-based, 30% savings vs AT2, StarNav	~\$4,000–\$5,000
FJD AS2 / AS2 Max	Steer-Ready System	For modern steer-ready tractors, CANBUS integration, plug-and-play	~\$5,000–\$7,000

Other Agriculture Products

PRODUCT	FUNCTION	NOTES
FJD AH2	Hydraulic Autosteering	For hydraulic-steer tractors
FJD AG1	Guidance System	Lightbar/display guidance only (no auto-steer)
FJD AL01	3D Land Leveling	Precision land leveling system
FJD ATS	Auto-Turn Section Control	Precision spraying control
FJD V1 Base Station	RTK Base Station	Lightweight GNSS RTK receiver, all constellations
FJD N20 GNSS Station	Network GNSS Station	For CORS network deployment
FJD Connect	Farm Management Platform	Cloud-based data management (1 year free, then subscription)

Non-Agriculture Products Carried by Some Dealers

- **Robotic Lawn Mowers:** FR4000, FV2000 (significant consumer market)
- **3D LiDAR Scanners:** Trion P2 SLAM scanner (surveying/construction)
- **Excavator Guidance:** Machine control for construction
- **Feed Pushers:** Automated dairy cow feeding (Sveaverken brand)

Pricing vs. Competitors — The FJD Value Proposition

This is FJD's killer advantage. Here's how the numbers stack up for a complete autosteering system:

BRAND/SYSTEM	TYPICAL TOTAL COST	ACCURACY	ANNUAL FEES	NOTES
FJD AT2	\$6,699	2.5cm RTK	\$0 first year; NTRIP \$1,000–\$1,500/yr after	All-inclusive kit, 2-year warranty
FJD AT2 Lite	~\$4,500	2.5cm RTK	Similar to AT2	Budget option with tablet
John Deere AutoTrac	\$10,000–\$18,000+	2.5cm RTK	SF2 sub: \$800–\$1,600/yr; RTK sub additional	Requires StarFire receiver (\$4,695+), AutoTrac activation (\$3,500+), display, wiring kit
Trimble Autopilot	\$12,000–\$25,000+	Sub-inch RTK	RTK subscription varies	Nav controller + hydraulic/motor kit + display; premium tier
Ag Leader SteerCommand Z2	\$8,000–\$15,000+	Sub-inch RTK	RTK subscription varies	SteerCommand Z2 kit (\$8,045 base) + display + receiver
Outback/Hemisphere	\$8,000–\$14,000	Varies	Varies	Mid-range option

Key Takeaway: FJD's AT2 at \$6,699 is roughly **50–70% cheaper** than a comparable John Deere or Trimble system. This is the single most important selling point for dealers. As Joey Koebelen (DST) stated in his GPS World interview: "It was \$20,000 a system, plus yearly fees, and they didn't always work on older tractors. So, I came across the FJDynamics system... it was a third of the cost."

FJD's US Sales Strategy

FJD operates a **multi-channel US strategy** that dealers must understand:

1. **Direct Online Sales:**
2. us.fjdynamics.com — Primary Shopify store (ships to US/Canada/Europe)
3. store.fjdynamics.com / shop.fjdynamics.com — Additional FJD store domains
4. [Amazon.com](https://www.amazon.com) — AT1 and potentially other products listed
5. [eBay.com](https://www.ebay.com) — AT2 systems appear (some may be resellers)
6. **Authorized Dealer Network** — Regional/territory dealers (this report's focus)
7. **Resellers/Equipment Dealers** — Businesses that carry FJD alongside other brands without exclusive territory

Critical Implication for ELL: FJD competes directly with its own dealers through online channels. The dealer value proposition must center on **local support, installation, training, and troubleshooting** — not just product access. This also means territory exclusivity negotiations should address whether FJD direct sales into a dealer's territory are restricted or permitted.

Key FJD Contacts

ROLE	NAME/CONTACT	NOTES
CEO/Founder	Dr. Wu Di (James Wu)	Keynotes at dealer conferences
Global Marketing	mkt.global@fjdynamics.com	General marketing contact
FJD AgTech (Official)	Singapore-based entity	Manages global ag division
Dealer Portal	dms.fjdac.com	For existing dealers
Become Dealer	fjdynamics.com/dealer	Submission form; 3-day response time
FJD North America (Facebook)	Carson — Carson@fjd-na.com	Carlisle, AR; (501) 606-0470; appears to be Matt Grant's successor/entity; status unclear

3. Complete US Dealer Directory

Dealer #1: Elm Lake Labs (ELL)

FIELD	DETAILS
Company Name	Elm Lake Labs
Owner/Principal	John Moss
Location	Wisconsin
Website	elmlakelabs.com / store.elmlakelabs.com
Claimed Territory	Wisconsin (confirmed); seeking Midwest expansion
Social Media	Active online presence
E-Commerce	Shopify-based professional store
Products Carried	Full FJD ag line (AT2, AT2 Max, AT2 Lite, AS2, AH2, AL01, ATS, AG1, V1 Base Station); also FJD landscaping/construction products
Other Brands	Blossom.ag farm management platform; FJD Trion V1t RTK rover; FJD H39 3D dozer system
Strengths	Professional website; tech company background; farm management software (Blossom.ag); cranberry farm credibility; 100+ farms equipped claim; 24/7 expert support claim; full product line
Dealer Since	~2024–2025 (estimated)
Unique Differentiator	Farm management platform integration; specialty crop expertise (cranberries)
Size Estimate	Small business; exact employee count unknown
Reddit Presence	Mentioned by name on r/farming as an FJD source ("Theres a company in the states that sells them, elm lake labs")

Dealer #2: Deep Sand Technology (DST)

FIELD	DETAILS
Company Name	Deep Sand Technology
Owner/Principal	Joey Koebelen (Founder & CEO)
Location	Lone Wolf, Oklahoma (population ~400)
Website	deepsandtechnology.com (Wix-built)
Phone	(580) 260-2549 (also listed: (580) 450-0064)
Email	Support@deepsandtech.com
Claimed Territory	10 states: OK, KS, NE, SD, ND, MN, MS, AL, GA, OH
Facebook	"FJDynamics Midsouth" (facebook.com/FJDynamicsMidsouth/) — 621 likes
Products Carried	Full FJD ag line + GeodNet RTK base stations + DST Farm Management Platform
Other Brands	GEODNET (RTK network partnership)
Strengths	First US FJD customer (April 2021); former FJD engineer (9 months); GPS World featured; USDA relationship; GEODNET partnership; buy-back guarantee; farmer credibility
Weaknesses	Small team (appears 1–3 people); tiny rural base; Wix website; 10-state territory likely stretched thin; modest social following
Dealer Since	2021 (started selling after ~9 months as FJD engineer)
Company Established	2020
Revenue Indicators	"GPS solutions starting at \$2,500"; same-day quotes, 24-hour shipping suggests moderate inventory
Unique Model	"Farmer supporting farmer" — Joey is a 4th-generation farmer (peanuts) who provides personal phone support

Dealer #3: Corner View Farm Equipment (CVFE)

FIELD	DETAILS
Company Name	Corner View Farm Equipment
Owners	Dalton, Brad (son), Blake (grandson) — family business
Locations	Kutztown, PA 19530 + Garretson, SD
Website	cvfequipment.com
Phone	(717) 400-7917
Claimed Territory	Unclear — likely PA region, possibly SD
Products Carried	FJD AT1, AT2, AS2, AG1 (listed on TractorHouse); pre-owned forage harvesters; Galaxy dairy automation (amsgalaxy.com)
Social Media	Minimal observed presence
Strengths	Multi-generational family business; equipment dealer experience; multiple product lines
Weaknesses	FJD is secondary product line (primary business is forage harvesters); unclear territory commitment; unclear if exclusive dealer or just reseller
Dealer Since	Unknown
Size Estimate	Small family business; diversified equipment dealer
Notes	Listed on TractorHouse as FJ Dynamics dealer — one of only two US dealers on that platform

Dealer #4: R.E.M Ag Equipment (NEW — Previously Unknown)

FIELD	DETAILS
Company Name	R.E.M Ag Equipment
Location	Saint Elmo, Illinois
Facebook	facebook.com/people/REM-Ag-Equipment/100083379369169 — 44 likes
Claimed Territory	Unknown — likely Illinois/regional
Products Carried	"Authorized retailer of FJDynamics autosteer systems. Offering RTK accuracy and WAAS accuracy kits."
Social Media	Facebook only; very small following (44 likes)
Strengths	Located in Illinois (major ag state)
Weaknesses	Extremely small operation; Facebook-only presence; no website found; "retailer" suggests reseller rather than exclusive territory dealer
Dealer Since	Unknown
Size Estimate	Micro-business; minimal commercial presence
CRITICAL NOTE	Located in Illinois — a state ELL has identified as a priority target. Must determine if R.E.M has exclusive territory or is merely a small reseller. If just a reseller, Illinois remains open for ELL's exclusive claim.

Dealer #5: Emerald Bay Dynamics (CANADA — Context)

FIELD	DETAILS
Company Name	B.C. FJ Dynamics Sales and Service (Emerald Bay Dynamics)
Location	British Columbia, Canada
Website	emeraldbayagdynamics.squarespace.com
Claimed Territory	British Columbia, Canada
Products Carried	FJD AT1, AT2
Social Media	Website only
Current Status	Store page shows "Due to current supply issues, please contact us for sales" — suggests limited operations
Notes	Family-run precision ag company. Not a US competitor but relevant for understanding FJD's North American dealer landscape.

Other Entities Selling FJD in/near US (NOT Exclusive Dealers)

ENTITY	LOCATION	STATUS	NOTES
FJD North America (fjd-na.com)	Carlisle, AR (originally Guelph, ON + Mexico City)	Likely defunct — domain unreachable as of Feb 2026	Founded by Matt Grant (Rancho Nexo); Facebook shows 111 likes; contact: Carson@fjd-na.com, (501) 606-0470
FJD Parts Hub (fjdpartshub.com)	Online only	Active	Generic parts/accessory reseller; not territory dealer
DJB Parts Hub (djbmachineparts.com)	Online only	Active	Carries FJD AH2, AS2; parts reseller
My Surveying Direct (mysurveyingdirect.com)	Online	Active	FJD Trion surveying products only; not ag
Global GPS Systems (globalgpssystems.com)	Netherlands	Active	Sells FJD Trion GNSS products; international
FJD Direct (us.fjdynamics.com, Amazon, eBay)	Online	Active	FJD's own direct-to-consumer channel

4. Deep Sand Technology — Competitive Deep Dive

Company Overview

Deep Sand Technology is ELL's primary known competitor in the US FJD dealer landscape. Understanding DST thoroughly is essential to ELL's territory strategy.

Origin Story (from GPS World interview, June 2025):

Joey Koebelen is a 4th-generation peanut farmer in Lone Wolf, Oklahoma. About five years ago (~2020–2021), he needed an affordable RTK system for his smaller farm with older equipment. Traditional systems cost \$20,000+ plus yearly fees and didn't always work on older tractors. He discovered FJDynamics and became **the first person in the United States to buy an FJD system** (April 2021).

After seeing the product's potential, FJD asked Joey to work as an engineer for 9 months, helping adapt products for the US market and working directly with FJD's engineering team. He then launched Deep Sand Technology to sell FJD systems to other farmers, building on the “farmer supporting farmer” concept.

Website Analysis (deepsandtechnology.com)

- **Platform:** Wix (basic/DIY website builder — not professional-grade)
- **Design Quality:** Clean but templated; heavy on SEO-optimized content blocks
- **Products Listed:** AT2, AT2 Max, AT2 Lite, FJD V1 RTK Base Station
- **Key Messaging:**
 - “Created by Farmers for Farmers”
 - “Serving the United States” (positions as nationwide)
 - “Over 30 years of experience” (likely combined team experience)
 - “Buy-Back Guarantee”
 - “Two-Year Warranty”
 - “Same-day quotes, most orders ship within 24 hours”
 - “GPS solutions starting at \$2,500”

- **Blog:** Active — topics include “Why Agriculture Autosteering is the Future,” “Why Autosteering for Tractors is a Must,” “Agricultural Equipment Upgrades You Need Now”
- **Missing:** No visible product prices on website (contact for quotes); no team page; no customer testimonials visible; no dealer locator

10 Claimed States — Analysis

STATE	DISTANCE FROM LONE WOLF, OK	AG MARKET SIZE	LOGICAL FIT?
Oklahoma (HQ)	0 mi	Medium — cattle, wheat, peanuts	<input checked="" type="checkbox"/> Home state
Kansas	~180 mi	Large — wheat, cattle, sorghum	<input checked="" type="checkbox"/> Adjacent
Nebraska	~400 mi	Large — corn, cattle, soybeans	<input type="checkbox"/> Stretch
South Dakota	~700 mi	Medium — corn, soybeans, wheat	<input type="checkbox"/> Far
North Dakota	~900 mi	Medium-Large — wheat, soybeans, sunflowers	<input checked="" type="checkbox"/> Very far
Minnesota	~850 mi	Large — corn, soybeans, sugar beets	<input checked="" type="checkbox"/> Very far; borders WI
Mississippi	~550 mi	Medium — soybeans, cotton, poultry	<input type="checkbox"/> Far, different region
Alabama	~700 mi	Medium — poultry, cotton, soybeans	<input type="checkbox"/> Far, different region
Georgia	~900 mi	Medium-Large — poultry, peanuts, cotton	<input checked="" type="checkbox"/> Very far
Ohio	~1,000 mi	Large — corn, soybeans, dairy	<input checked="" type="checkbox"/> Very far

Key Observation: DST's 10-state footprint is geographically absurd. These states span from the Northern Plains (ND) to the Deep South (AL, GA, MS) to the Midwest (OH) — a territory covering roughly 2,000+ miles in any direction from Lone Wolf. A small team cannot meaningfully serve this area with hands-on support.

Social Media Analysis — “FJDynamics Midsouth”

- **Facebook Page:** facebook.com/FJDynamicsMidsouth/
- **Likes:** ~621 (very modest for a multi-state dealer)

- **Posting Frequency:** Active but moderate
- **Contact Listed:** (580) 450-0064 (different from website phone)
- **Email:** Support@deepsandtech.com
- **Description:** “Most Affordable Complete Autosteer System on the market!”
- **Page Name Analysis:** “Midsouth” suggests they originally intended a Southern focus (OK/MS/AL/GA), then expanded claims northward

Pricing Strategy

- Website says “GPS solutions starting at \$2,500” — this likely refers to the AG1 guidance-only system or a base configuration
- Full autosteering systems appear to be quoted individually (“contact for quote”)
- No visible markup from FJD MSRP can be confirmed
- DST likely prices at or near FJD MSRP, competing on service rather than price
- The GEODNET partnership adds value (free RTK for farmers who host a base station)

Strengths

1. **First-mover advantage** — First US FJD customer; longest relationship with FJD
2. **FJD engineering relationship** — 9 months working directly with FJD engineers
3. **Media credibility** — GPS World exclusive interview; FJD official blog feature
4. **GEODNET partnership** — Innovative RTK solution that reduces farmer costs
5. **USDA connections** — Working directly with USDA on RTK programs
6. **Farmer authenticity** — 4th generation farmer, genuinely understands the customer
7. **FJD flagship status** — Likely FJD’s most-promoted US dealer

Vulnerabilities

1. **Tiny team** — Appears to be Joey plus maybe 1–2 others; cannot scale to 10 states
2. **Remote location** — Lone Wolf, OK (pop. ~400) is far from most of his claimed territory
3. **DIY web presence** — Wix website, small Facebook following (621 likes vs. FJD AgTech’s 57,611)

4. **Geographic overreach** — 10 states spanning 2,000+ miles is unsustainable for a hands-on support model
5. **“Farmer supporting farmer” limitation** — This model doesn’t scale; one person can only support so many customers
6. **No visible employees or infrastructure** — No warehouse, no listed team members, no physical storefront
7. **Name confusion** — “FJDynamics Midsouth” Facebook page could be confused with an official FJD entity

The Minnesota Overlap Concern

This is critical for ELL. DST claims Minnesota, which directly borders Wisconsin. This means:

- A farmer in western Wisconsin looking for FJD could find DST as the “Minnesota” dealer
- Conversely, Minnesota farmers geographically closer to ELL than to Lone Wolf, OK would be served by DST under current arrangements
- Minnesota has ~68,000 farms and \$9.3 billion in net farm income — it’s the 4th most productive ag state in the US

Strategic Question: Does DST actually have binding exclusive rights to Minnesota, or did they simply claim it? Given FJD’s nascent US dealer infrastructure, these “territories” may be informal arrangements rather than contractual exclusivity.

5. State-by-State Territory Map

Legend

- ● **ELL** — Claimed by Elm Lake Labs
- ● **DST** — Claimed by Deep Sand Technology
- ● **CVFE** — Corner View Farm Equipment (unclear status)
- ● **REM** — R.E.M Ag Equipment (small reseller, unclear exclusivity)
- ■ **OPEN** — No known exclusive FJD dealer

All 50 States

CLAIMED TERRITORIES

STATE	DEALER	CONFIDENCE	FARMS	NET FARM INCOME	TOP CROPS
● WI	Elm Lake Labs	✓ Confirmed	64,793	\$3.7B	Dairy, corn, soybeans, cranberries
● OK	Deep Sand Tech (HQ)	✓ Confirmed	68,300	\$2.7B	Cattle, wheat, peanuts
● KS	Deep Sand Tech	✓ Confirmed	56,282	\$3.2B	Wheat, cattle, corn, sorghum
● NE	Deep Sand Tech	✓ Confirmed	44,800	\$7.7B	Corn, cattle, soybeans
● SD	Deep Sand Tech	✓ Confirmed	29,968	\$3.5B	Corn, soybeans, wheat, cattle
● ND	Deep Sand Tech	✓ Confirmed	25,085	\$5.0B	Wheat, soybeans, sunflowers, corn
● MN	Deep Sand Tech	⚠ Confirmed, overlap risk	68,090	\$9.3B	Corn, soybeans, sugar beets, hogs
● MS	Deep Sand Tech	✓ Confirmed	34,800	\$1.8B	Soybeans, cotton, poultry
● AL	Deep Sand Tech	✓ Confirmed	36,900	\$2.5B	Poultry, cotton, soybeans
● GA	Deep Sand Tech	✓ Confirmed	40,799	\$3.8B	Poultry, peanuts, cotton
● OH	Deep Sand Tech	✓ Confirmed	76,009	\$3.5B	Corn, soybeans, dairy
● PA	Corner View Farm Equipment	❓ Unclear — may be reseller only	52,256	\$3.1B	Dairy, poultry, mushrooms, corn
● IL	R.E.M Ag Equipment	❓ Likely small reseller, not exclusive	71,123	\$10.0B	Corn, soybeans, hogs

OPEN STATES — TIER 1: HIGH-PRIORITY MIDWEST TARGETS FOR ELL

These states border or are near Wisconsin, have massive ag markets, and have NO known exclusive FJD dealer.

STATE	FARMS	FARMLAND (M ACRES)	NET FARM INCOME	TOP CROPS	PRECISION AG TAM (EST.)	PRIORITY SCORE
IA	86,911	30.0	\$14.7B (#1 in US)	Corn (#1), hogs (#1), soybeans	\$250–350M	★★★★★
IL	71,123	26.3	\$10.0B (#3)	Corn (#2), soybeans (#1), hogs	\$200–300M	★★★★★
IN	56,649	14.7	\$6.1B (#8)	Corn, soybeans, hogs	\$150–200M	★★★★★
MI	47,641	9.8	\$2.8B	Dairy, corn, soybeans, fruit, vegetables	\$100–150M	★★★★★
MO	87,887	27.4	\$5.0B (#10)	Soybeans, cattle, corn, hogs	\$150–200M	★★★★★

Note on Illinois: R.E.M Ag Equipment in Saint Elmo, IL has a Facebook page (44 likes) identifying as an “authorized retailer.” This appears to be a micro-reseller, not an exclusive territory holder. ELL should verify with FJD whether Illinois is formally claimed before pursuing.

OPEN STATES — TIER 2: STRONG SECONDARY TARGETS

STATE	FARMS	NET FARM INCOME	TOP CROPS	NOTES
TX	230,662	\$7.4B (#6)	Cattle, cotton, grain sorghum, dairy	Most farms in US; massive but distant from WI
NC	46,418	\$6.3B (#7)	Tobacco, hogs, sweet potatoes, poultry	East Coast anchor opportunity
MT	24,866	\$2.5B	Wheat, cattle — huge acreages	Large farms, remote
AR	42,245	\$4.1B	Rice, soybeans, poultry	Good ag market
KY	69,431	\$2.6B	Tobacco, corn, soybeans, horses	Adjacent to IN/OH
TN	63,576	\$1.9B	Soybeans, cattle, cotton	Southern Midwest

OPEN STATES — TIER 3: WEST COAST & MOUNTAIN

STATE	F FARMS	NET FARM INCOME	TOP CROPS	NOTES
CA	69,900	\$12.1B (#2)	Almonds, dairy, grapes, lettuce, strawberries	Largest ag state by revenue; diverse specialty
WA	33,300	\$3.3B	Apples, wheat, dairy, potatoes, cranberries	Cranberry connection for ELL
OR	33,500	\$2.3B	Grass seed, nursery, hay, cranberries	Cranberry connection for ELL
ID	24,000	\$3.0B	Potatoes, dairy, wheat, barley	Strong ag state
CO	38,900	\$2.1B	Cattle, wheat, corn, dairy	Growing precision ag market
AZ	15,200	\$1.5B	Dairy, lettuce, cotton	Specialized agriculture
NM	24,700	\$1.2B	Cattle, dairy, pecans	Limited row-crop ag
UT	18,000	\$0.7B	Cattle, dairy, hay	Limited ag market
NV	3,122	\$0.3B	Cattle, hay	Minimal ag
WY	9,400	\$0.6B	Cattle, hay, sugar beets	Small market, large ranches
HI	7,300	\$0.5B	Coffee, macadamia, tropical fruits	Niche specialty
AK	1,173	Minimal	Specialty/subsistence	Minimal commercial ag

OPEN STATES — TIER 4: EASTERN & SOUTHEASTERN

STATE	F FARMS	NET FARM INCOME	TOP CROPS	NOTES
NY	33,438	\$2.1B	Dairy, apples, grapes, vegetables	Diverse ag
VA	39,800	\$1.6B	Cattle, poultry, tobacco, dairy	Mid-Atlantic ag
SC	24,600	\$1.3B	Poultry, cotton, soybeans	Southern ag
FL	47,100	\$3.2B	Citrus, sugarcane, vegetables, cattle	Unique ag profile
LA	25,400	\$1.7B	Sugarcane, rice, soybeans, cotton	Deep South
WV	21,300	\$0.4B	Cattle, poultry, hay	Limited row crop
MD	12,198	\$0.9B	Poultry, corn, soybeans, dairy	Small but productive
DE	2,158	\$0.6B	Poultry, corn, soybeans	Very small state
NJ	9,900	\$0.6B	Nursery, blueberries, cranberries , vegetables	Cranberry connection!
CT	5,521	\$0.2B	Nursery, dairy, tobacco	Small market
MA	7,241	\$0.3B	Cranberries (#2 state), nursery, dairy	Major cranberry state!
NH	3,949	\$0.1B	Dairy, nursery, maple syrup	Small market
VT	6,808	\$0.3B	Dairy, maple syrup, cattle	Dairy-focused
ME	7,600	\$0.3B	Potatoes, dairy, blueberries	Small but specialty
RI	1,054	\$0.04B	Nursery, turf	Smallest state

Territory Summary

CATEGORY	COUNT	STATES
ELL Claimed	1	WI
DST Claimed	10	OK, KS, NE, SD, ND, MN, MS, AL, GA, OH
CVFE (unclear)	1	PA
REM (micro-reseller)	1	IL (likely not exclusive)
OPEN	37	All remaining states

6. Priority Territory Recommendations for ELL

Top 10 States ELL Should Claim — Ranked

#1: IOWA 🏆

- **Proximity:** Borders Wisconsin directly
- **Market Size:** #1 net farm income in the US (\$14.7B); 86,911 farms; 30M acres
- **Crops:** Corn (#1 state), soybeans, hogs — massive precision ag demand
- **Competition:** No known FJD dealer; heavy Deere presence (Deere HQ in Moline, IL is on IA border)
- **Precision Ag TAM:** \$250–350M estimated
- **Justification:** This is the single most valuable open state for any US FJD dealer. Iowa's combination of farm count, income, and proximity to Wisconsin makes it the #1 target. Not claiming Iowa would be a strategic failure.

#2: ILLINOIS

- **Proximity:** Borders Wisconsin directly (southern neighbor)
- **Market Size:** #3 net farm income (\$10.0B); 71,123 farms; 26.3M acres
- **Crops:** Corn (#2), soybeans (#1) — enormous row-crop market

- **Competition:** R.E.M Ag Equipment (Saint Elmo) is a tiny Facebook-only “authorized retailer” with 44 likes. Almost certainly not an exclusive territory holder.
- **Precision Ag TAM:** \$200–300M estimated
- **Justification:** Second most valuable state after Iowa. The R.E.M presence should be investigated — if they’re a small reseller without territorial exclusivity, Illinois is essentially open. ELL could potentially partner with or absorb R.E.M.

#3: INDIANA

- **Proximity:** ~200 miles from southern Wisconsin
- **Market Size:** #8 net farm income (\$6.1B); 56,649 farms
- **Crops:** Corn, soybeans, hogs — strong precision ag demand
- **Competition:** No known FJD dealer
- **Precision Ag TAM:** \$150–200M estimated
- **Justification:** Natural eastward extension of the WI/IA/IL territory block. Strong ag economy with significant demand for affordable autosteering.

#4: MICHIGAN

- **Proximity:** Borders Wisconsin directly (across Lake Michigan)
- **Market Size:** 47,641 farms; \$2.8B net farm income
- **Crops:** Dairy, corn, soybeans, fruit (cherries, blueberries, apples), vegetables
- **Competition:** No known FJD dealer
- **Specialty Crops:** Michigan’s diverse fruit/vegetable sector offers opportunities for FJD’s precision spraying and guidance products beyond standard row crops
- **Justification:** Border state with diverse ag including specialty crops. Lower market size than IA/IL but geographic proximity makes it easy to serve from Wisconsin.

#5: MISSOURI

- **Proximity:** ~350 miles from southern Wisconsin
- **Market Size:** #10 net farm income (\$5.0B); **87,887 farms** (#2 in total farm count)
- **Crops:** Soybeans, cattle, corn, hogs
- **Competition:** No known FJD dealer

- **Justification:** Second-highest farm count in the US. Enormous potential customer base. Slightly farther from WI but manageable, especially once IA/IL are established.

#6: MINNESOTA

- **Proximity:** Borders Wisconsin directly (western neighbor)
- **Market Size:** #4 net farm income (\$9.3B); 68,090 farms
- **Crops:** Corn, soybeans, sugar beets, dairy, hogs
- **Competition:** **Claimed by DST** — this is the conflict zone
- **Justification:** Geographically, Minnesota farmers are far closer to Wisconsin than to Lone Wolf, Oklahoma. ELL could argue to FJD that Minnesota would be better served by a Wisconsin-based dealer 100 miles away than an Oklahoma-based dealer 850 miles away. This is a negotiation point, not a given.
- **Strategy:** Don't lead with this. Secure IA/IL/IN/MI/MO first, then negotiate for MN by demonstrating superior service capability.

#7: KENTUCKY

- **Proximity:** ~450 miles from Wisconsin
- **Market Size:** 69,431 farms; \$2.6B net farm income
- **Crops:** Tobacco, corn, soybeans, horses, cattle
- **Competition:** No known FJD dealer
- **Justification:** Bridges the Midwest to the Southeast. Kentucky's tobacco and horse industry represents specialty crop/specialty animal operations that benefit from precision ag. Natural extension once IN is established.

#8: NORTH CAROLINA

- **Proximity:** ~800 miles from Wisconsin (East Coast)
- **Market Size:** #7 net farm income (\$6.3B); 46,418 farms
- **Crops:** Tobacco, hogs, sweet potatoes, poultry
- **Competition:** No known FJD dealer
- **Justification:** The highest-value East Coast state for agriculture. This would be a longer-term play but positions ELL as a truly national dealer. NC's diverse crops (including sweet potatoes, tobacco — specialty crops) align with ELL's expertise.

#9: MASSACHUSETTS / NEW JERSEY (Cranberry Play)

- **Proximity:** ~1,000 miles from Wisconsin
- **Market Size:** Small individually but strategically important
- **Crops:** MA is #2 cranberry state; NJ has significant cranberry production
- **Competition:** No known FJD dealer
- **Justification:** The cranberry connection. John's expertise as a cranberry farmer is a unique differentiator. Offering FJD precision ag specifically tailored to cranberry growers in MA, NJ, WI, OR, and WA could create a niche national specialty that no other dealer can match. This positions ELL as THE FJD dealer for cranberry and specialty crops.

#10: TEXAS (Long-Term Opportunity)

- **Proximity:** ~1,200 miles from Wisconsin
- **Market Size:** Most farms in the US (230,662); \$7.4B net farm income (#6)
- **Crops:** Cattle, cotton, grain sorghum, dairy, vegetables
- **Competition:** No known FJD dealer
- **Justification:** Texas is the single largest opportunity by farm count. However, it's geographically distant and may be better served by a local Texas-based dealer. ELL should consider: (a) claiming it now to prevent others from doing so, even if service is initially remote, or (b) leaving it open for a future Texas-based partner while focusing Midwest resources.

Cranberry State Strategy (Unique to ELL)

The top US cranberry-producing states are: 1. **Wisconsin** — #1 (20,800+ acres; ELL's home state)

2. **Massachusetts** — #2 (14,200 acres) — OPEN

3. **New Jersey** — #3 (3,900 acres) — OPEN

4. **Oregon** — #4 (2,700 acres) — OPEN

5. **Washington** — #5 (1,600 acres) — OPEN

Recommendation: ELL should position itself as the **national FJD dealer for cranberry farming and specialty crops**, claiming dealer territory in all five cranberry states. This is a niche no other FJD dealer can credibly compete for, and it gives ELL a national footprint beyond the Midwest core.

7. International Dealer Landscape

Global Network Overview

- **1,000+ authorized dealers worldwide** across 100+ countries (confirmed at 2025 Global Dealer Conference)
- **2025 Conference:** February 15–18, Shenzhen — ~300 dealers from 30+ countries attended
- **2026 Conference:** January 23–25, Nanjing — ~500 dealer representatives from 100+ countries/regions
- **Growth:** 40% CAGR claimed; “many partners reaching multi-million-dollar revenues”
- **Theme:** “Together Toward Tomorrow” — emphasis on global expansion

Key International Markets

MARKET	KEY ENTITIES	NOTES
Canada	Emerald Bay Dynamics (BC); former FJD-NA (Rancho Nexo, Guelph/Mexico City)	BC dealer has supply issues; FJD-NA appears defunct
Australia	MPC Agriculture Pty Ltd (Western Australia)	Australian importer and distributor for FJ Dynamics; also runs drone ag contracting
France	FJDynamics France (Facebook: 13,011 likes)	Active market with dedicated French presence
Spain/Latin America	FJDynamics Es (Facebook page)	Spanish-language markets
Europe	Multiple dealers via Sveaverken connection; Global GPS Systems (Netherlands) for Trion	Strong presence through Swedish Sveaverken acquisition
Singapore	FJD AgTech (HQ entity; Facebook: 57,611 likes)	Global operations hub

Lessons from International Dealers

1. **MPC Agriculture (Australia)** — Combines FJD dealership with drone contracting services.
Lesson: Bundling precision ag tech with services creates stickier customer relationships.
2. **FJDynamics France** — 13,011 Facebook likes vs. DST's 621. Lesson: Strong social media presence matters for brand building; ELL should invest in content/social.

3. **Global GPS Systems (Netherlands)** — Positions as “lowest price” on FJD products. Lesson: Some international dealers compete aggressively on price; ELL should differentiate on service and expertise.
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8. Negotiation Strategy

What to Ask FJD For

Tier 1: Essential Requests

1. **Exclusive multi-state territory** — IA, IL, IN, MI, MO, WI (6-state core Midwest block)
2. **Clarity on “exclusive”** — Does FJD restrict their own direct sales (us.fjdynamics.com) within dealer territory? This is the most important question.
3. **Protected pricing** — Guarantee that FJD won’t undercut dealer pricing on their direct channel
4. **2-year territory lock** — Minimum 2-year exclusive commitment before territory review

Tier 2: Strategic Requests

1. **Cranberry state territory** — Request MA, NJ, OR, WA as a national specialty-crop dealer
2. **Minnesota negotiation** — Frame as a “better service” argument: “We’re 100 miles from Minnesota; DST is 850 miles away”
3. **Marketing support** — Co-branded materials, leads from fjdynamics.com for territory states, inclusion in FJD’s dealer directory (once they fix the 404 page)
4. **Technical training** — Direct access to FJD engineering team for product training and escalated support
5. **Demo/loaner equipment** — Units for farmer demonstrations at no cost or reduced cost

Tier 3: Nice-to-Have

1. **Early product access** — First-look at new products for US market testing
2. **Conference attendance** — Invitation to 2027 Global Dealer Conference (relationship building)
3. **Volume discounts** — Graduated pricing based on units sold per quarter/year

What FJD Likely Wants

1. **Sales volume commitments** — Minimum units per territory per year (likely 5–20 units/state/year)
2. **Minimum order quantities** — Inventory stocking requirements
3. **Customer support capability** — Ability to handle tier-1 technical support locally
4. **Professional web presence** — ELL's Shopify store and elmlakelabs.com already satisfy this
5. **Market development** — Active marketing, demo events, trade show attendance
6. **Reporting** — Sales data, customer feedback, market intelligence
7. **Brand compliance** — Use of FJD logos, messaging per their guidelines

How to Position ELL vs. DST

Do NOT position this as “us vs. them.” Instead, frame it as complementary:

ELL POSITIONING	DST COMPARISON
“Professional Midwest ag tech company”	Farmer-first, but limited scalability
“Tech company + farm expertise” (Blossom.ag)	Farm expertise only
“Professional e-commerce and web presence”	Wix website, Facebook-only marketing
“Focused 6-state Midwest territory”	Overextended 10-state territory
“Specialty crop expertise (cranberries)”	Row crop / peanut focus
“100+ farms already equipped”	Unknown farm count served
“Wisconsin-based = heart of Midwest agriculture”	Oklahoma-based = southern plains focus

Key messaging to FJD: – “We don’t want DST’s territory. We want the OPEN territory that nobody is serving.” – “Iowa, Illinois, Indiana — the three most productive corn states — have NO FJD dealer. That’s a market failure we can fix.” – “We’re a technology company AND a farming operation. We bring both perspectives.” – “Our farm management platform (Blossom.ag) creates an ecosystem that makes FJD products stickier.”

Negotiation Leverage Points

1. **FJD's US dealer gap is embarrassing** — 1,000+ dealers globally but only 3–5 in the world's largest precision ag market
2. **FJD's “Find Dealer” page is literally broken (404)** — They need dealers they can promote
3. **FJD sells direct and competes with dealers** — This means they can't be too demanding about dealer performance since they're hedging themselves
4. **DST's 10-state overreach** — You can point out (diplomatically) that 10 states from a one-person Oklahoma operation isn't real coverage
5. **The 2026 dealer conference just ended** — FJD is in active expansion mode and looking for new partners NOW
6. **ELL's existing store and farm count** — 100+ farms equipped demonstrates proven capability
7. **Reddit organic mentions** — Farmers are already finding ELL on their own and mentioning them in farming communities

Timeline Recommendation

PHASE	TIMEFRAME	ACTIONS
Immediate (Week 1–2)	Feb 14–28, 2026	Submit formal territory proposal to FJD; request call with US/NA territory manager
Negotiation (Week 3–6)	Mar 1–31, 2026	Negotiate territory agreement; clarify R.E.M status in IL; discuss MN overlap
Agreement (Week 7–8)	April 2026	Finalize multi-state exclusive dealer agreement
Spring Launch (Week 9–16)	April–June 2026	Launch marketing in new territories; attend regional farm shows; demo events
Phase 2 (Q3 2026)	Jul–Sep 2026	Evaluate first season; negotiate additional states (KY, NC, cranberry states)
Phase 3 (Q4 2026)	Oct–Dec 2026	Prepare for 2027 planting season; seek invitation to 2027 FJD Global Dealer Conference

Sample Territory Proposal Outline

ELM LAKE LABS – FJD Dynamics Exclusive Territory Proposal

Proposed Territory: Wisconsin, Iowa, Illinois, Indiana, Michigan, Missouri

Market Size: 414,000+ farms | \$51.3B combined net farm income

Current FJD Coverage: None (except WI – already ELL territory)

About ELL:

- Authorized FJD dealer since [date]
- 100+ farms equipped with FJD technology
- Professional e-commerce store (elmlakelabs.com)
- Farm management platform (Blossom.ag)
- Cranberry farming expertise (specialty crop advantage)
- 24/7 technical support capability

Commitment:

- Minimum [X] units per state per year
- Active marketing program (social media, trade shows, demo days)
- Tier-1 technical support for all territory customers
- Quarterly sales reporting to FJD

Request:

- 2-year exclusive territory agreement for 6 states
- Protected pricing (no FJD direct undercutting)
- Marketing support materials and lead sharing
- Technical training from FJD engineering team

9. Risk Assessment

Key Risks and Mitigations

RISK	LIKELIHOOD	IMPACT	MITIGATION
FJD assigns Midwest territory to another dealer	Medium	High	Move fast — submit proposal ASAP
DST contests ELL's expansion into adjacent states	Low-Medium	Medium	Focus on OPEN states; avoid directly challenging DST's claimed territory
FJD direct sales undercut dealer pricing	High	Medium	Negotiate pricing protection clause; differentiate on service
R.E.M or another micro-dealer gets IL exclusivity before ELL	Low	Medium	Contact FJD immediately about IL status
FJD product quality issues damage dealer reputation	Low	Medium	Maintain quality feedback loop; keep buy-back guarantee option
Volume commitments exceed actual demand	Medium	Medium	Negotiate conservative minimums with escalation clauses
FJD company instability (China regulatory, etc.)	Low	High	Diversify — don't bet 100% of business on FJD alone

10. Appendices

Appendix A: FJD Key URLs and Resources

RESOURCE	URL	STATUS
FJD Main Website	fjdynamics.com	Active
FJD Agriculture	agriculture.fjdynamics.com	Active
FJD US Store	us.fjdynamics.com	Active (Shopify)
FJD Store	store.fjdynamics.com	Redirects to us.fjdynamics.com
FJD Shop	shop.fjdynamics.com	Active
FJD Become Dealer	fjdynamics.com/dealer	Active — submission form
FJD Dealer Portal	dms.fjdac.com	Active — for existing dealers
FJD Find Dealer	fjdynamics.com/find-dealer	404 — BROKEN
FJD About	fjdynamics.com/about	404 — BROKEN (site reorganization)
FJD Blog (Odoo)	odoo15-se-website.fjdac.com	Active — older blog posts
FJD AgTech (Facebook)	facebook.com/FJDAgTech	Active — 57,611 likes
FJD LinkedIn	linkedin.com/company/fjdynamicsglobal	Active
ELL Store	elmlakelabs.com / store.elmlakelabs.com	Active
DST Website	deepsandtechnology.com	Active (Wix)
DST Facebook	facebook.com/FJDynamicsMidsouth	Active — 621 likes
CVFE Website	cvfequipment.com	Active
REM Facebook	facebook.com/people/REM-Ag-Equipment/100083379369169	Active — 44 likes

Appendix B: USDA Farm Statistics — Top 15 States by Net Farm Income (2022 Census)

RANK	STATE	NET FARM INCOME	NUMBER OF FARMS	ELL TARGET?
1	Iowa	\$14.71B	86,911	<input checked="" type="checkbox"/> Priority #1
2	California	\$12.10B	69,900	Long-term
3	Illinois	\$10.00B	71,123	<input checked="" type="checkbox"/> Priority #2
4	Minnesota	\$9.30B	68,090	⚠️ DST claims; negotiate
5	Nebraska	\$7.68B	44,800	● DST claimed
6	Texas	\$7.35B	230,662	Long-term
7	North Carolina	\$6.31B	46,418	Phase 2
8	Indiana	\$6.14B	56,649	<input checked="" type="checkbox"/> Priority #3
9	North Dakota	\$5.00B	25,085	● DST claimed
10	Missouri	\$4.97B	87,887	<input checked="" type="checkbox"/> Priority #5
11	Kansas	\$3.20B	56,282	● DST claimed
12	Georgia	\$3.80B	40,799	● DST claimed
13	Wisconsin	\$3.70B	64,793	<input checked="" type="checkbox"/> ELL home state
14	Ohio	\$3.50B	76,009	● DST claimed
15	South Dakota	\$3.50B	29,968	● DST claimed

Key insight: Of the top 15 ag states by income, DST claims 6, ELL has 1, and 8 are wide open — including #1 (IA), #2 (CA), #3 (IL), #6 (TX), #7 (NC), and #8 (IN).

Appendix C: US Precision Ag Market Context

- **US Precision Farming Market (2025): \$4.37 billion (Precedence Research)**
- **Projected (2034): \$13.69 billion (13.49% CAGR)**
- **Global Precision Farming Market (2025): \$14.77 billion (Mordor Intelligence)**
- **Key Growth Drivers:** Labor shortages, input cost pressure, sustainability mandates, RTK infrastructure expansion (GEODNET, etc.)

- **FJD's Target Segment:** Affordable aftermarket autosteering for small-to-mid-size farmers who can't afford \$15,000–\$25,000 Deere/Trimble systems

Appendix D: Sources

1. fjdynamics.com — Official website (multiple pages)
2. agriculture.fjdynamics.com — Agriculture division
3. us.fjdynamics.com — US store (pricing data: AT2 = \$6,699)
4. deepsandtechnology.com — Deep Sand Technology full website
5. gpsworld.com — “Precision agriculture with Deep Sand Technology” — Joey Koebelen interview (June 2025)
6. odoo15-se-website.fjdac.com — “FJDynamics to Host 2026 Global Dealer Conference in China”
7. landscaping.fjdynamics.com — FJD Global Dealer Conference 2025 recap (“1,000+ authorized dealers in 100+ countries”)
8. techcrunch.com — “Robotics startup FJDynamics raises \$70M to make manual labor easier” (Nov 2021)
9. agfundernews.com — “Chinese agtech startup FJ Dynamics raises \$15m+ from Tencent”
10. cbinsights.com — FJ Dynamics company profile
11. crunchbase.com — Wu Di founder profile
12. tractorhouse.com — FJ Dynamics dealer directory
13. cvfequipment.com — Corner View Farm Equipment
14. facebook.com/FJDynamicsMidsouth — Deep Sand Technology Facebook (621 likes)
15. facebook.com/people/REM-Ag-Equipment/100083379369169 — R.E.M Ag Equipment (44 likes; Saint Elmo, IL)
16. facebook.com/p/FJDynamics-North-America-100075981438819 — FJD North America (111 likes; Carlisle, AR)
17. emeraldbayagdynamics.squarespace.com — B.C. FJ Dynamics Sales and Service (Canada)
18. mpcagriculture.com — MPC Agriculture (Australia FJD importer/distributor)
19. elmlakelabs.com — Elm Lake Labs store and website
20. agriculture.com — “Farming Across America: A State-by-State Breakdown” (USDA Census data)

21. precedenceresearch.com — US Precision Farming Market Size (\$4.37B, 2025)
 22. mordorintelligence.com — Global Precision Farming Market (\$14.77B, 2025)
 23. ers.usda.gov — USDA farm statistics (1.88M US farms)
 24. worldpopulationreview.com — Cranberry production by state
 25. reddit.com/r/farming — Auto steer discussion mentioning Elm Lake Labs
 26. justanswer.com — John Deere AutoTrac pricing data
 27. keimfarmequipment.com — Ag Leader SteerCommand Z2 pricing (\$8,045)
 28. ebay.com — FJD AT2 listings (secondary market pricing)
 29. ozagmachinery.com.au — FJD AT2 Max pricing (AU\$12,500+)
 30. buysellgps.com — John Deere StarFire activation pricing changes
-

Report prepared February 14, 2026. Market conditions and dealer landscape are dynamic — recommend quarterly updates. File: /Users/henry/clawd/memory/projects/ell/fjd-dealer-territory-map.md