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We depend on this channel for market and farming information. This is very important to us as we don't get this on the radio or on any other television channel. It's also one of the only decent channels on the air as well. Other channels are either smut or sales. The quality of television has REALLY gone downhill and this is about the only channel that has listened to people and made this family-friendly. We get bombarded with enough other crap, this channel is a godsend. Bloomberg has a few market updates but you have to make sure you catch them at the right time so that's pretty much useless. Even tho we live in a rural area, we get one general update a day for markets. We farmers are having enough of a time trying to make a living. WE FEED YOU PEOPLE!