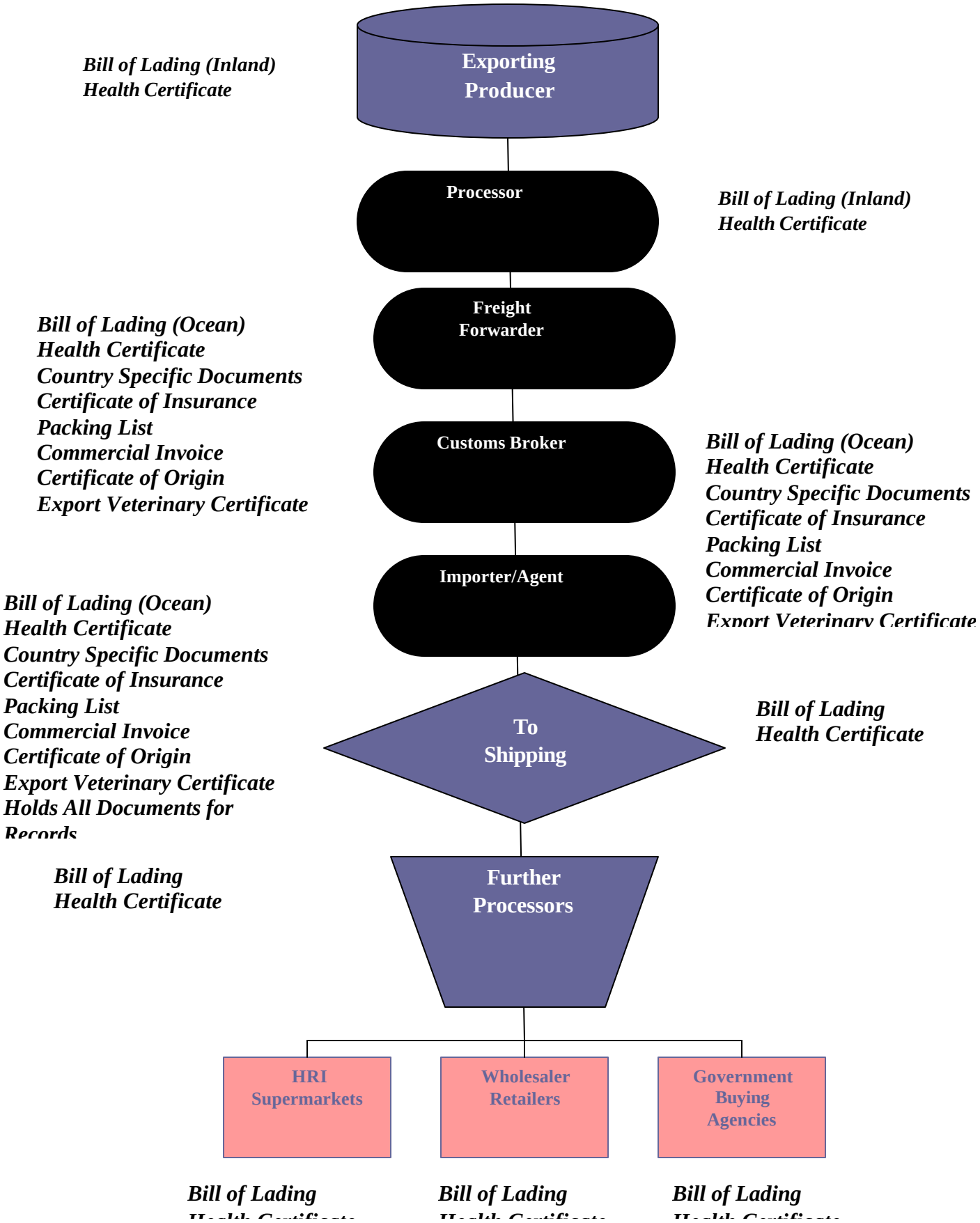DIRECT EXPORTS FROM THE FARM