

# FARMERS' USE OF MEDIA LUNCHEON

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THURSDAY, NOVEMBER 3<sup>RD</sup>, 2022



# ANNOUNCEMENTS

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We've got a lot going on!

# FALL MEMBERSHIP CAMPAIGN

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**NAMA MEMBER**

*Recruitment*

**REFER A NEW MEMBER AND WIN A PRIZE!**

*Spread the word!*



*Now through November 30.*

# IOWA STATE UNIVERSITY MENTORSHIP PROGRAM

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- Kicks off in November before break
- Meet at your own speed
- 10+ students participating, 4 professionals
- Mentees have turned into amazing interns!

# OPEN BOARD POSITIONS

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# NAMA



- Iowa State University Liaison
- Membership Co-Chair
- Sponsorships Chair

# SPONSORSHIP OPPORTUNITIES RETURNING

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- Event sponsorships returning in 2023!
- Great opportunity to get your product/service in front of our members
- Sponsorship dollars help with luncheon expenses!



SAVE THE DATE!

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**2023** AGRI-MARKETING  
CONFERENCE

FROM **NEXT2NOW**

ST. LOUIS APRIL 26-28







## Why NAMA?

A presentation to the  
Iowa Chapter

*Deron Johnson, NAMA President  
November 3, 2022*

## AGENDA

- My personal NAMA journey
- About NAMA
- Ideas to get members involved





# MY PERSONAL NAMA JOURNEY



## DERON JOHNSON

<b>My NAMA bio</b>	<ul style="list-style-type: none"> <li>• 20+ year member</li> <li>• Membership spanning four chapters: Chicago, Gateway, Eastern, MoKan</li> <li>• National committees: Student NAMA, Professional Recognition, Nominating Committee</li> <li>• National conference session speaker and moderator</li> <li>• Professional Award of Excellence, Public Relations, 2009</li> <li>• Currently serve as President on the NAMA Executive Committee</li> </ul>
<b>Why I belong</b>	<ul style="list-style-type: none"> <li>• Relationships, relationships, relationships</li> <li>• Ongoing competitive intelligence</li> <li>• Learning + insights</li> <li>• Annual awards competition: Best of NAMA</li> </ul>
<b>My key “NAMA Moment”</b>	<p>“It all happened in a backyard pool ...”</p>





## ABOUT NAMA

# Who is NAMA?

## OUR BRAND PROMISE

We are **leaders** in agri-marketing, connecting **brands, agencies, publishers, media companies, students, business leadership, faculty, sponsors and exhibitors** through interactive and engaging experiences that **increase knowledge, recognize achievement and build relationships, to ensure personal and industry growth.**



# audience

## *Primary*

- Marketers
  - Brands
  - Agencies
- Publishers/Media Companies
- Students

## *Influencers*

- Business Leadership
- Faculty

## *Tertiary*

- Sponsors
- Exhibitors



## key audience insight & mindset

In **agri-marketing**, there is a large pool of smart, talented, experienced and progressive people who have deep and diversified skills. **Tapping into the community of passionate agri-marketers will help agri-marketing professionals and students build essential networks to advance their careers, as well as, develop personal skills to make them vital in their specific disciplines.**

*(personal drivers)*

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### ***Emotional Mindset***

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Leadership

Pride

Respect/Recognition

Appreciation

*(tangible benefits of the brand)*

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### ***Rational Mindset***

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Connections

Knowledge

Skill Development

Awards

*(implied benefits of the brand)*

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### ***Value Mindset***

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Lasting Relationships

Reliable Insight

Relevancy

ROI

Reputation



**Our Purpose:**  
To create skilled, passionate agri-marketers



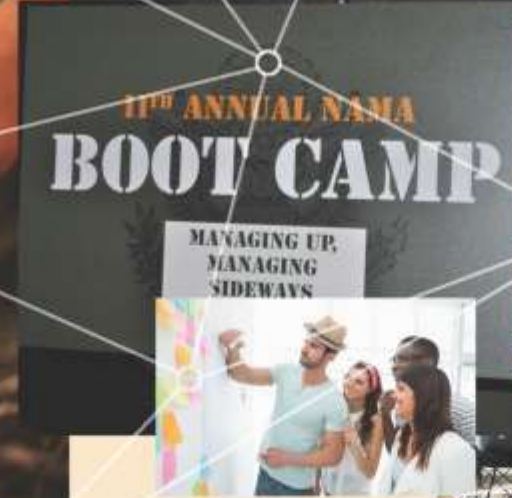
## Our Mission (How we achieve our purpose)

We build connections for our members to other people passionate about agriculture, and provide valuable information, relevant tools and progressive ideas in agri-marketing.



## Our Four Key Pillars

- 1 Focus on agriculture
- 2 Agri-marketing education that increases skills
- 3 Connections that advance careers
- 4 Student involvement that secures the future



## **pillars** (How we support the mission – our key differentiators)

### **Focus on Agriculture**

- + Professional and personal development
- + Leadership opportunities
- + Awards/professional and peer recognition
- + Latest technology and trends in the agriculture industry
- + High-powered speakers

### **Agri-marketing education that increases skills**

- + Diverse members involved in all aspects of agri-marketing
- + Extensive experience in the industry
- + Hands-on student opportunities and involvement
- + Communicate latest technology and trends in ag, marketing and agri-marketing
- + High-powered speakers

### **Connections that advance careers**

- + Access to the best and the brightest in agriculture
- + Employment opportunities
- + Life long friendships
- + Access to tools, information, technology and trends in agri-marketing

### **Student involvement that secures the future**

- + Tapping into fresh ideas
- + Fostering passion for agri-marketing
- + Building the next generation of leaders
- + Communicate and demonstrate, latest technology and trends in agri-marketing

## The Essence of NAMA

**Networked Empowerment:** We're stronger, smarter and better informed when we work together. NAMA creates connections that elevate the professional development of our members and make learning and growing a fun and engaging experience.



## brand character/personality

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NAMA is a **Connector** brand.

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**Connector** is based on building a robust network of agri-marketing professionals and leaders that brands, agencies, publishers, media and students can tap into for agri-marketing insight, development and advancement.

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### ***Primary Attributes***

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Passionate

Engaging

Knowledgeable

Progressive

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### ***Secondary Attributes***

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Insightful

Fostering

Adaptable

Fun





## **WHY NAMA?**

Making the case to prospective members

## OPPORTUNITIES FOR MEMBERS + ORGANIZATIONS TO GET INVOLVED

### INDIVIDUALS

- Membership – chapter and national levels
- Local chapter involvement
- Conference attendance (Boot Camp, Fall Conference, National Conference)
- Webinar participation
- National committee involvement

### Iowa NAMA Chapter



@IowaNAMA



@nama-iowa



@IowaNAMA



namaiowa.com

### CORPORATE

- Conference sponsorships/visibility
- Sustaining Partner (including opportunity to create unique sponsorship activations)
- Speaking platforms
- Support of colleague engagement

### National NAMA



@NationalNAMA



@officialNAMA



National Agri-Marketing Association (NAMA)



@ExploreNAMA



nama.org





**THANK YOU!**

# MEDIA PANEL DISCUSSION

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## FARMERS' USE OF *Media*



**Jack Semler**

President & CEO  
Readex Research, presenting on  
behalf of the Ag Media Council



**Ali Harney (Peltier)**

Director of Marketing  
Successful Farming



**Tom Brand**

Executive Director  
National Association of  
Farm Broadcasting

# Successful **Farming**®





# Successful Farming

2022 Farmers Use of Media Highlights



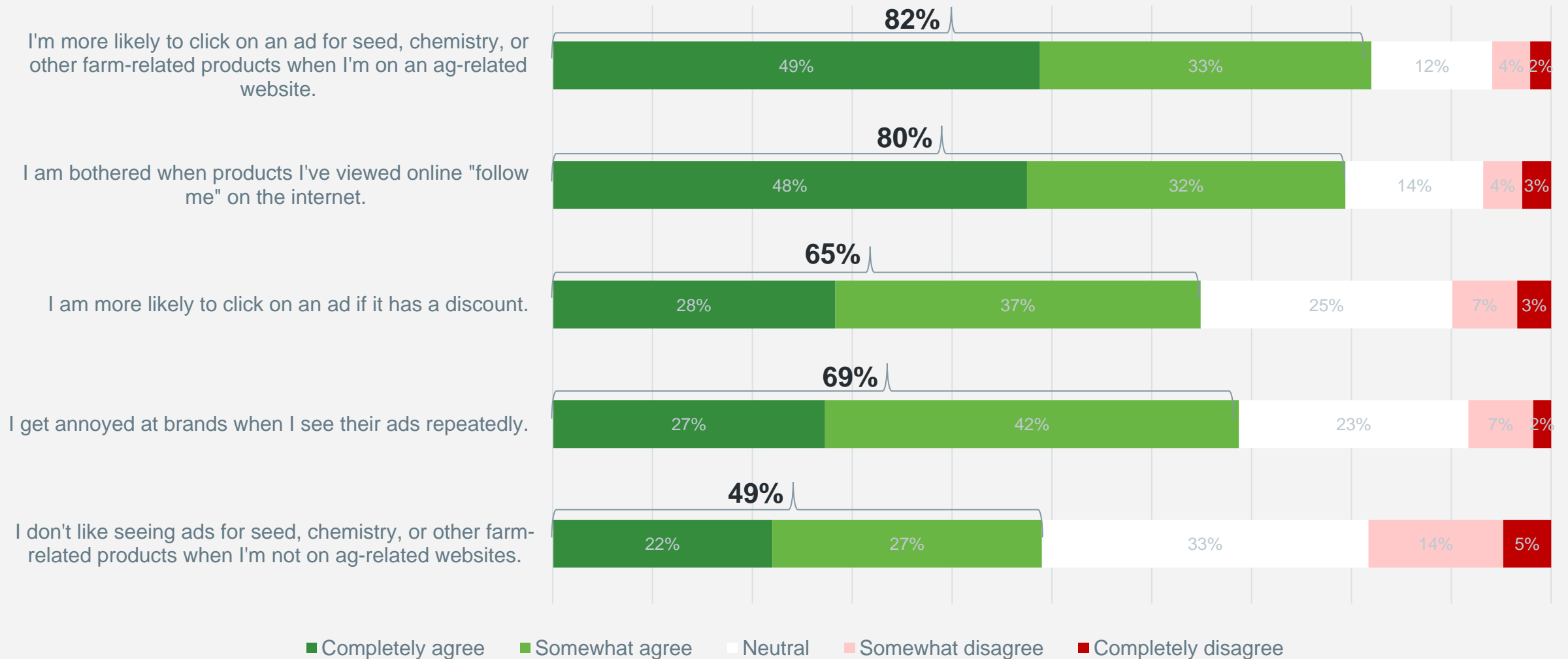
# Ag Media Use – Over time

*Aggregated Daily, Weekly, Monthly, & <Monthly Use*

AM/FM radio	90%	84%	80%	80%	80%
Broadcast/cable/satellite TV	85%	85%	75%	73%	--
Websites, ag news and information	97%	73%	71%	68%	75%
Mobile apps	82%	59%	56%	--	--
E-newsletters	92%	68%	68%	--	66%
Ag manufacturer/supplier comms	98%	86%	94%	93%	92%
Publications	98%	97%	99%	98%	99%
Websites, ag brands or products	97%	79%	71%	68%	75%
YouTube, ag-related videos	83%	61%	49%	--	--
Podcasts	53%	35%	29%	--	--
National farm or trade shows	84%	70%	80%	86%	86%
Local field day/meetings	89%	78%	87%	--	--

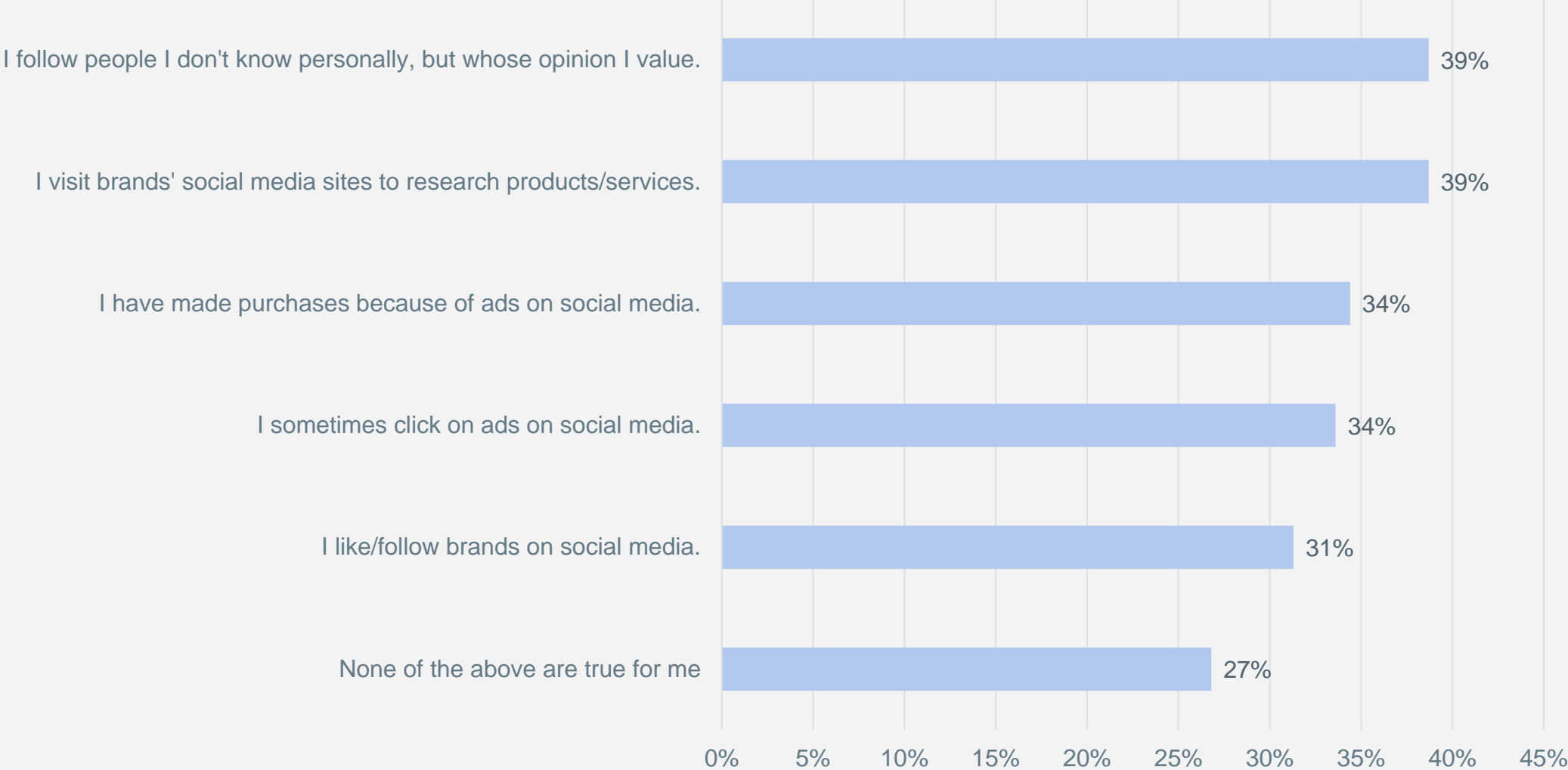
*Highlighted box indicates a statistically significant increase from 2020.*

# Level of Agreement with Advertising



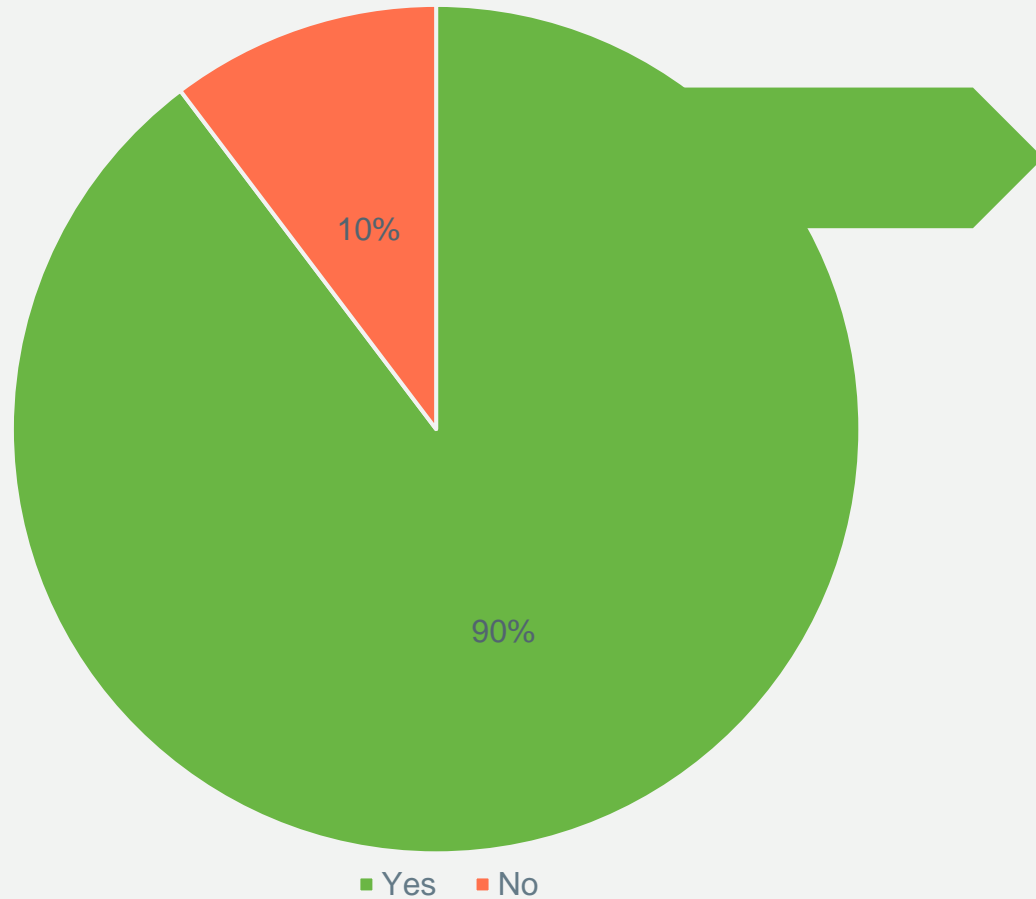
# Opinions on Social Media

*The following statements are True*

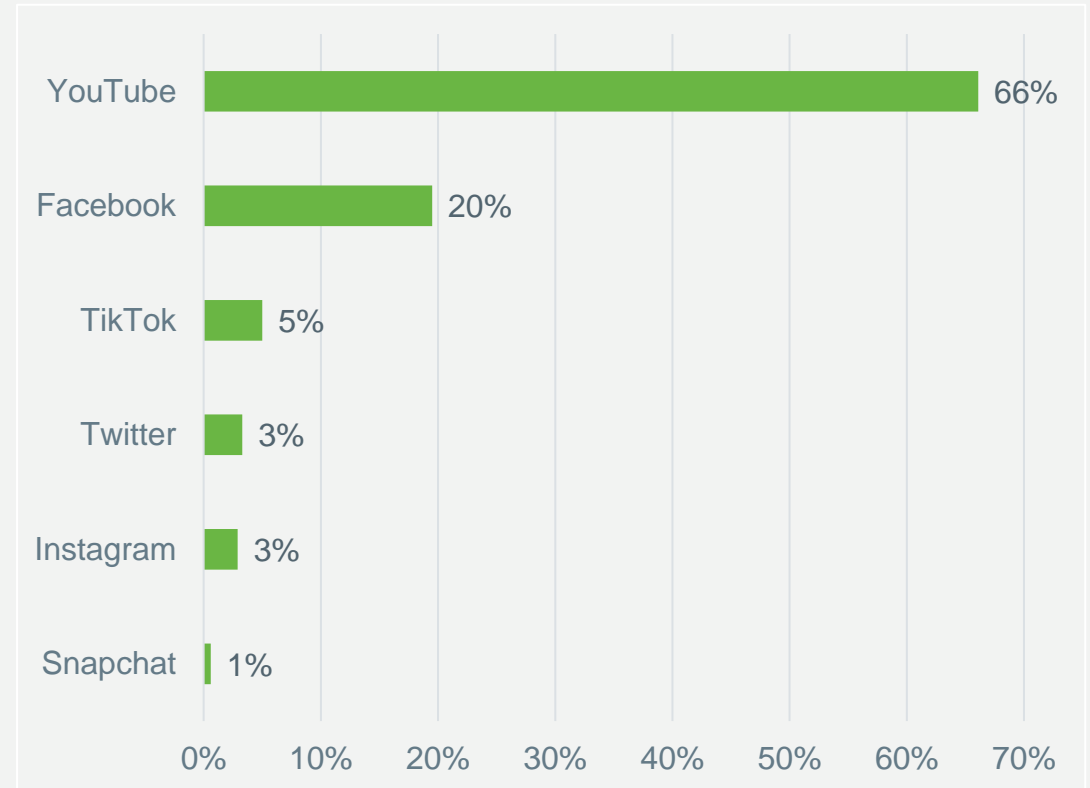


# Video Use

Do you ever watch video content?

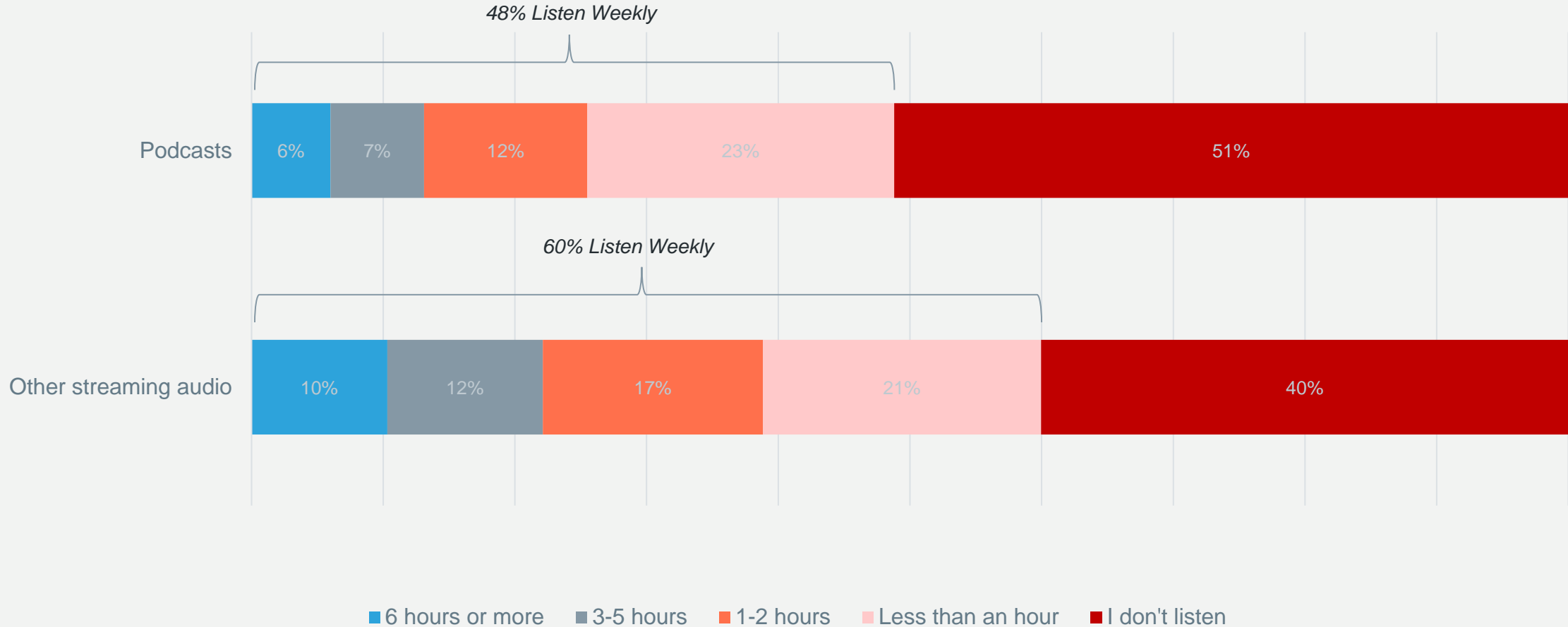


Preferred Video Platform

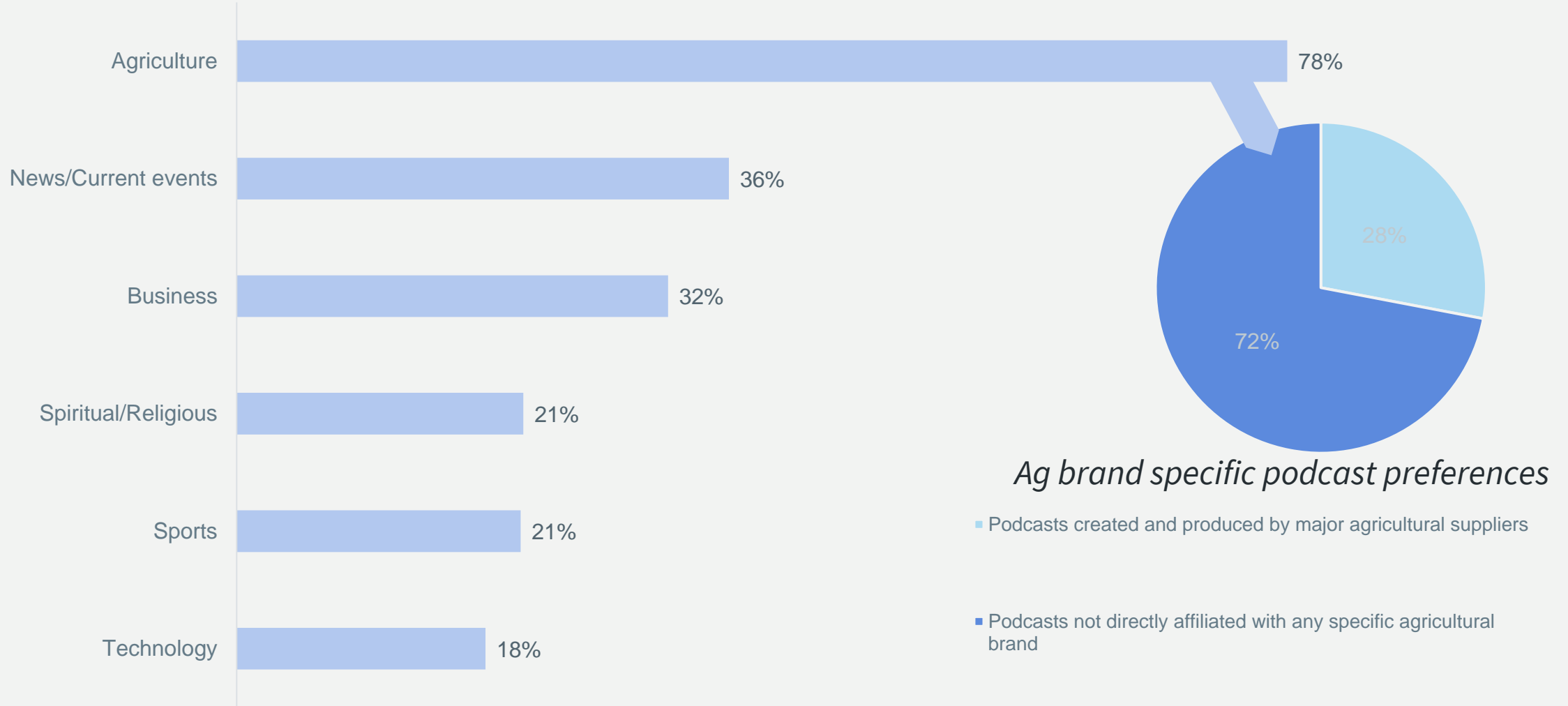




# Hours Spent Listening to Streaming Audio



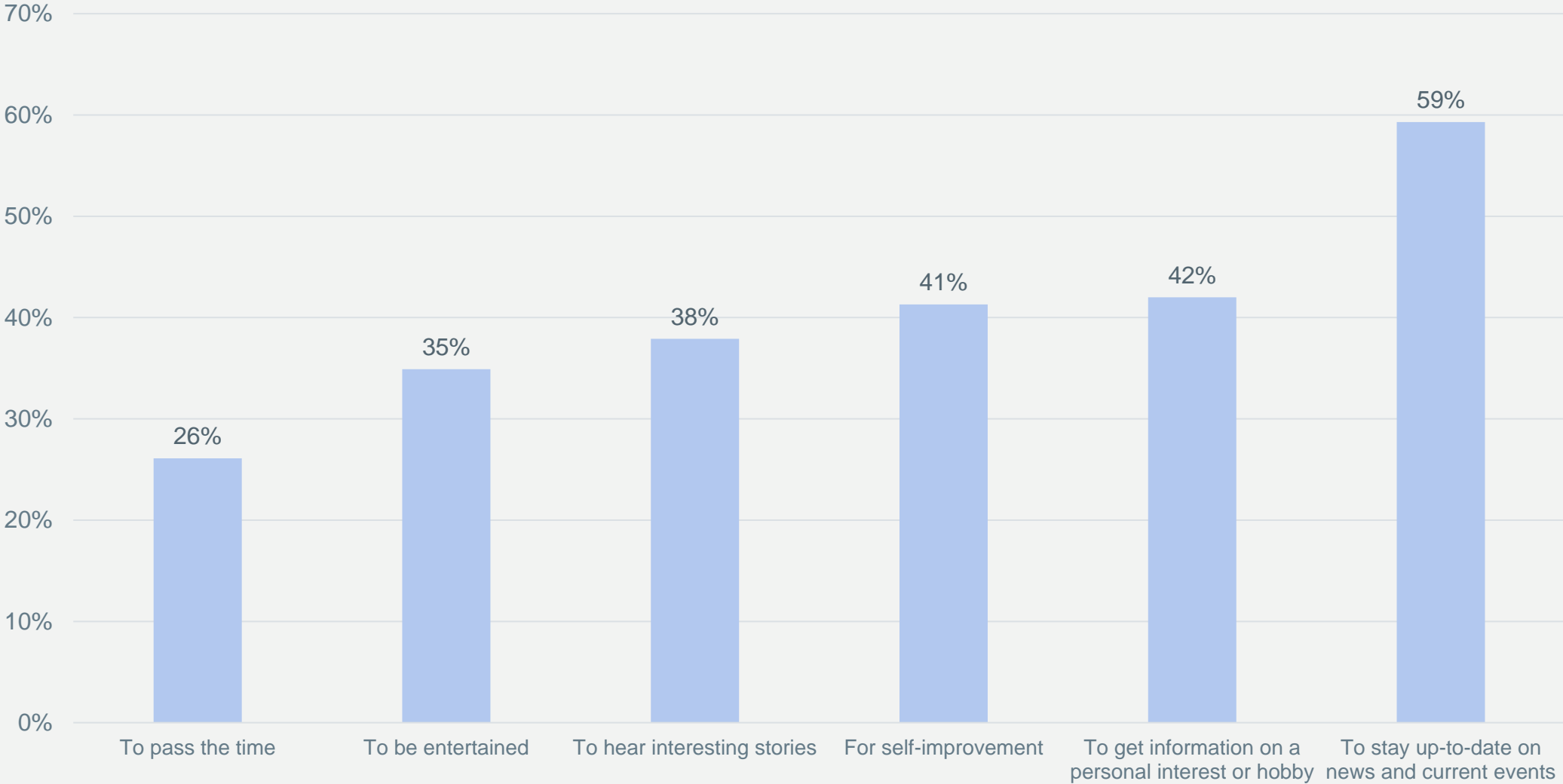
# Types of Podcasts Listened To



*Ag brand specific podcast preferences*

- Podcasts created and produced by major agricultural suppliers
- Podcasts not directly affiliated with any specific agricultural brand

# Reasons for Listening to Podcasts



Q38. Which of these are the most important reasons why you personally listen to podcasts?

Base – Respondents listening to podcasts (n=467)



# Summary

# Key Insights

1

## **Media use is increasing.**

Types of media, the number of media platforms, and frequency of use have all increased since 2020. Target advertising on where farmers are most engaged and open to agricultural ads.

2

## **Farmers are most receptive to agricultural advertising on ag-specific platforms.**

Ads are expected and accepted on ag-specific sites. Farmers often feel informed and understood when seeing them there. Be strategic about where your ads are placed.

3

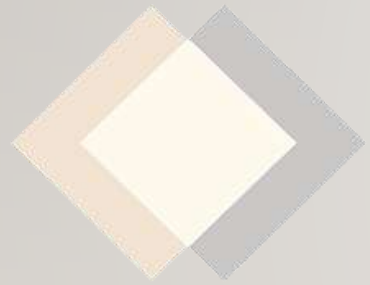
## **Video is key.**

Nearly all respondents watch some sort of video. Platform use varies by age and there still is room for growth.

4

## **Agriculture specific podcasts could be the next great opportunity.**

While listening to podcasts isn't something everyone does, agricultural specific podcasts are prevalent among those that do. As programming becomes more topic specific and interesting, overall listening could increase.

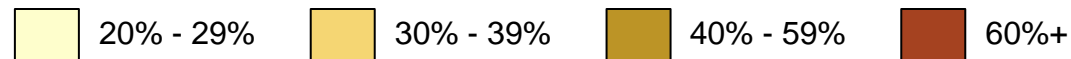


ReadexResearch



## Weekly Media Usage

AT LEAST WEEKLY							
	2010	2012	2014	2016	2018	2020	2022
Ag magazines and newspapers	78%	82%	81%	80%	72%	73%	65%
<b>Ag e-newsletters</b>	27%	30%	34%	38%	68%	66%	58%
Ag TV	39%	37%	40%	37%	35%	37%	31%
Ag Radio	38%	41%	45%	35%	34%	34%	29%
<b>Ag websites</b>	34%	40%	43%	37%	64%	63%	57%
<b>Ag websites on mobile device</b>	22%	16%	20%	23%	42%	41%	48%
Ag supplier publications	20%	20%	23%	14%	19%	17%	18%
<b>Ag social media</b>	8%	9%	12%	12%	30%	33%	33%
<b>Ag text messages</b>	10%	17%	22%	22%	45%	45%	42%
<b>Ag related webinars</b>				3%	7%	7%	8%
Ag dealers/retailers	20%	22%	21%	16%	20%	21%	20%
<b>Ag apps on a mobile device</b>		12%	20%	23%	42%	41%	38%
Ag consultants				11%	17%	16%	16%



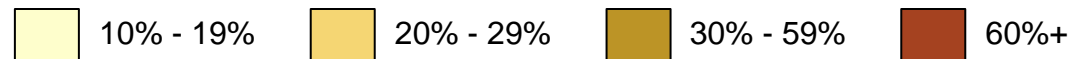
**boldface** = digital

*How often do you usually read, view, visit, attend, or use the following types of media or information sources?*



## Top Sources for Learning About New Products/Services.

	2010	2012	2014	2016	2018	2020	2022
Ag magazines and newspapers	81%	74%	74%	70%	66%	63%	63%
<b>Ag e-newsletters</b>	4%	5%	6%	8%	4%	18%	17%
Ag TV	9%	6%	7%	6%	11%	8%	7%
Ag Radio	6%	8%	7%	5%	3%	3%	4%
<b>Ag websites</b>	7%	8%	10%	12%	8%	18%	18%
<b>Ag websites on mobile device</b>	1%	1%	1%	2%	4%	11%	10%
Ag supplier publications	10%	6%	9%	5%	7%	5%	4%
<b>Ag social media</b>	1%	0%	1%	1%	4%	8%	8%
<b>Ag text messages</b>	0%	0%	0%	1%	1%	2%	1%
<b>Ag related webinars</b>							
Ag dealers/retailers				31%	27%	18%	19%
<b>Ag apps on a mobile device</b>	0%	1%	1%	0%	4%	2%	2%
Ag consultants		0%	0%	0%	8%	7%	7%



**boldface = digital**

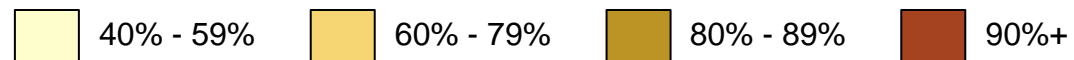
*What are the top two sources from which you first learn about new agricultural products, equipment, services, or suppliers?*





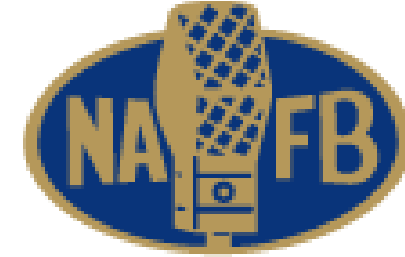
## Smartphone Usage

	Age 45-64			Income: \$1M+		
	2018	2020	2022	2018	2020	2022
Texting	67%	86%	88%	76%	88%	91%
E-mail	49%	72%	77%	64%	80%	80%
Visit ag website	43%	60%	60%	61%	68%	64%
Ag apps	34%	47%	47%	51%	59%	58%
Ag social media	13%	26%	28%	13%	38%	32%
Ag chat rooms or boards	4%	10%	10%	10%	15%	14%



*For which of the following activities do you use a smartphone (iPhone, Samsung Galaxy, HTC One, etc.)?*





# National Association of Farm Broadcasting 2021 Summary

**Aimpoint**  
RESEARCH®



# Research Approach

Respondents have to be a primary/shared decision maker of a farming operation with GFI of \$100K or more, have an ag radio station available, and listen to ag radio during the time of year interviewed.

202

Wave 1 - phone interviews  
January 11, 2021 – January 23, 2021

197

Wave 2 - phone interviews  
April 6, 2021 – April 22, 2021

200

Wave 3 - phone interviews  
July 6, 2021 – July 30, 2021

195

Wave 4 - phone interviews  
October 25, 2021 – January 8, 2022



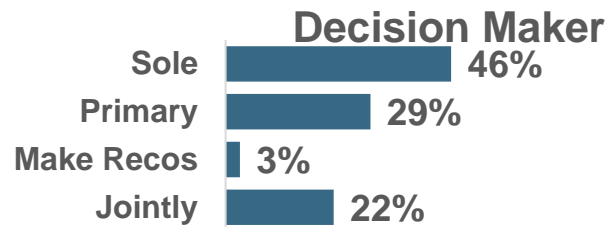
# Profile of Respondents



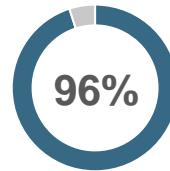
*checking on the grain markets on the radio at lunchtime*



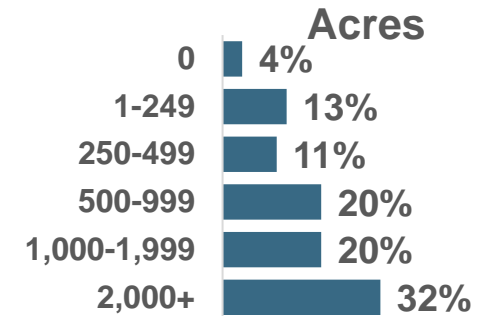
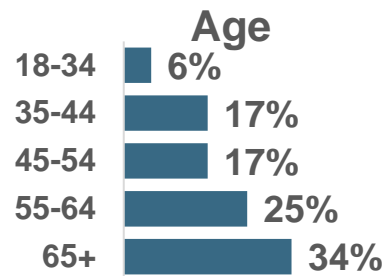
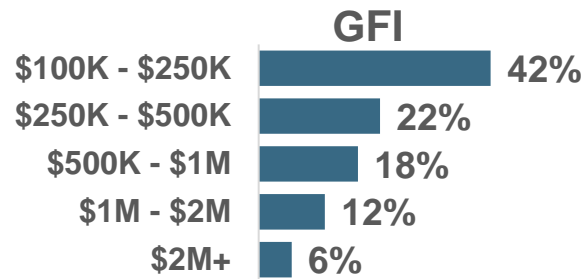
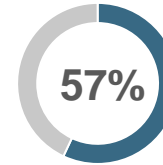
# Profile of Respondents



### Plant crops



### Livestock



Source: Total farmers who listen to ag radio (n=794)



# Radio Listenership



*Jared tunes in while he's headed to the shop to get more seed.*

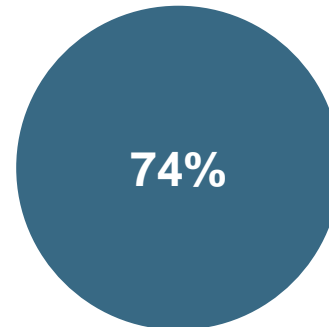


**Ag radio listeners tune in nearly everyday, Monday through Friday, with about three-quarters of listeners listening five or more days a week.**

**Average number  
of days per  
week listening  
to ag radio**



**% listening  
five or more  
days**



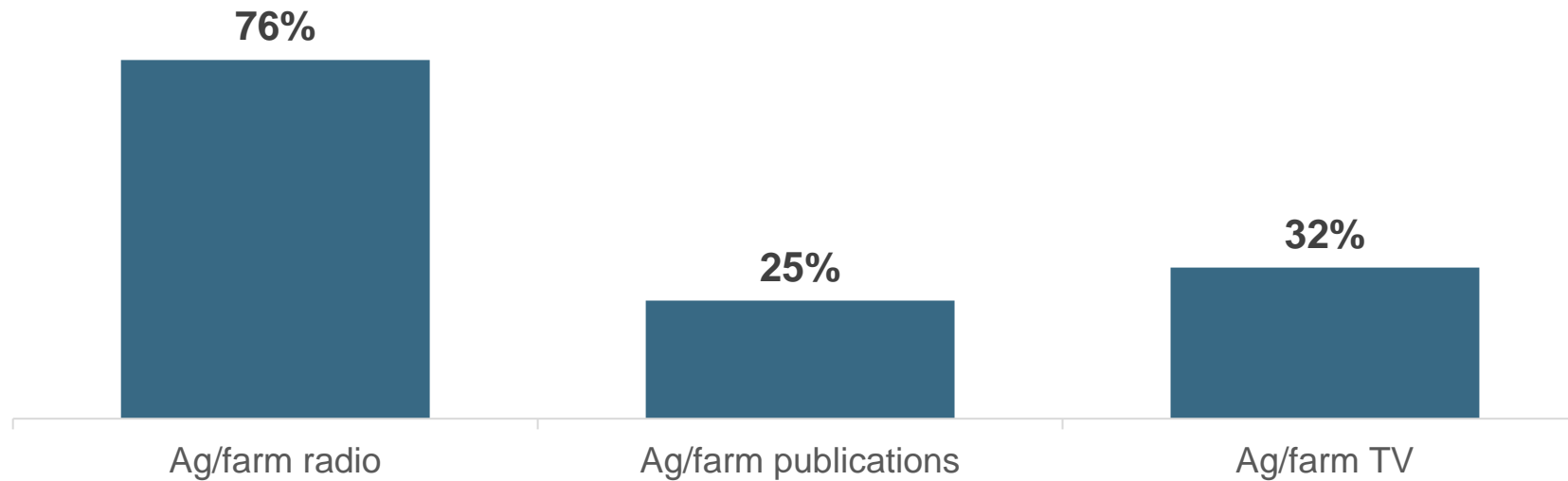
Source: Total farmers who listen to ag radio (n=794)  
Thinking of your radio listenership, typically how many days per week do you listen for farm news, weather, markets, and ag information during this time of year?





**Ag/farm radio is the primary source of daily ag news for ag radio listeners, followed by ag/farm TV and ag/farm publications.**

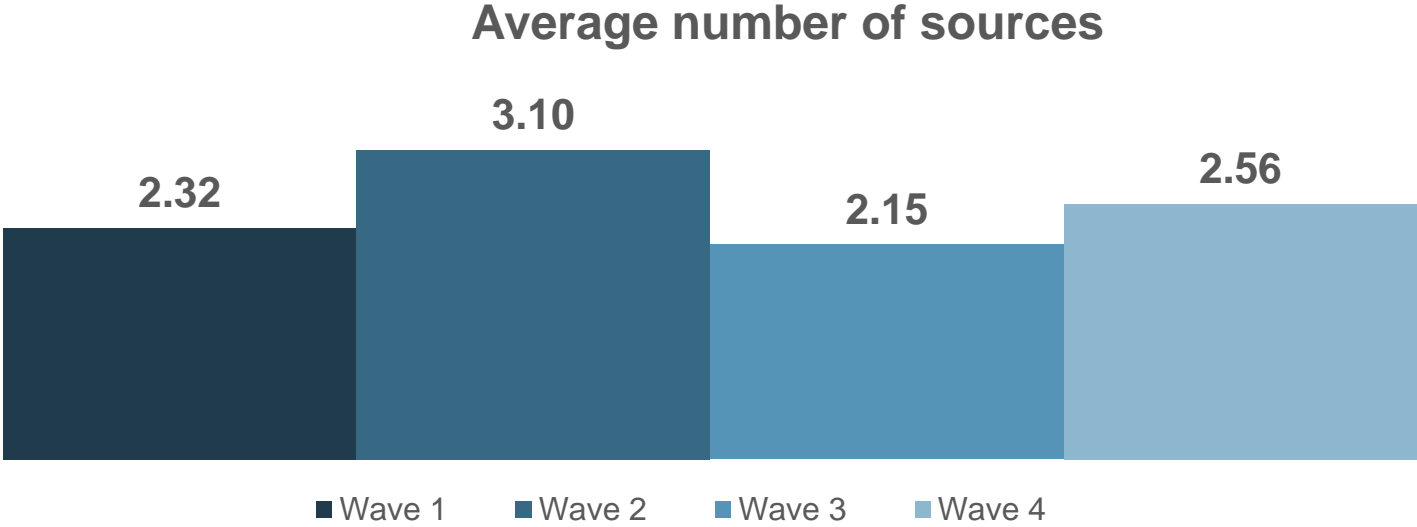
### Daily sources



*Source: Total farmers who listen to ag radio (n=794)  
During this time of year, what are your daily news sources for farm news, weather, markets, and ag information?*



# Ag radio listeners expand the number of sources to which they look for information during planting.



**Types of sources** – Ag/farm radio, ag /farm TV, ag/farm publications, blogs/websites/news, ag/farm apps, supplier/manufacturer text notifications, social media, company/industry websites, supplier e-newsletter, publication e-newsletter, farm radio websites, online farm forums, ag/farm shows, online farm forums, ag/farm shows, ag/farm podcasts, and other.

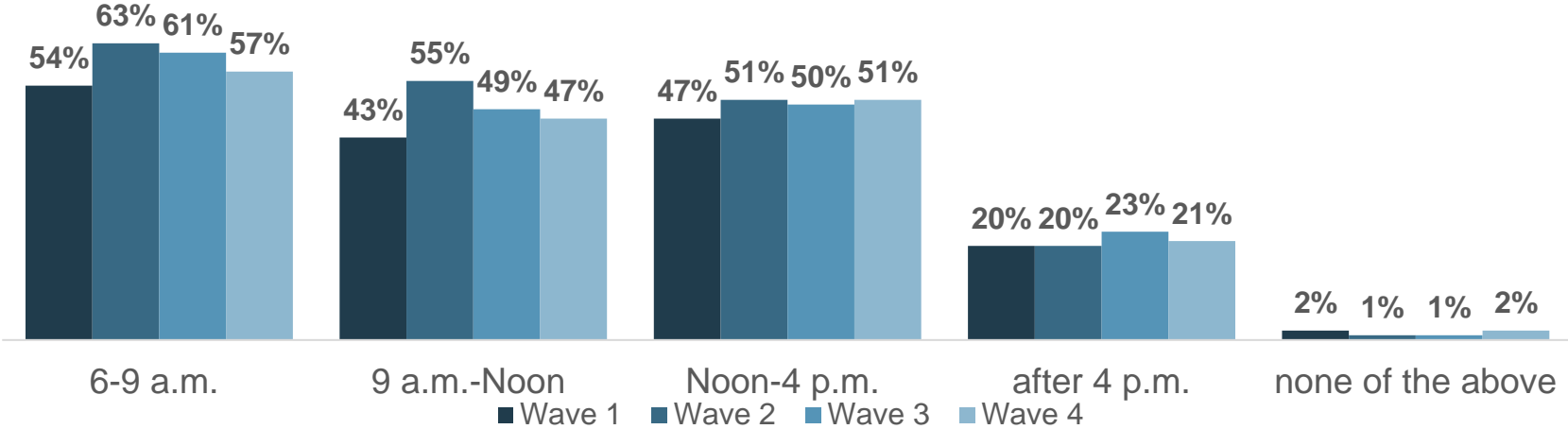
Source: Total farmers who listen to ag radio (n=794)  
During this time of year, what are your daily news sources for farm news, weather, markets, and ag information?



# Listenership is highest during the early morning.

Early morning listenership increases with age across multiple waves.

## Time of day listening to ag radio

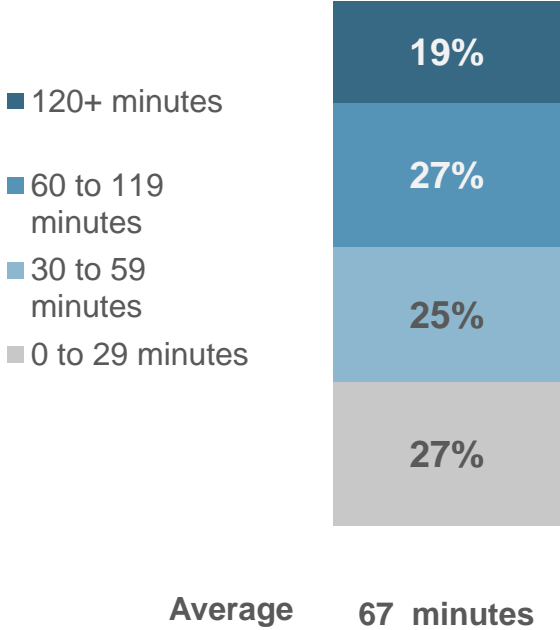


Source: Total farmers who listen to ag radio (n=794)  
 When during the day do you listen to the radio for farm news, weather, markets, and ag information?



**Minutes spent listening to ag radio varies from listener to listener.  
The average amount of time listening is more than an hour.**

**Minutes spent listening to ag radio**



*Source: Total farmers who listen to ag radio (n=794)  
On a typical weekday during this time of year, how many minutes do you spend listening to farm news, weather, markets, and ag information?*



Listeners report receiving a wide variety of topical information from ag radio; however, they are primarily listening to/for ag markets and commodity prices, weather, and local/regional ag news.



	Wave 1	Wave 2	Wave 3	Wave 4
Ag markets/commodity prices	93%	92%	95%	89%
Ag weather	72%	77%	78%	70%
Local/regional ag news	50%	53%	67%	61%
World ag/trade news	47%	32%	62%	49%
Farm commentary	43%	48%	54%	51%
Insights from Washington, D.C./policy updates	40%	31%	45%	37%
New products: seed, equipment, technology	36%	32%	40%	42%
Agriculture innovation	30%	26%	37%	33%
Other	3%	6%	11%	19%
None of the above	1%	1%	1%	1%

Source: Total farmers who listen to ag radio (n=794)  
 What types of information do you get when you listen to your local farm broadcaster?



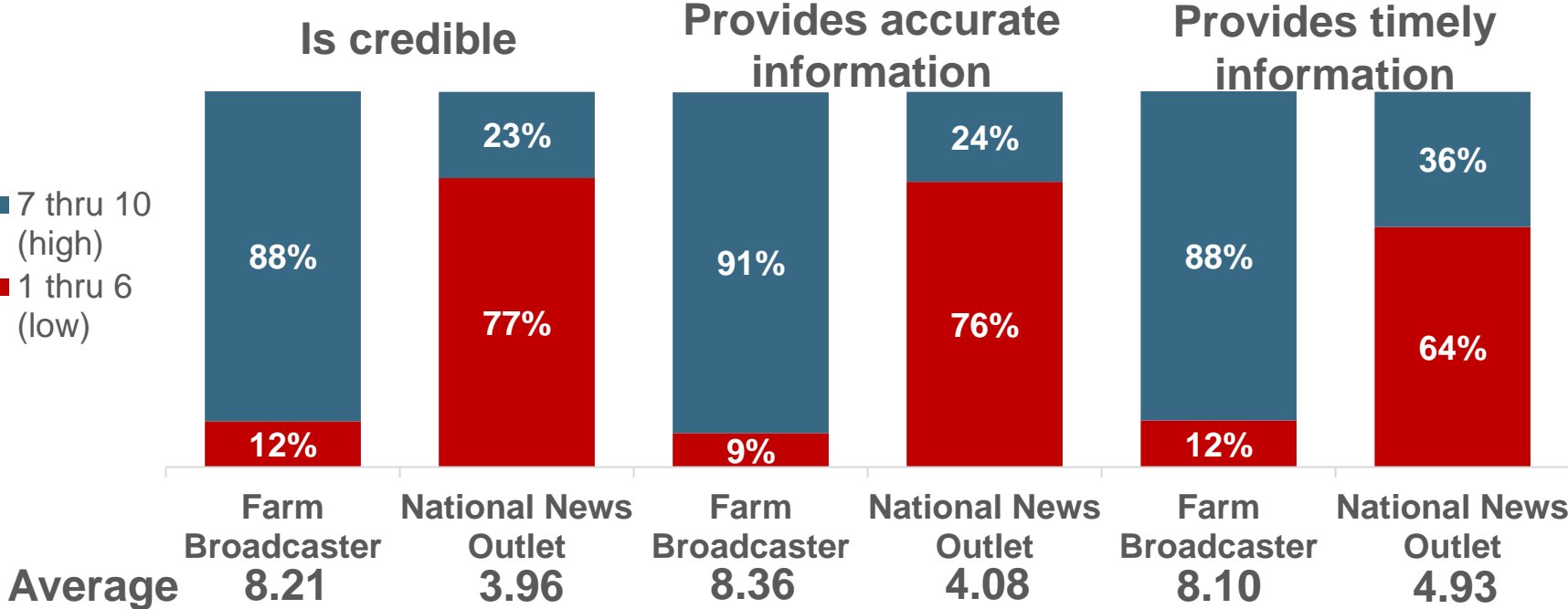
# Perceptions of Farm Broadcasters



*Doug Doughty from Chillicothe, Missouri, checks the cattle with the help from sidekicks Bentley and Red.*



# Farm broadcaster ratings are consistently higher than national broadcaster ratings.



Source: Total farmers who listen to ag radio (n=794)  
 Thinking of the farm broadcaster who delivers farm news, weather, markets, and ag information, please rate them on a scale of 1 to 10, where 10 is excellent and 1 is very poor, on the following factors:  
 Thinking of national news media outlets, such as NBC, CBS, ABC, New York Times, etc., please rate them on a scale of 1 to 10, where 10 is excellent and 1 is very poor, on the following factors:



# Podcasts

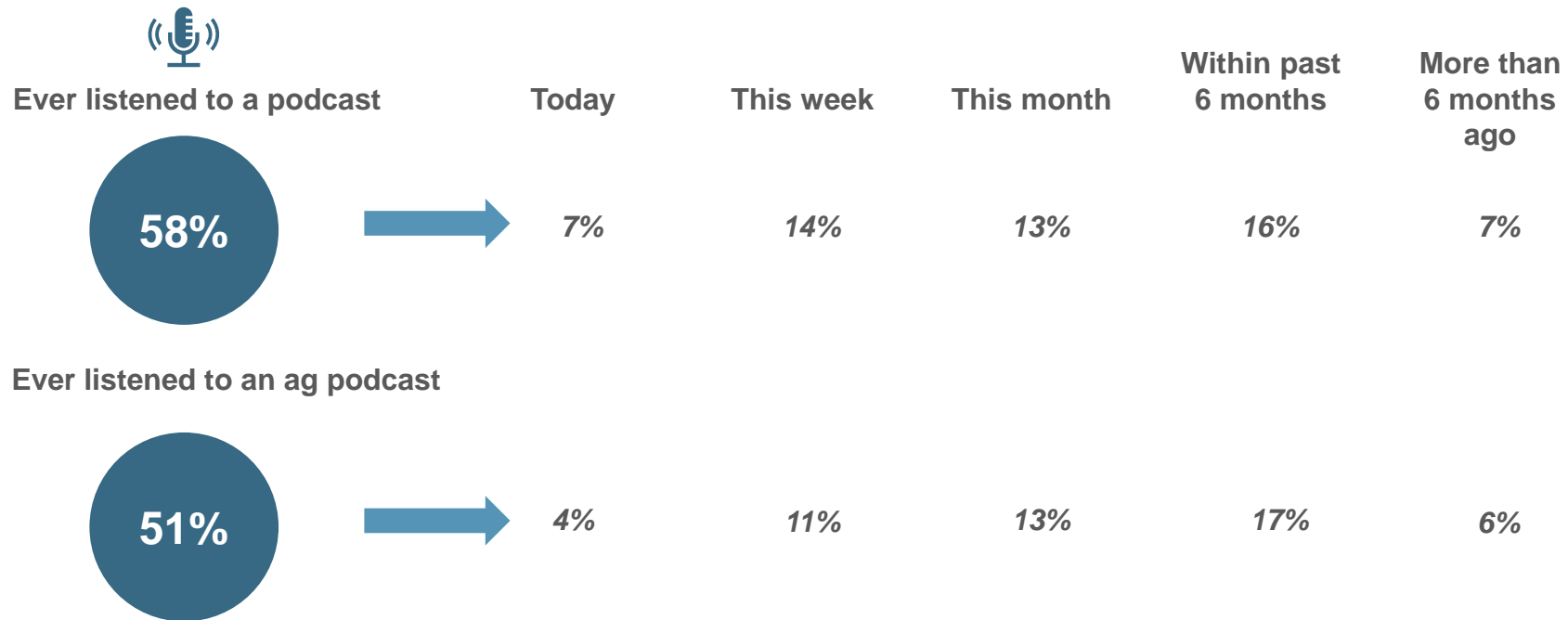


*Michael uses multiple forms of media and subscribes to paid newsletters to get deep market information. He also spends 120 minutes a day, five days a week, listening to farm radio.*





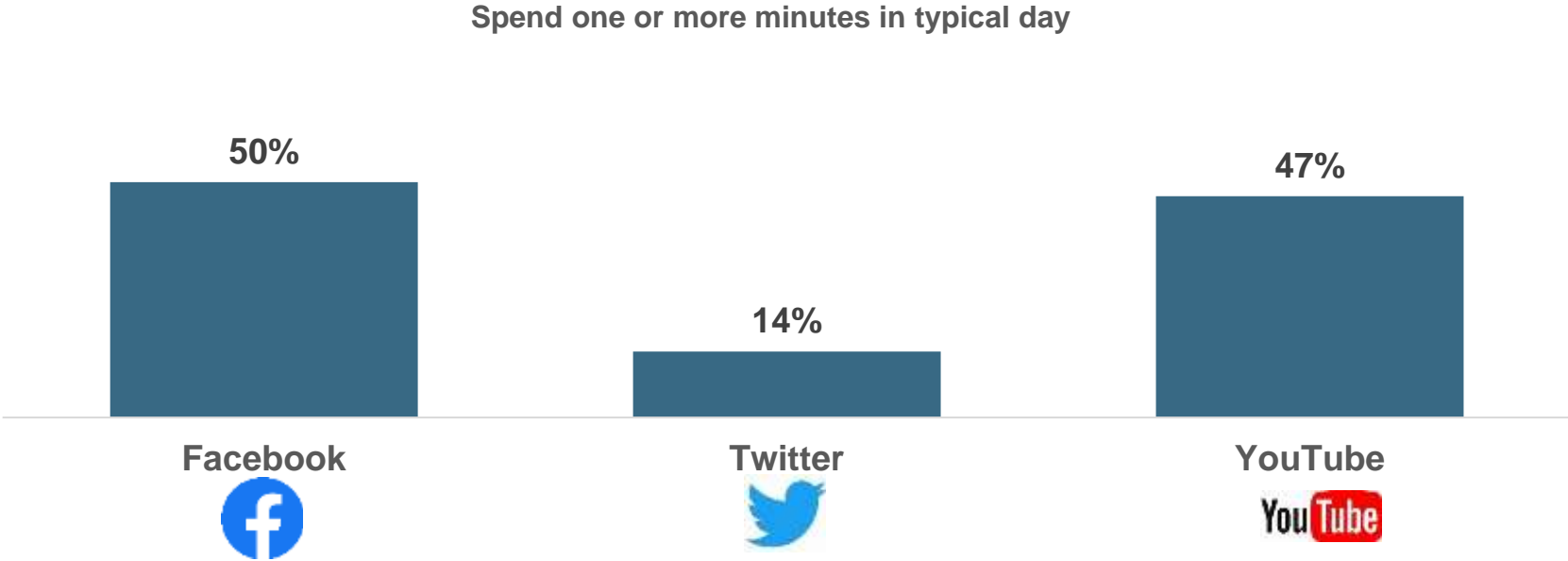
**More than half of farmers surveyed have ever listened to a podcast. In the last month of when the survey was taken, more than a third of listeners have listened to a podcast and more than a quarter have listened to an ag podcast.**



Source: Total farmers who listen to ag radio (n=794)  
 Have you ever listened to a podcast on any topic?  
 When was the last time you listened to a podcast on any topic?  
 Have you ever listened to a podcast about an agricultural topic?  
 When was the last time you listened to a podcast on an agricultural topic?



# Facebook and YouTube are used by about half of farmers on a typical day.



Source: Total farmers who listen to ag radio (n=794)  
On a typical day during this time of year, how many minutes do you spend on each of the following?









# A Week in the Radio Life of Glen B.

## Eureka, South Dakota



Loading hay to take home,  
listening to 100.7 FM



Getting the bins ready for new  
crop in the Montana smoke



Cutting third crop alfalfa while  
listening to 600 AM in Jamestown

***5,000 acres of alfalfa, corn, soybeans, and wheat; 200 head of momma cows***



# Farm Radio Connects

**Tom Brand**  
Executive Director  
[tom@nafb.com](mailto:tom@nafb.com)

**Erin Nash**  
Marketing & Communications Manager  
[erin@nafb.com](mailto:erin@nafb.com)

**National Association of Farm Broadcasting**  
Platte City, MO

[www.nafb.com](http://www.nafb.com)



# QUESTIONS / CONTACT

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