Audiences for Agricultural Communications

The Young, The Old, And the Powerful

Who wants information?

- Producers
- Retailers
- Legislators
- Educators
- Researchers

Ag Trends 2000

- Conducted by the Gallup Organization
- Interviewed 1,218 large farmers and ranchers selected from agricultural publications lists representative of the industry.
- 44% of respondents produce both crops and animals
Producer Demographics

- 51 years old
- 78% male
- 90% had a minimum high school education
- 23% had college degrees
- $69,810 mean household income

Internet Usage

- 69% use computers in operation
- 41% visited the WWW in last 30 days
  - Vegetable crop producers: 64%
  - Corn/beans/cotton: 42%
  - Wheat/Hay: 42%
  - Tree Crops: 52%
  - Beef Producers: 46%
  - Dairy: 35%
  - Hog: 33%

Internet

- Only 25% make purchases on-line
  - Of that 25% of producers
  - Only 23% of purchases were agriculturally related
  - Farm equipment most predominant type of purchase
  - Internet shopping does not change relationship with company reps, veterinarians or dealers.
Internet for information

- On 5 point scale (1-not a source, 5-major source)
  - 5% gave 5 rating
  - 18% gave 4 or 5 rating
  - 49% gave a 1 – not an information source at all for farming and ranching.

Other Information Sources

1. Farm publications
2. Meetings & Seminars
3. Farm Shows
4. Direct Mail
5. DTN / electronic information
6. Radio
7. Internet
8. TV

Farm Publications

- Impact of farm publications as information source
  - 67% wheat/hay producers
  - 61% corn/beans/cotton & tree crops
  - 53% vegetable
  - 70% dairy farmers
  - 64% beef producers
  - 51% hog farmers
Farm publications

- Impact demographically
  - 73% females vs. 63% males
  - 69% with education beyond high school
  - 60% with high school education or less

Retailers

- All or most purchases are from
  - 71% local or farmer dealer
  - 53% local veterinarian
  - 48% local co-op
  - 20% direct from regional distributor
  - 9% direct from manufacturer
  - 1% Internet

Retailers

- Buying influences
  - 59% veterinarians
  - 57% local dealers
  - 56% other farmers or ranchers
  - Other notables
    - 28% extension agents
    - 19% media information/advertising
Legislators

- Policy implications
  - Biotechnology
  - Food safety
  - Price support programs
- Constituent representation*
  - 57 rural districts (13%)
  - 68 urban districts (16%)
  - 159 suburban districts (37%)
  - 151 not dominated by any classification

* As reported by the Congressional Quarterly

Educators

- Current Industry News
  - KANSAS CITY, Mo., Oct 1 (Reuters) - Monsanto Co. and other big seed companies on Wednesday celebrated a federal court ruling that denied class-action status to a lawsuit by farmers who alleged that the companies conspired to manipulate the world market for genetically modified crops.
  - Successful Farming, Agriculture Online

Researchers

- Rural Life
- Environmental Pressures
- Biotechnology
- Food Safety
- Genetics
- Information Technology
YOU...

- What agriculturally-related sources of information do you use?
- Why do you need to know what is happening?
- How can you improve your understanding and current knowledge?