



NAFB Ag Media Panel

Discussion

April 15, 2026

Objectives of Research Study

Continue identifying use and farm radio listening habits, with a specific focus on how ag radio performs in the media mix and outcomes.



Continue measuring farm radio listening habits



Identify importance of ag radio & broadcasters



Measure perceptions of farm broadcasters



Determine use and habits of radio with other media types

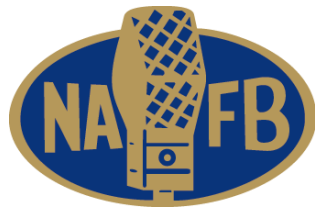


Identify outcomes from farm radio listenership



Our panelists

- **Debbie Boyle**, Kynetec Research
- **John Baker**, Brownfield Ag News
- **Sherri Sadon**, Katz Radio Group
- **Jennifer Saylor**, J.L. Farmakis



Media Research 2026 Update

Prepared for
NAFB at NAMA
April 2026

Study Details

NAFB Listenership Research

Geography

- Nationwide based on percentage of state GFI

Methodology

- 1,001 online and phone surveys were conducted in January and February 2025. (~90% online, ~10% phone)

Screening Requirements

- Input in crop and equipment decisions
- Produce crops, livestock, or both
- Gross farm income of at least \$250,000
- Within 50-mile radius of station airing content produced by NAFB member
- Listen to ag radio

AgriMediaLab Marketer's Manual

Geography

- Nationwide

Methodology

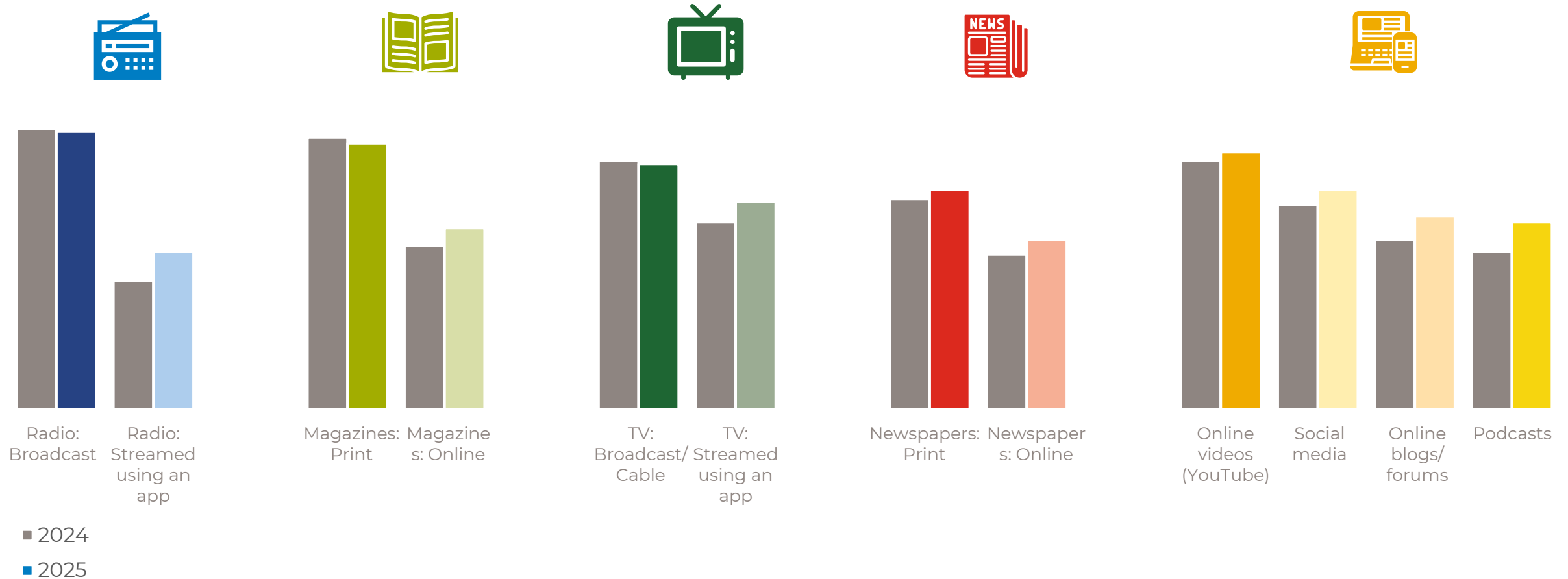
- 1,001 online and phone surveys were conducted in summer 2025.

Screening Requirements

- Row crop, specialty crop, and livestock growers
- Primary decision maker for seed, crop protection products, crop nutrition products, machinery, and/or digital/precision ag technology
- Plant 250+ acres of corn/soybeans in 2025 or 10+ acres of specialty crops or 10+ head of livestock
- Must not be employed by a crop protection or seed manufacturer, distributor or dealer, an animal health or feed company, or a market research firm

Trends: Media Use

Use of most traditional media remains stable over time, while increases are noted for digital media.



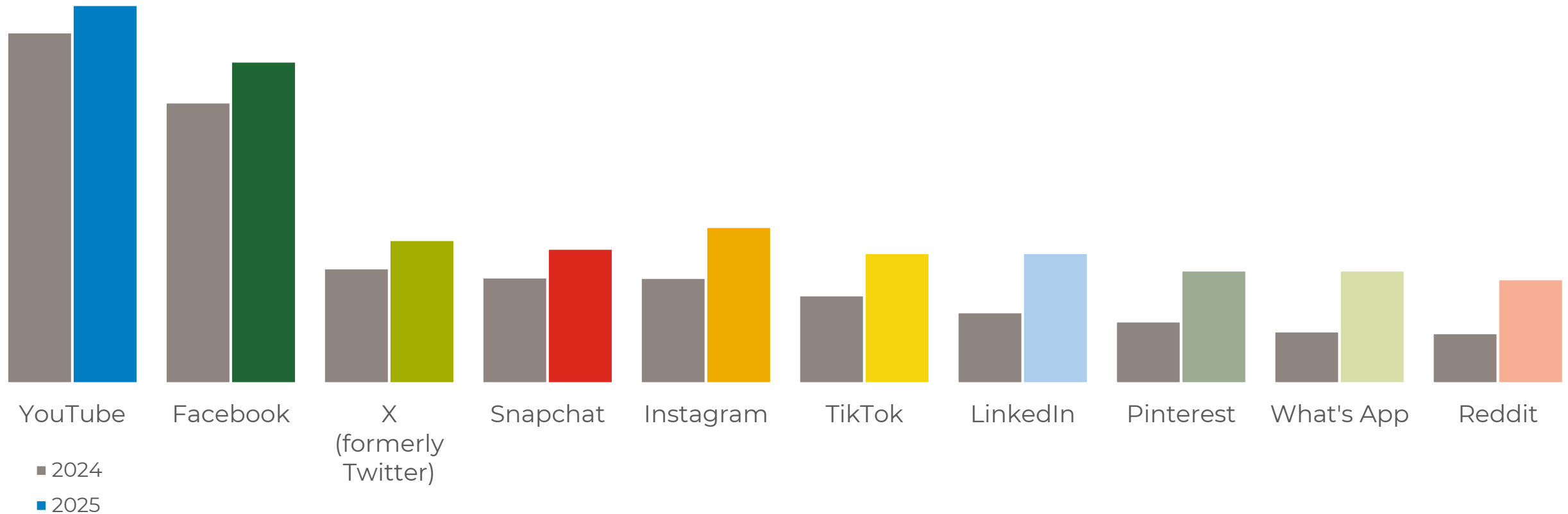
Base: Summer 2024 All Growers (n=1,502) | Summer 2025 All Growers (n=1,001)
 Q2. How often do you use the following media types?

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Trends: Social Media Platform Use

Use has increased for all social media platforms since 2024. Additionally, frequency of use has also increased across all platforms (*not shown graphically*).



Base: Summer 2024 All Growers (n=1,502) | Summer 2025 All Growers (n=1,001)
Q41. How often do you spend time engaging with or browsing social media through either a social media website or social media app?

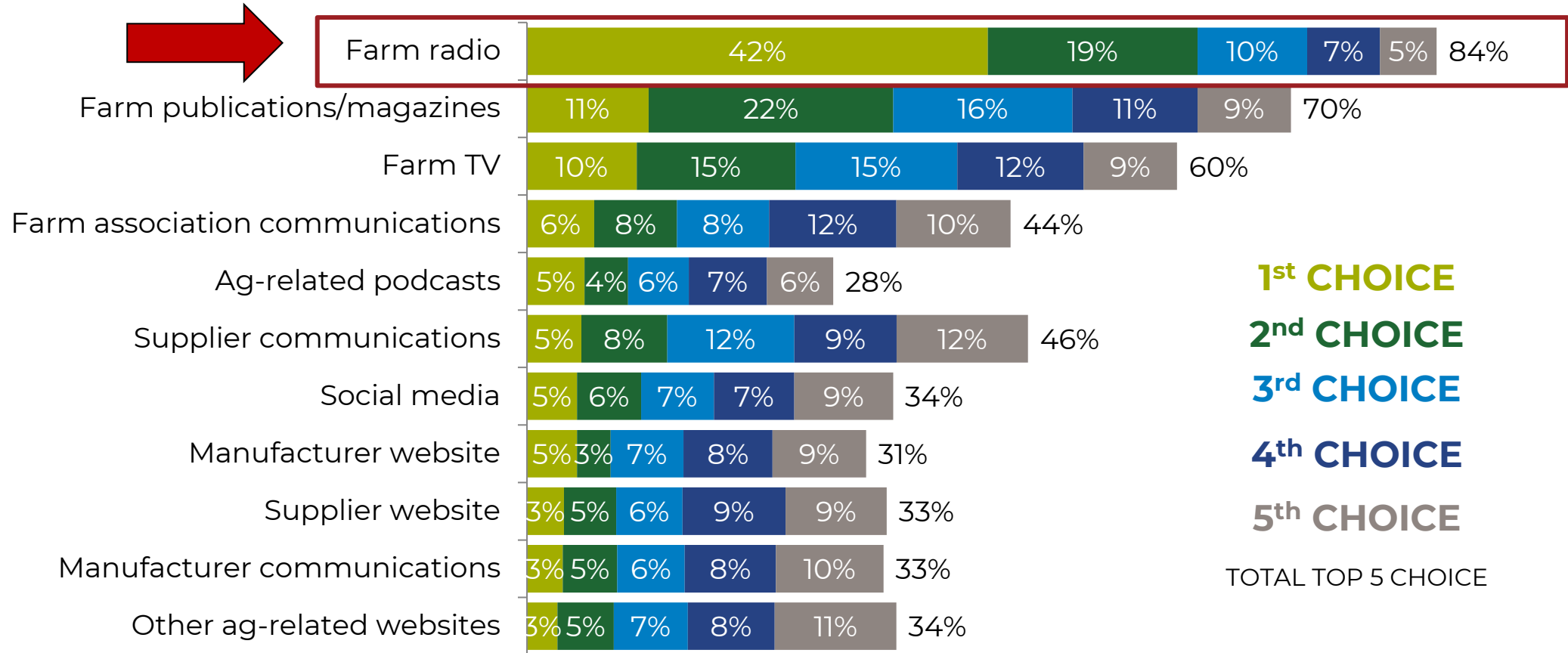
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Most Trustworthy Source for Ag News: *Top 5 Ranking*

For farmers who listen to farm radio, nearly half believe that farm radio is the most trustworthy source for ag news, significantly more than for farm publications and other ag media sources.



1st CHOICE
2nd CHOICE
3rd CHOICE
4th CHOICE
5th CHOICE
 TOTAL TOP 5 CHOICE

Base: (n=1,001)

Q7. Please select the media types you believe to be the most trustworthy sources for ag news and information.

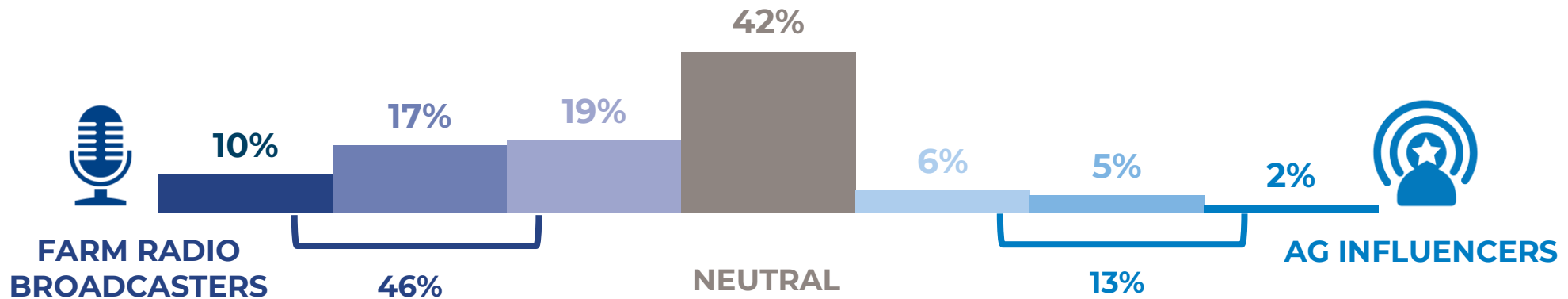
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Farm Broadcaster Impact

When a farm broadcaster mentions the name of a product or company it generally has a strong positive impact on listener's perceptions of that product or company. Further, farm broadcasters are perceived as more trustworthy, engaging, and impactful as compared to ag influencers.



Base: All Respondents (n=1,001)

Q15. When you hear a farm broadcaster mention or discuss a product or company, how much impact does the broadcaster have on your perception of that product or company?

Q16. What is your perception of the trustworthiness, engagement, and impact of farm radio broadcasters compared to other ag influencers?

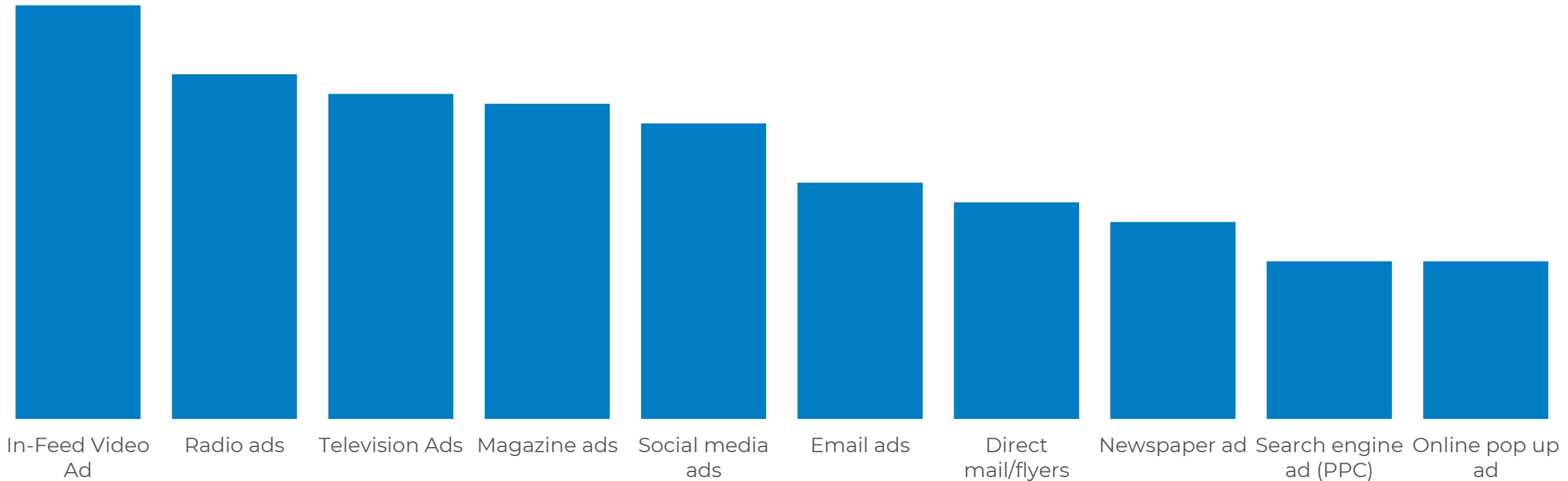


Ad Interaction: Awareness

Farmers are most likely to notice in-feed video ads, radio ads, television ads, and magazine ads.

Social media ads are noticed by more farmers in 2025 vs 2024 (*not shown graphically*).

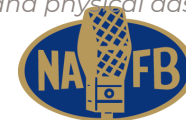
After noticing a radio ad growers are most likely to make a note to look into the product/company later and/or conduct an online search for the product/company advertised. These actions are fairly similar for all traditional media ads (*not shown graphically*).



Note: Combined online and physical ads in Summer 2025

Base: Summer 2025 All Growers (n=1,001)
Q51. Which of the following types of ads do you typically notice?

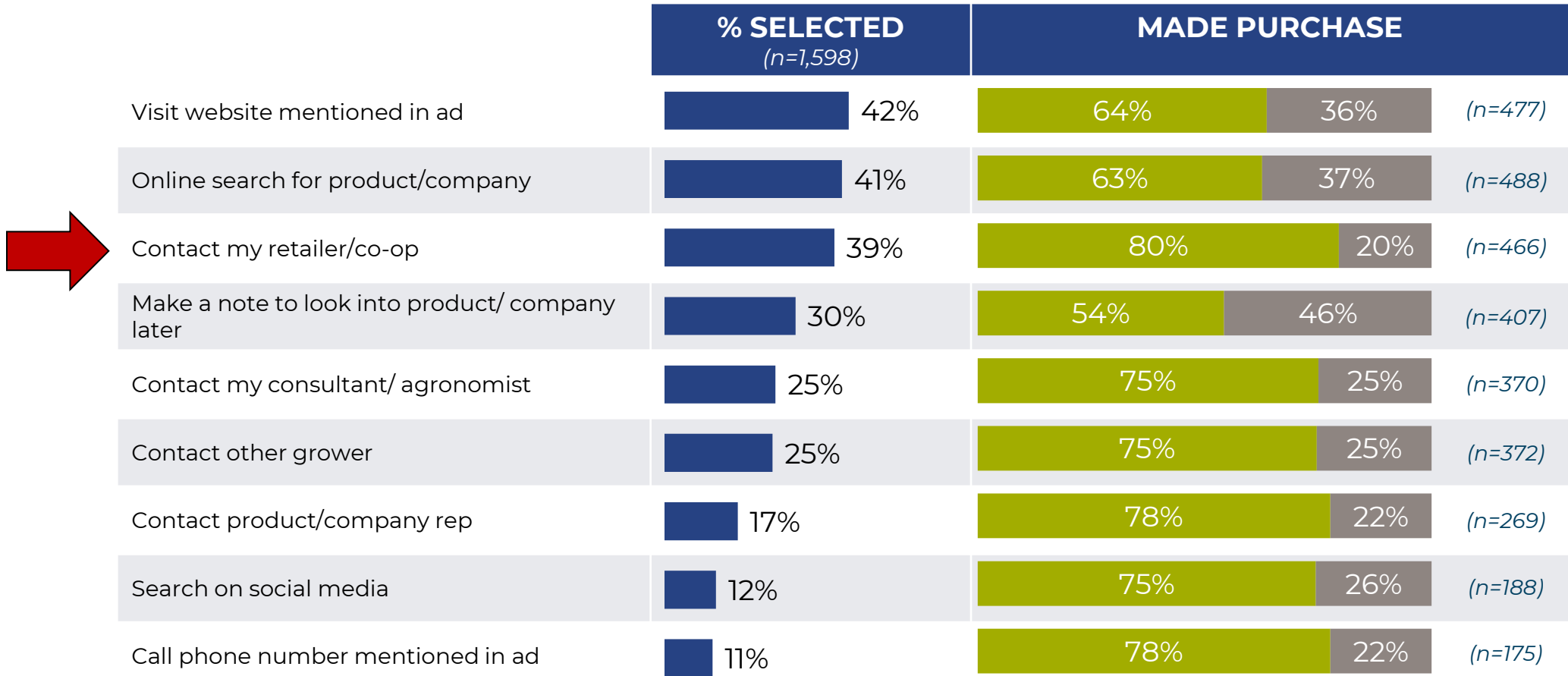
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Actions Taken After Hearing Radio Ad

After hearing a radio ad, farmers most often visit the website mentioned in the ad or search online for the product or company mentioned. Purchase most likely to occur when they contact their retailer as follow-up.



YES, HAVE PURCHASED OR INTEND TO PURCHASE
NO, HAVE NOT PURCHASED

Q13. In the past six months, when you've noticed a [ad type], what action do you typically take?

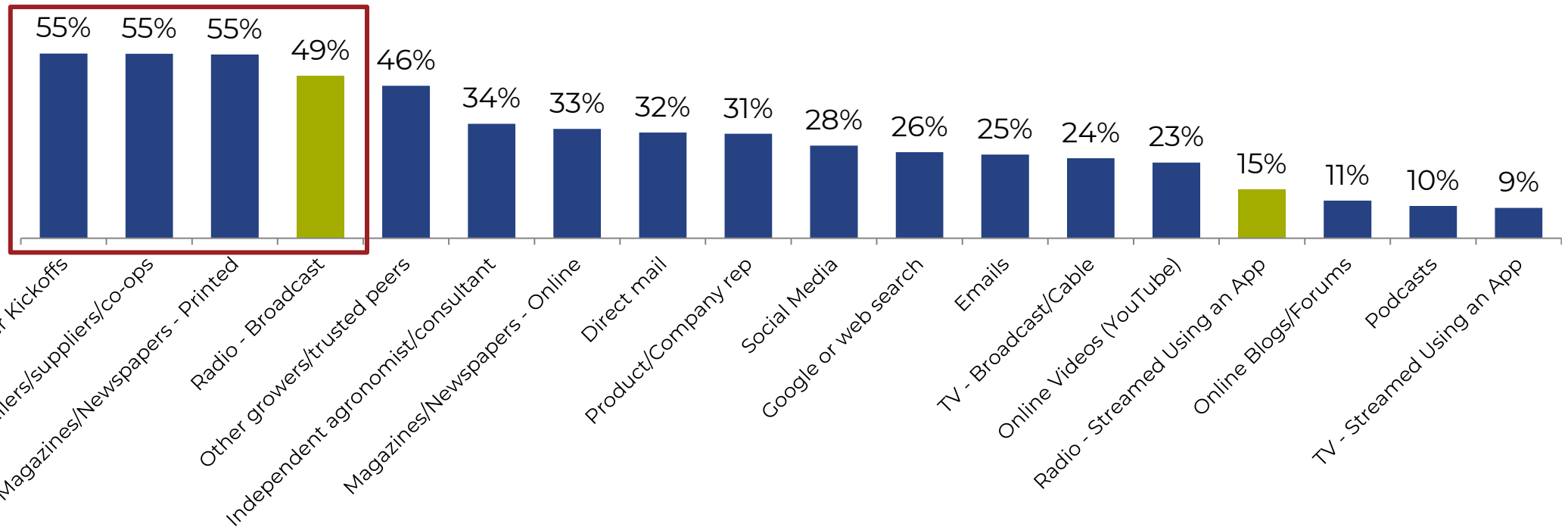
Q14. For the [ad type], where you [Insert Q13 response], did you end up purchasing the product or using the company you heard an advertisement for? Or do you intend to purchase the product or use the company?



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Sources of New Ag Product Awareness

Farm radio ranks among the top sources in media mix when learning about new products.



Base: (n=1,001)

Q8. Now, please think specifically new inputs or products you would purchase for your farming operation. How do you become aware of new products/services? Please select all that apply



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Steps in the Learning & Purchase Process

After learning of a new product, growers are most likely to search online or contact their local retailer/supplier/co-op for more information.



Additionally, the first step growers take in their purchase process is an online/Google search whether it be for seed, crop protection, crop nutrition, machinery, and digital ag.

AI is here, now!

Questions currently being explored include:

- To what extent do farmers currently use AI?
- If they are using, how and for what? In what circumstances?
- What AI platforms do they use? Why?
- What are grower perceptions of AI? What types of questions would they ask? How much do they trust the answers they get?

Base: (n=1,001)

Q9. After you hear about a new product, which methods do you use to learn more? Select all that apply



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Summary: Key Takeaways



MEDIA & SOCIAL MEDIA USE

MEDIA USE TRENDS: Use of most traditional media remains stable over time, while increases are noted for digital media.

SOCIAL MEDIA USE TRENDS: Use has increased for all social media platforms since 2024. Additionally, frequency of use has also increased across all platforms.



RADIO & FARM BROADCASTER IMPACT

TRUST IN FARM RADIO: For most growers, farm radio is the most trustworthy source for ag news.

FARM BROADCASTER IMPACT: Farm broadcasters can positively impact grower perceptions, and are generally viewed more positively as compared to ag influencers.



AD INTERACTION

NOTICEABILITY OF ADS: Farmers are most likely to notice in-feed video ads, radio ads, television ads, and magazine ads. Noticeability of social media ads is increasing over time.

ACTIONS TAKEN AFTER NOTICING AD (TRADITIONAL MEDIA): After noticing a radio ad growers are most likely to make a note to follow up later or to do online research (general search or visit the website mentioned in the ad). These actions are fairly similar for all traditional media ads.



LEARN OF & EXPLORE NEW AG PRODUCTS

RADIO ROLE IN LEARNING OF NEW AG PRODUCTS: Farm radio ranks among the top sources in media mix when learning about new products.

FIRST STEPS TO EXPLORE NEW AG PRODUCTS: After learning of a new product, growers are most likely to search online or contact their local retailer/supplier/co-op for more information.

ONLINE SEARCHES AND THE FUTURE: Additionally, the first step growers take in their purchase process is an online/Google search.

AI is here! Research is underway and will continue to understand the role of AI in marketing and purchase decisions for growers.



Thank you!

For questions or additional information please contact:



Debbie Boyle

Vice President

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clearer vision  smarter decision



Radio Reaches Today's Large-Acreage Growers

92%

of 500+ acre growers listen to Agricultural information and programs on the radio.



1,847

Growers Surveyed



Top 8 States

Midwestern Region



3 Waves

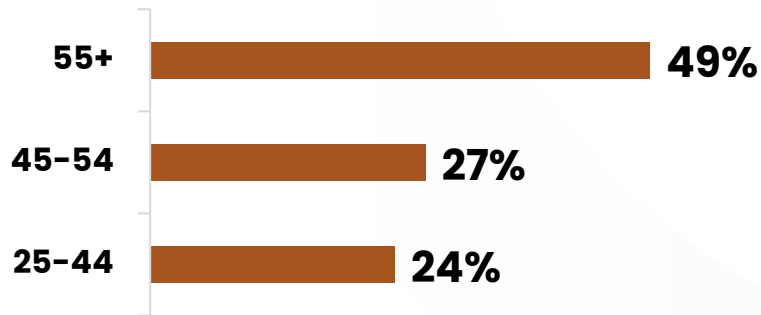
Oct 2024 – Sept 2025



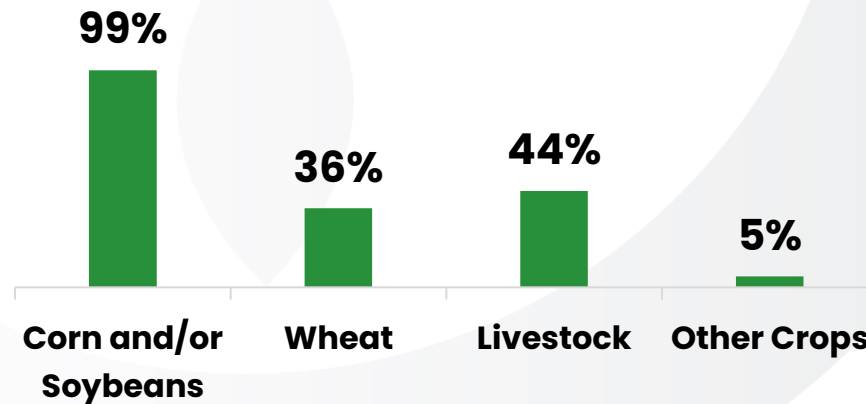
1,400 Acres

Average Farm Size

Age Wise Across All Studies



Crop/Livestock Wise



Ag Radio Remains the #1 Daily Ag Information Source

While radio as the #1 daily use medium of ag news had been confirmed by other independent major media studies by non-radio groups, these studies also confirmed that ag radio was the #1 single medium for daily ag information in the Midwest.

Specific to our last wave of studies sampling 1,000 500+ acre growers...

**Daily listenership of ag radio programs was
6x more likely than daily listening to all ag podcasts**

6x more than all ag magazine daily usage

3x more than all ag newspaper daily usage

3x more than all ag TV daily usage

3x more than all ag e-newsletter daily usage

2x more than all social media daily usage for ag information

2x more than all ag texts daily usage

And ag radio had 15% more single daily usage than all internet websites and streaming for ag information

Ag Radio Drives Recognition and Response

In all 3 Waves we found that, radio listenership and recognition of actual specific ag programming and broadcasters was higher than the ability to name a radio station.

When it comes to advertising response, the latest Wave 3 of 1,000 surveys, indicated that...

67% of all growers searched company websites after hearing ads on the radio

65% of all growers did an online search for information after hearing ads on the radio

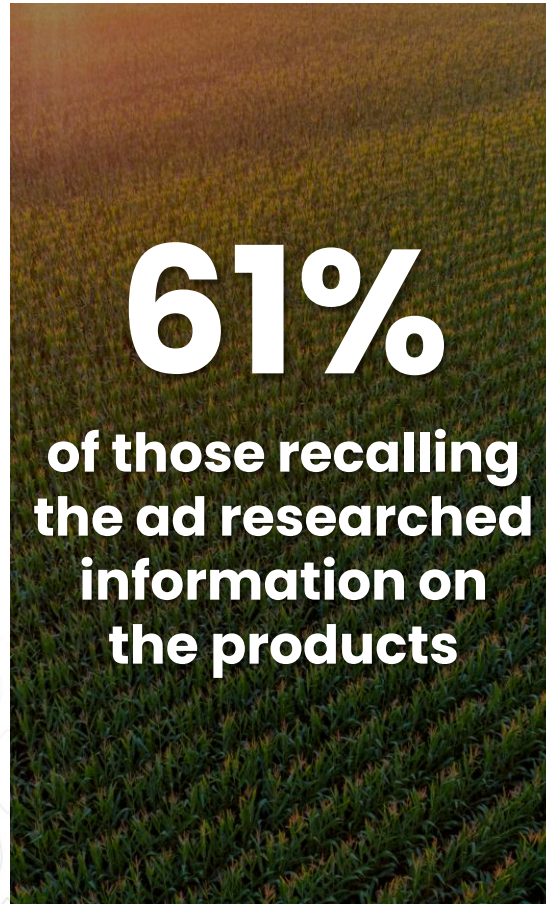
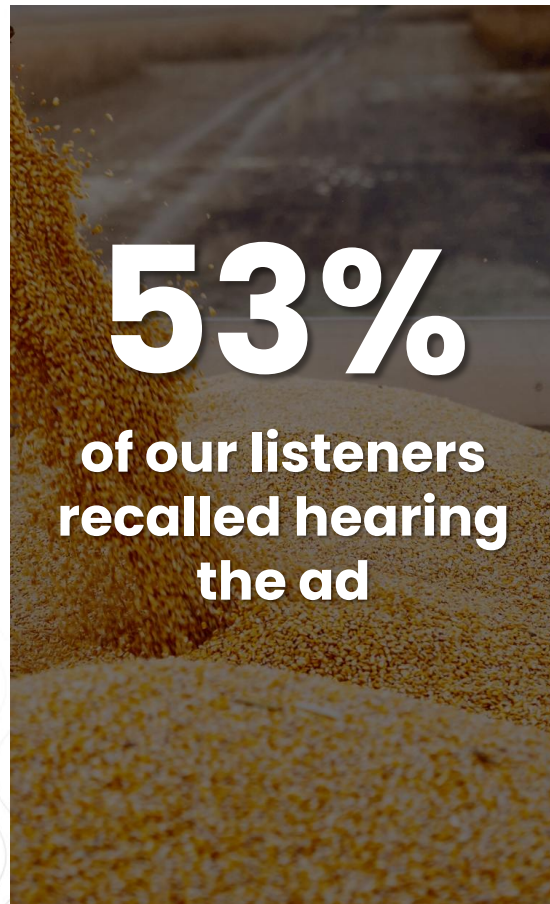
48% of all growers sought information from their Ag retailer after hearing ads on the radio

Perceived Trustworthiness of Various Agriculture Information Sources

(N=1,000)	Very Trustworthy (5)	Somewhat Trustworthy (4)	Neutral (3)	Somewhat Untrustworthy (2)	Not At All Trustworthy (1)	No Opinion	Average Score on 1-5 Scale
BROWNFIELD AG NEWS REPORTS (RADIO)	37%	44%	16%	2%	1%	8%	4.1
AG E-NEWSLETTERS/EMAIL (FB)	34%	35%	24%	5%	1%	3%	4.0
INTERNET/WEBSITES/STREAMING	17%	43%	33%	6%	2%	4%	3.7
AG PODCASTS	16%	40%	24%	15%	6%	38%	3.5
COMPANY WEBSITES/DIRECT MAIL/ONLINE POSTS	8%	42%	42%	7%	1%	3%	3.5
AG MAGAZINES	13%	42%	25%	16%	4%	39%	3.4
AG TV	11%	38%	34%	12%	4%	34%	3.4
AG RETAILER WEBSITE/DIRECT MAIL/ONLINE POSTS	16%	31%	30%	16%	7%	48%	3.3
SOCIAL MEDIA	8%	15%	43%	25%	10%	23%	2.8

Radio Advertising Drives Recall, Research, and Purchase Consideration

Brownfield conducted a radio only test with a major advertiser whose specific product had not been advertised to test awareness and response as part of Wave 3 surveying 1,000 500+ acre growers.

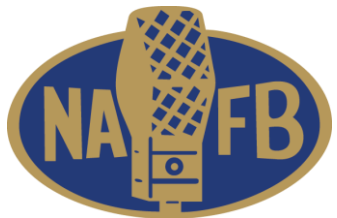




From Airwaves to Outcomes: Radio's Impact

April 2026

Prepared for:



Why Does Radio Continue to Lead?

Trusted Local Voice

Timely & Relevant Content

Engaging Entertainment

Effortless Access

Free & Always Available

225M

Adults 18+ are reached
every single week by
AM/FM Radio

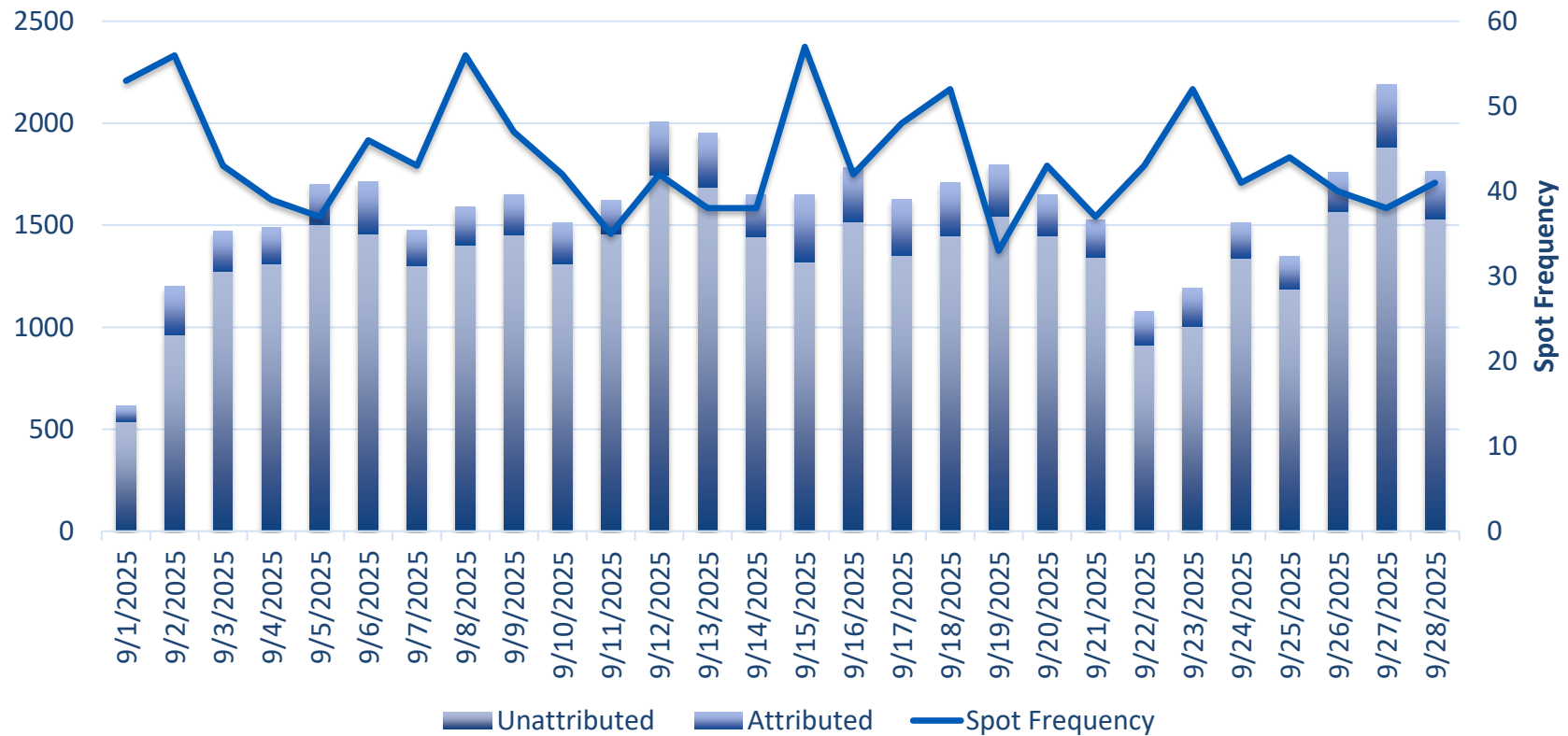
#1 medium for daily reach and frequency
Reaches 90% of US Adults every week

Proof of Action – Radio Drives Measurable Response – Midwest Tourism Account

#1 CASE STUDY
Web Lift



Exposure Leads to Consumer Action



+15.7%
lift in web traffic



Endorsement Radio Drives Web Traffic

+27%

Average lift in web traffic attributed to radio across markets.

+33%

Web traffic lift from DJ endorsements. Market A

+23%

Web traffic lift from brand spots. Market B

Radio influences online shoppers

An e-commerce company Etsy was looking for a way to promote their site as a holiday gift shopping destination. The company partnered with Katz Radio Group on a 6-week AM/FM radio campaign in 2 key markets – Market A, a Top 10 radio market utilizing local DJ endorsements, and Market B, a Top 5 radio market running a mix of brand spots. Katz Analytics, powered by LeadsRx, provided campaign measurement, matching radio log times to the e-commerce company's web data to track radio's impact on web engagement in the active markets.

- Radio drove a **+27% lift in web traffic** across the advertised markets.
- Market A's use of local on-air influencers helped drive significant local web traffic response, leading to an above average **lift of +33% from DJ endorsements.**
- Market B, running two brand spots, delivered a **+23% lift** in incremental web traffic.

A leader in audio **influencer marketing**, Katz Radio's Influencer Marketing network leverages the most powerful voices in radio to drive real advertising results.



Radio Drives Awareness and Consideration

+8%

Lift in aided
brand awareness

+5%

Lift in brand
consideration

+13%

Lift in brand
consideration
from on-air
Influencer stations

Radio Drives Awareness & Consideration: Radio boosts brand health metrics for auto insurance.

An **auto insurance** provider ran a radio campaign utilizing a mix of pre-produced and on-air personality-voiced spots to help increase awareness and consideration among listeners in several key markets. To gauge radio's effectiveness, Katz Analytics powered by **Veritonic** and conducted a Pre-Post analysis of the Q1 2021 campaign.

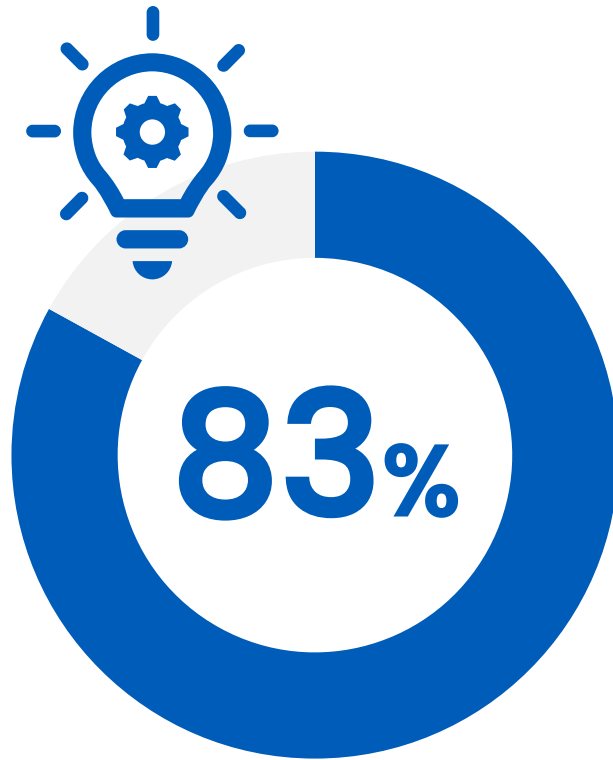
- The study found that the brand's investment in radio advertising positively impacted brand health metrics among listeners.
 - +8% increase in aided brand awareness, +5% increase in brand consideration

On-Air Personalities Boost Results

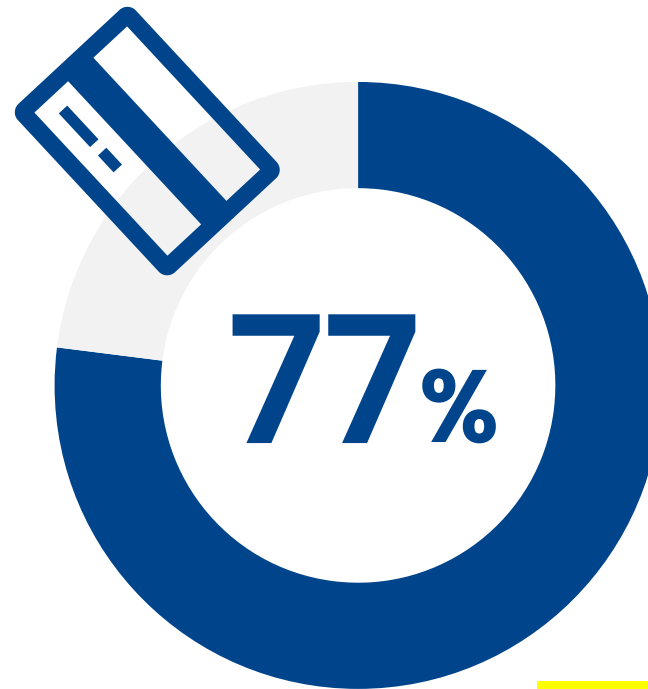
- Personality-voiced spots broke through and resonated with consumers, leading to higher lifts in awareness and consideration among listeners to stations featuring DJ spots.
 - +8% increase in aided brand awareness, +13% increase in brand consideration, +7% average lift in attribute awareness

A leader in audio influencer marketing, Katz Radio's Influencer Marketing network leverages the most powerful voices in radio to drive real advertising results.

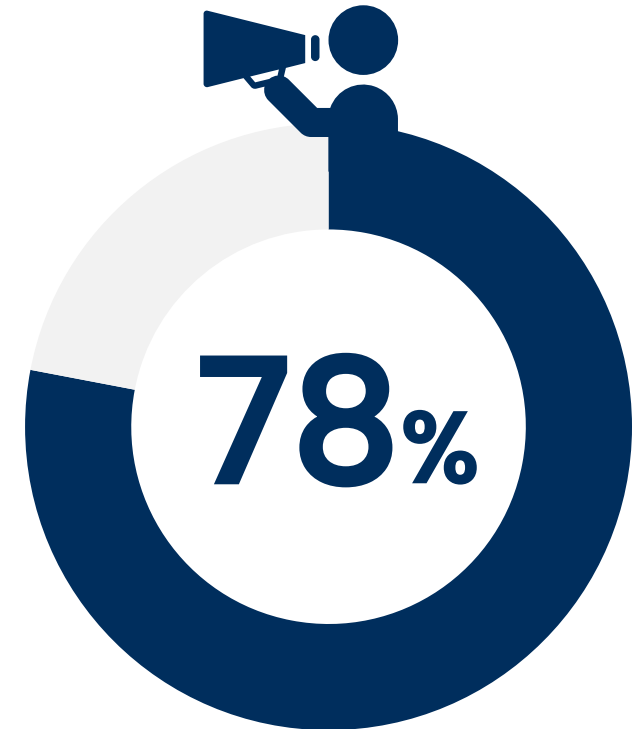
Katz Consumer Study –Credible Influencers



Of Listeners Value and **Trust** Their Favorite Personality's Opinions

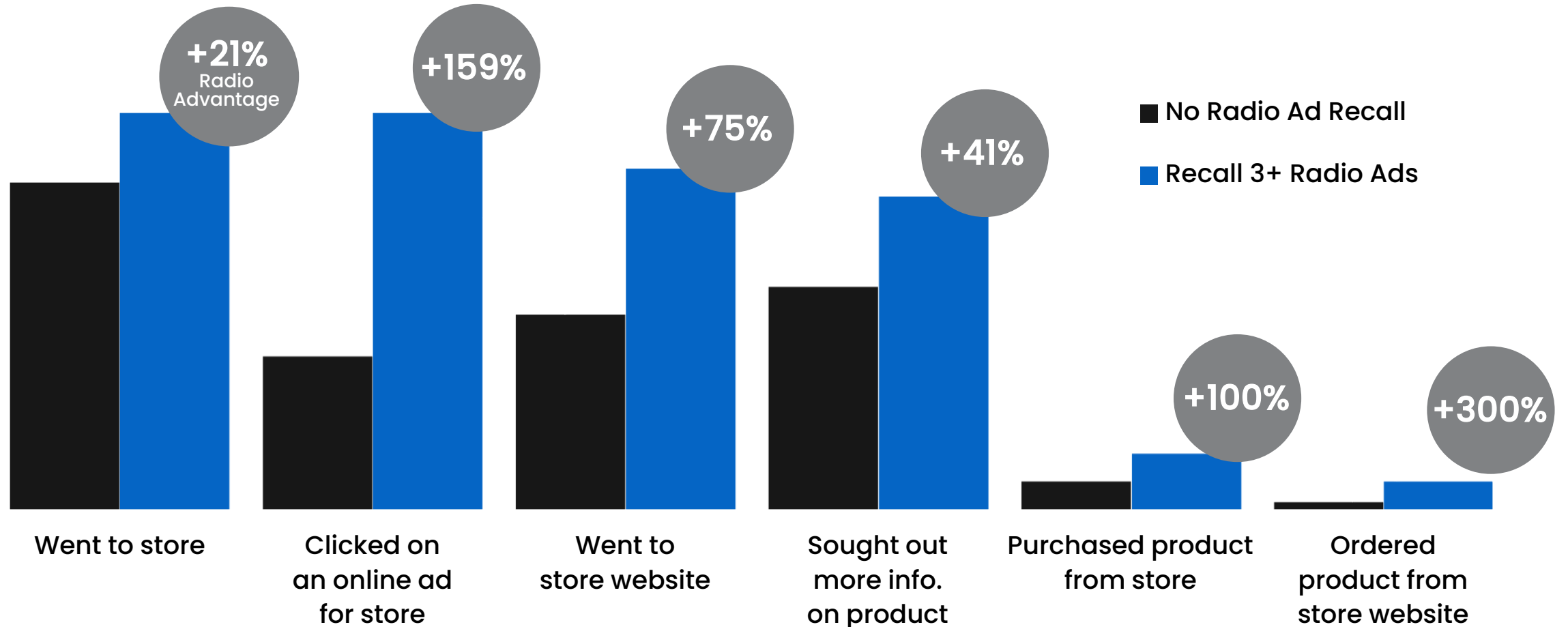


Of Listeners Would **Try a Brand** Recommended by Their Favorite Radio Personality



Talk to Friends About What They Hear From Their Favorite Radio Personality

Radio Ads Prompt Consumer Response

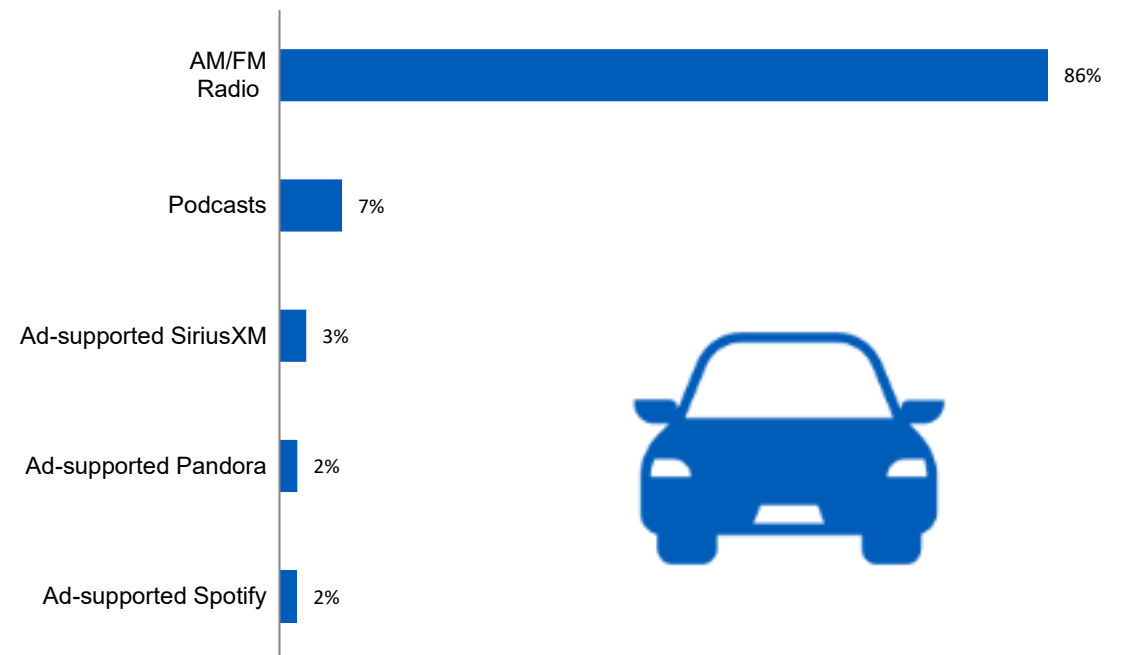


Q. Which of the following actions, if any, did you take after hearing the store ads?

Radio Delivers the Scale That Drives Everything Else

- *#1 medium for daily reach and frequency*
- *Consumed during high-attention, screen-free moments*

How U.S. Drivers Spend Audio Time Behind the Wheel

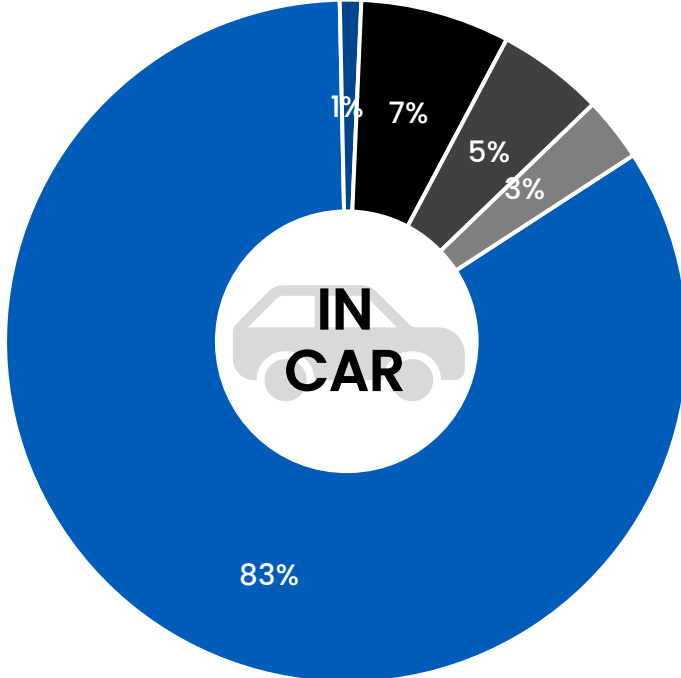
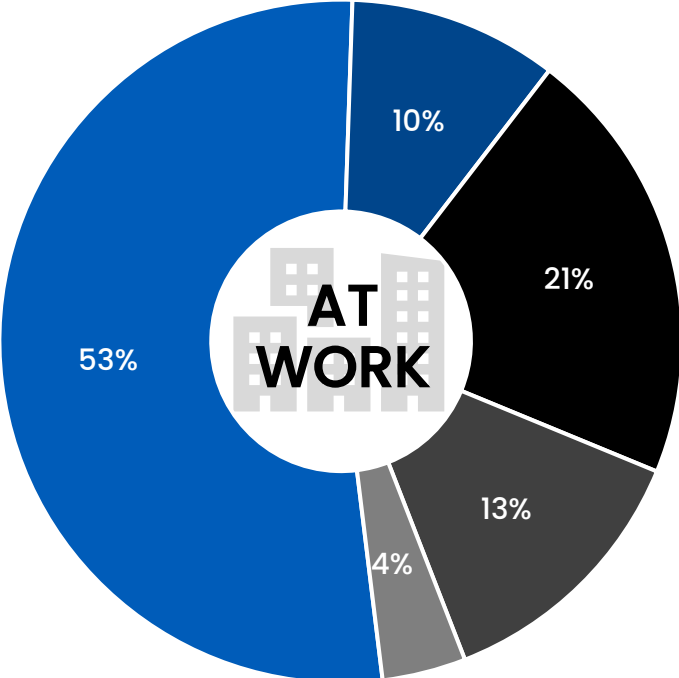
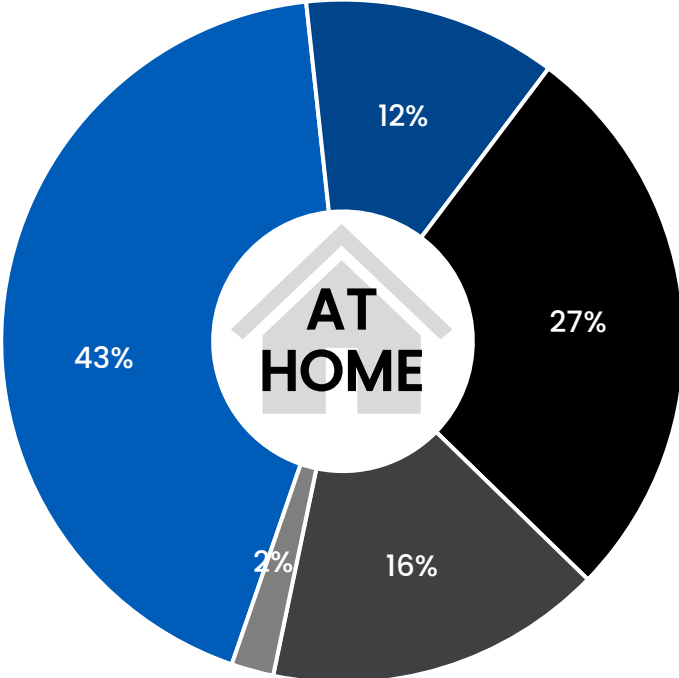


Sources: Edison Research, "Share of Ear," Q3 2023 – Q2 2024. Persons 18+, in the car; SiriusXM: Ad-supported: Spoken Word. Ad-free: Music; Podcasts listened to on streaming platforms are included in 'podcasts;' Percentages may not add up to 100 due to rounding.

Radio is the Top Audio Choice – Wherever Consumers Listen

AM/FM Radio Broadcast and AM/FM Streams Dominate Ad-Supported Listening

SHARE OF DAILY AD-SUPPORTED LISTENING BY LOCATION | P18+



AM/FM BROADCAST | AM/FM STREAMING | PODCASTS | STREAMING MUSIC | SIRIUSXM

Source: Edison Research, Share of Ear Q1 2025. Ad-supported audio platforms only and excludes music on YouTube. Analysis courtesy of Audacy



LOCAL IMPACT. NATIONAL INFLUENCE.

SHERRI SADON

SVP Director | Katz Radio Group
347.534.8121

Sherri.Sadon@KatzMedia.com

NAFB Marketing & Promotion Meeting

Farmer Action



J.L. FARMAKIS, INC.
LOCAL MEDIA THAT MOVES FARMERS



RADIO/VIDEO: BOOTS ON THE GROUND USE A TRUSTED VOICE TO CARRY YOUR MESSAGE.

Local farm broadcasters from our networks showing and telling your message... **true influencers.**

- Talking points and interview subjects chosen by client
- 1-2 in-field/on-site video interview(s)
- Daily content promotion billboard on 1 network program
- Social push across network platforms
- 2 interviews to air in programming each month



Radio:

Local farm broadcasters from #1 AMR networks are **trusted by farmers**.

WHEN YOU HEAR A FARM BROADCASTER MENTION A PRODUCT OR COMPANY,
**HOW MUCH IMPACT DOES THE BROADCASTER HAVE ON YOUR PERCEPTION OF THAT
PRODUCT OR COMPANY?**



Base: All Respondents (n=1,001)

Q15. When you hear a farm broadcaster mention or discuss a product or company, how much impact does the broadcaster have on your perception of that product or company?

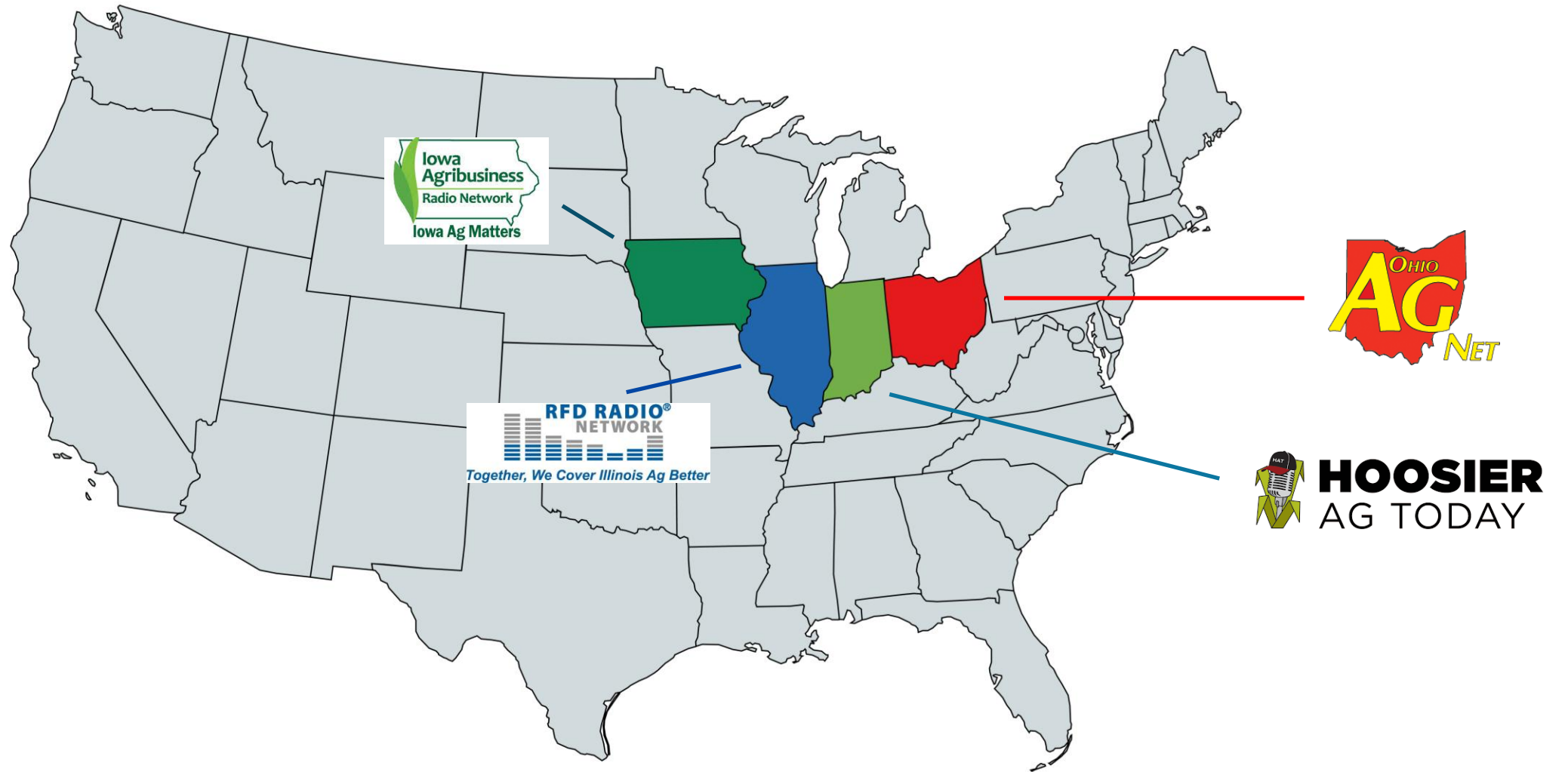
Q16. What is your perception of the trustworthiness, engagement, and impact of farm radio broadcasters compared to other ag influencers?

15



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CASE STUDY: Targeting Micro Markets



Video: Let's talk with FMC

Feb 11, 2025

f x e b i



Madison Wozniak, FMC technical service manager, discusses disease management with RFD's DeLoss Jahnke.

Country AG Net Better Cash Management for Your Farm

Home / Crops / Maximize yield and minimize risk: The case for at-planting fungicide applications

Maximize yield and minimize risk: The case for at-planting fungicide applications

GUARD AGAINST TAR SPOT BEFORE IT STARTS

Watch on YouTube

MAXIMIZE YIELD AND MINIMIZE RISK: THE CASE FOR AT-PLANTING FUNGICIDE APPLICATIONS

February 9, 2025 Crops, Top headlines, Videos

Facebook Twitter LinkedIn Pinterest

Register: ctc.osu.edu \$100

March 11-12

As Ohio farmers prepare for the 2025 growing season, early-season input decisions are top of mind. One key consideration is fungicide application, and FMC's Xyway fungicide offers a unique approach—providing season-long disease protection when applied at planting. In this video interview with Ohio Ag Net's Joel Penhorwood, FMC Technical Service Manager Adam Byrne discusses the benefits of this innovative product and how it fits into modern crop management strategies.

Adam Byrne - FMC Technical Service Manager

Unlike traditional foliar fungicides that require multiple applications throughout the season, Xyway is designed to be incorporated into the soil at planting. This systemic solution allows for disease protection from the inside out, helping to combat key threats such as gray leaf spot, northern and southern corn leaf blight, and the increasingly problematic tar spot. According to Byrne, the product not only enhances disease resistance but also supports plant health by improving root mass and nutrient uptake, especially in challenging weather conditions.

With Ohio's varied soil types and unpredictable weather patterns, Byrne emphasized the value of an early-season fungicide strategy. He notes that growers using Xyway have reported healthier, more resilient plants that require fewer in-season fungicide applications, ultimately leading to cost savings and operational efficiency. Research from the University of Wisconsin has also shown improved nutrient absorption and higher win rates in yield trials, further reinforcing its effectiveness.

[Click here for more information about Xyway](#)

Direct link to video

Edit

SHARE Facebook Twitter LinkedIn Pinterest

RELATED ARTICLES

Strategic Initiatives for the United Soybean Board in 2025 March 18, 2025

Soybean price confusion March 11, 2025

USSEC CEO Jim Sutter on trade, markets, sustainability March 13, 2025

OHIO AG NET TEXT ALERTS

Sign up for the FREE daily Ohio Ag Net text alerts

WEATHER | POWERED BY SEED CONSULTANTS

0:00 / 0:50

March 14, 2025 — Windy and warm today as we really get active ahead of our next frontal boundary. Winds will be gusty at 20-40 mph sustained and gusts can push to 50 at times later today.

More from Chief Meteorologist Ayan Martin

Register: ctc.osu.edu \$100

March 11-12

FEATURED CONTENT

holbrook & manter Farm and Finance

Letst O & A with a CCA

Ohio Ag Jobs

DISCOVER SOUTH PACIFIC WONDERS

with former South Pacific program

October 1-15, 2025

For more information contact Collette (877) 248-8351

SIGNUP FOR DIGITAL DALE

Enter Email Submit

Hoosier Ag Today

February 11 at 3:22 PM

If you're a corn grower, you're already thinking about disease management and defending your yield potential for 2025. That's why you may want to consider Xyway® brand fungicides.

Adam Byrne, Technical Service Manager with **FMC Ag US**, shares with Hoosier Ag Today the benefits of using Xyway® brand fungicides and how they offer a unique form of disease protection.

CLICK BELOW to learn more about Xyway® brand fungicides.

0:05 / 3:52

Iowa Agribusiness Radio Network

20h

Planting season will be here before we know it, and Iowa's corn farmers are looking for another productive year. Among many other things, disease management is a top solution for corn growers to defend their yield potential. Riley Smith talks with Todd Cogdill, technical service manager with **FMC Ag US**, about how Xyway fungicide can fit into that disease management strategy.

XYWAY LFR FUNGICIDE

For mixing directly with liquid fertilizer to control listed soil and foliar diseases.

20oz. 2 x 2.5 Gallons

Managing foliar corn diseases with Xyway fungicide

Planting season will be here before we know it, and Iowa's corn far...

Overall Impressions Report

	IA	IL	IN	OH	TOTAL
Radio Interview 1 (est impressions)	30,000	28,000	12,000	12,400	82,400
Radio Interview 2 (est impressions)	30,000	28,000	12,000	12,400	82,400
Billboards (est impressions)	570,000	590,000	280,000	210,000	1,650,000
Social Impressions	5,507	72,161	1,696	5,039	84,403
eNews Opens	555	1,865	8,692	1,561	12,673
eNews Clicks	16	24	137	82	259
Podcast Downloads (bonus)	28		478		506



HOOSIER
AG TODAY

