

STATE OF RURAL AMERICA AND FARM BROADCASTING

SPENCER CHASE

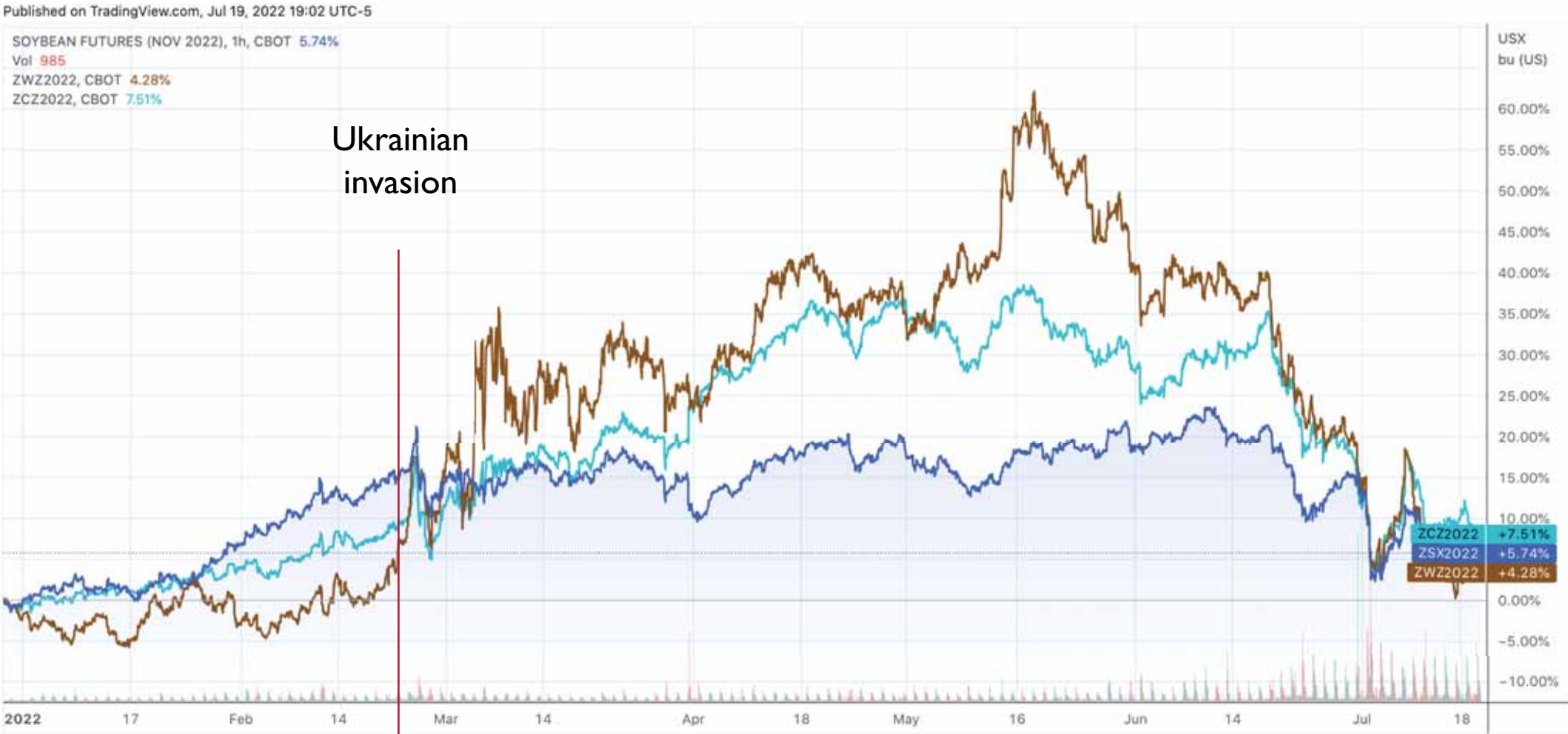
2022 NAFB PRESIDENT

MANAGING EDITOR, AGRI-PULSE COMMUNICATIONS

FARM ECONOMY IN FLUX

- Volatile markets
- Unstable input situation
- Pessimism among producers

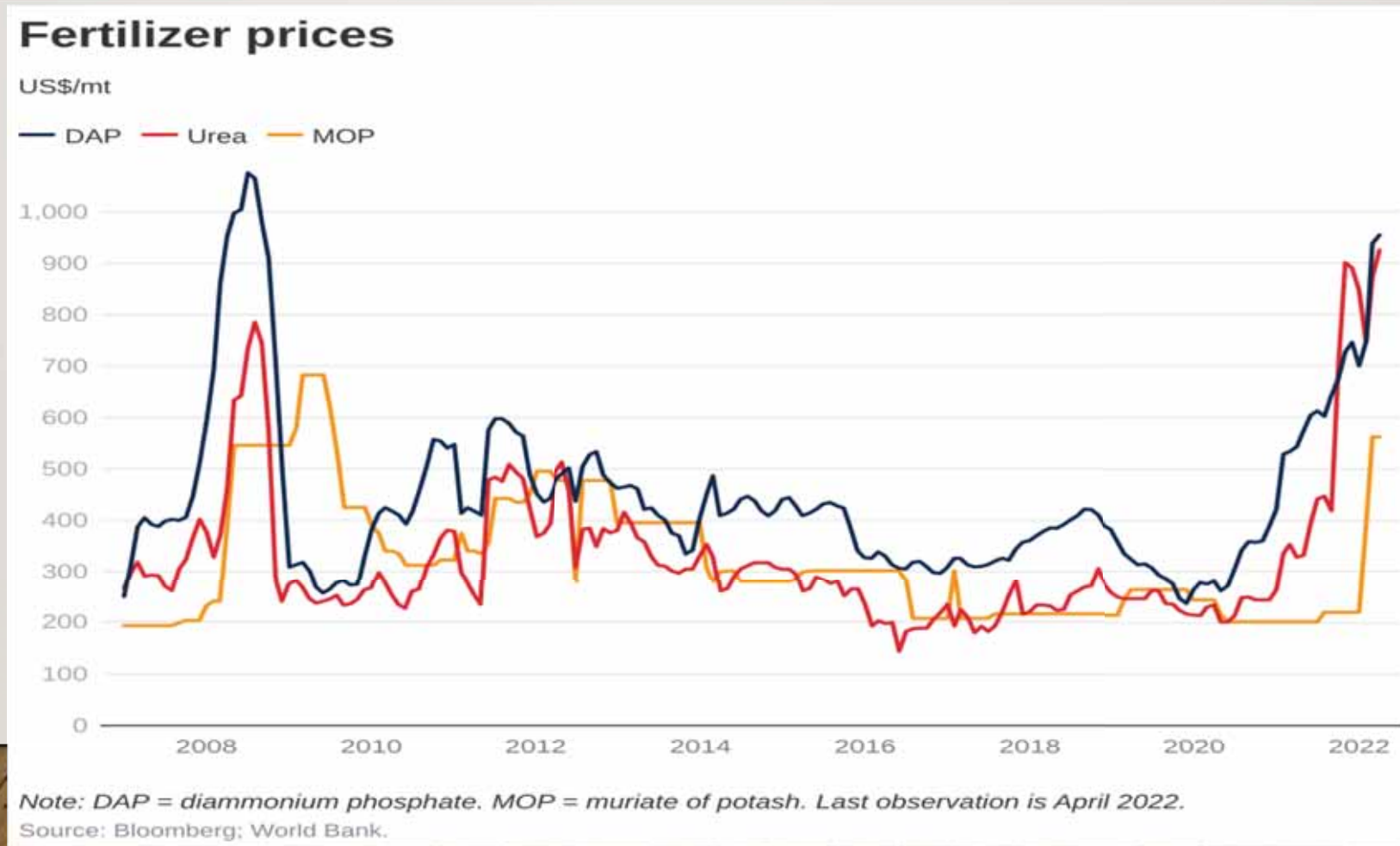
VOLATILE CROP MARKETS



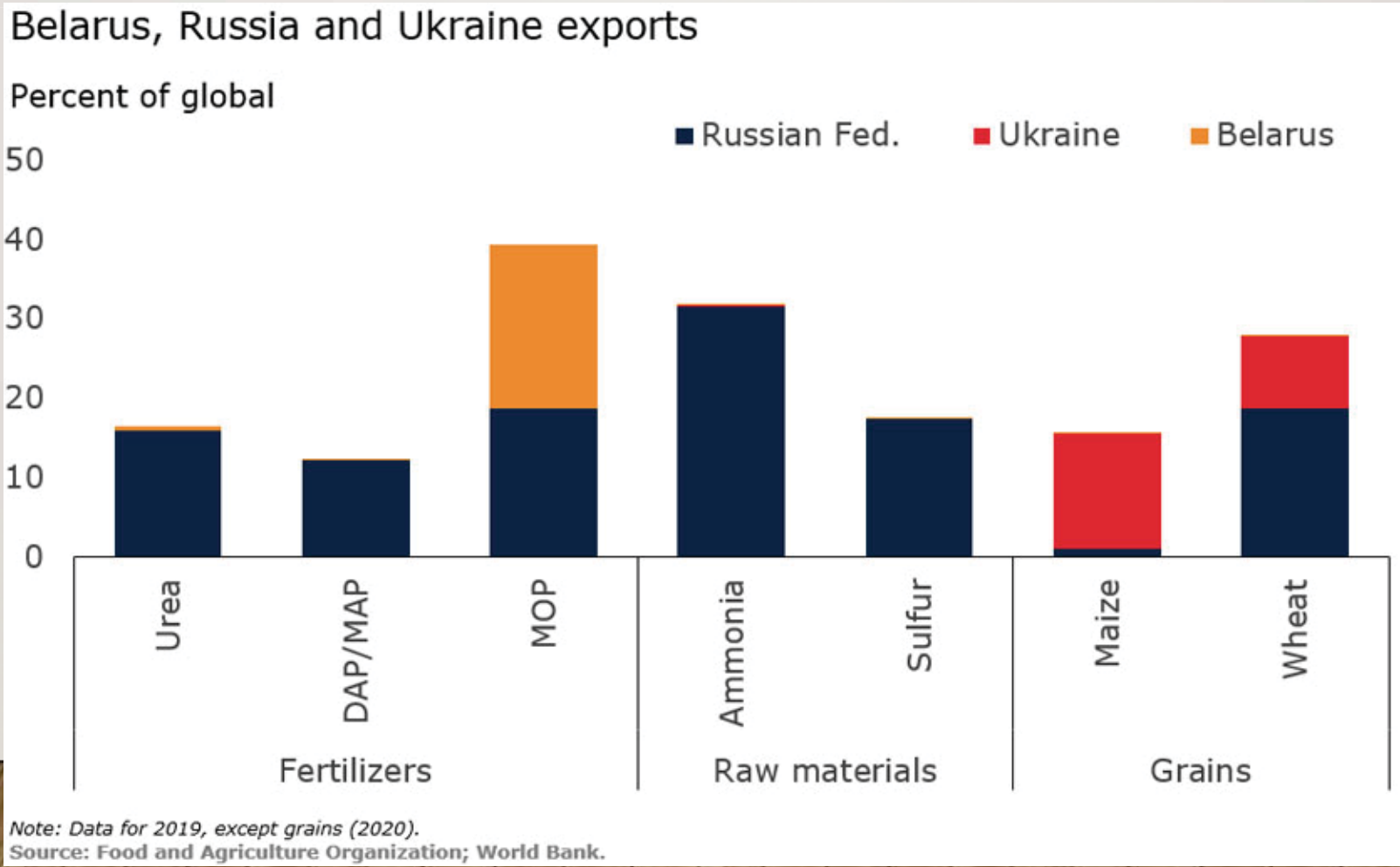
LIVESTOCK OUTLOOK (USDA)

- Cattle
 - Cattle cycle in a contraction
 - 2023 production expected to drop 10 million pounds to 25.9 billion pounds
- Pork
 - Production expected to be slightly higher
- Dairy
 - Milk production lowered, domestic use dropping off on higher prices
- Poultry
 - HPAI driving prices higher, supplies lower

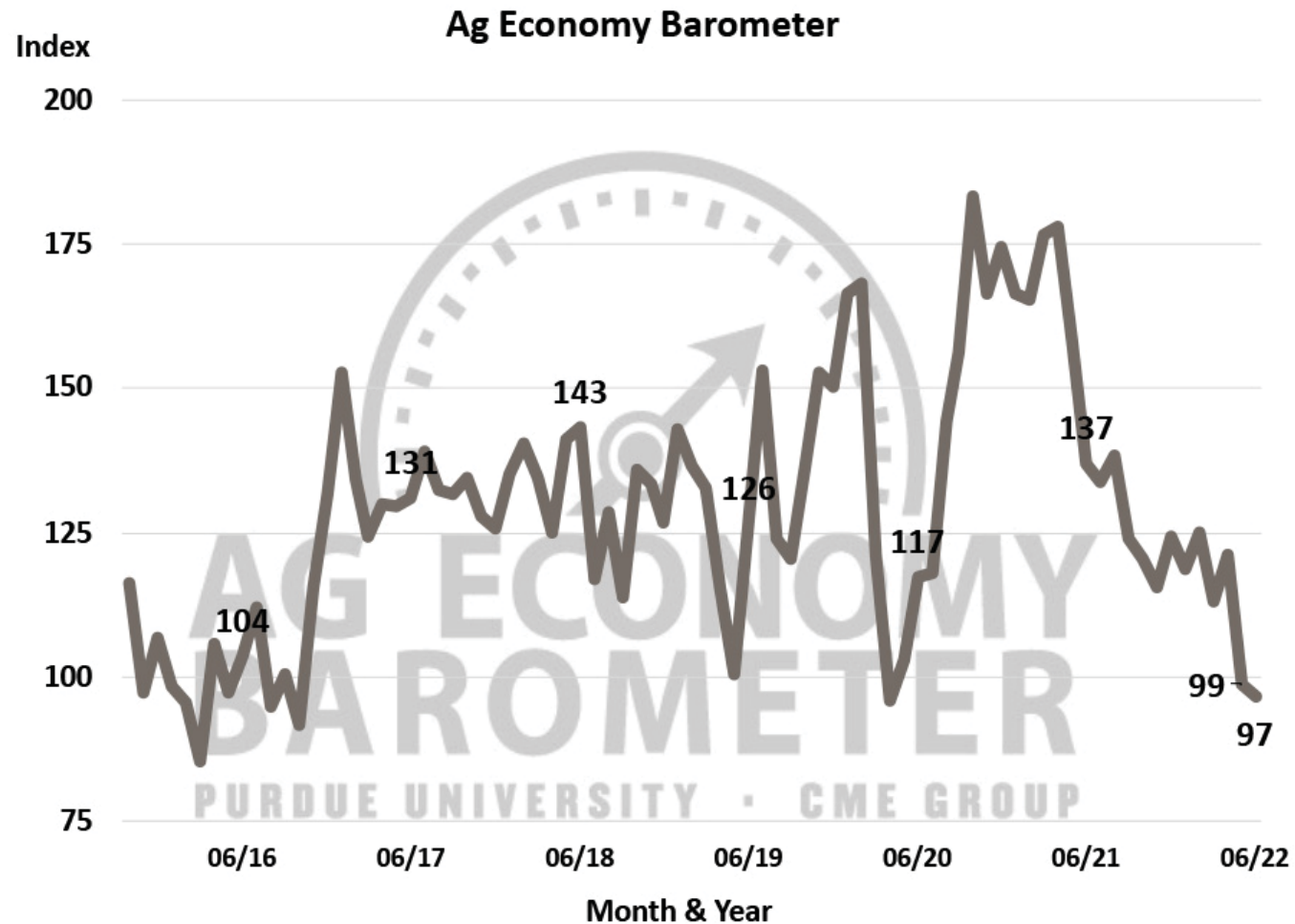
FERTILIZER PRICES GOING WILD



RUSSIA, UKRAINE WERE BIG PLAYERS IN GLOBAL FERTILIZER PRODUCTION



INPUT PRICE CONCERNS HAVE PRODUCERS CONCERNED



Source: Purdue University Center for Commercial Agriculture, Producer Survey, June 2022

AG ECONOMY BAROMETER BROKEN DOWN

- 51% of respondents expect their farms to be worse off financially a year from now
- *Index of Future Expectations* at the lowest level since October 2016
- Supply chain concerns a primary driver for investment reluctance
- Crop producers reevaluating 2023 plantings
 - 24% say they will grow more winter wheat this fall
 - 19% say they will change their crop mix for 2023 based on rising input costs
 - Of those changing their plans, 46% planting more soybeans, 26% planting more wheat, 21% planting more corn

POLICY LANDSCAPE

- 2022 midterm elections
- 2023 farm bill
- Trade access

NAFB OVERVIEW

- Founded in 1944 as National Association of Radio Farm Directors
 - TV added in 1955 to become NATRFD
 - Renamed National Association of Farm Broadcasters in 1964
 - Most recent name change was to National Association of Farm Broadcasting in 2005
- About 800 members
 - About 180 farm broadcasters
 - Allied industry, management & sales, students, honorary, emeritus

AIMPOINT RESEARCH

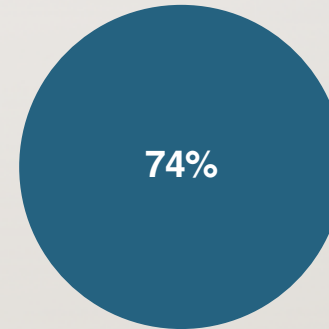
- 2021 research
 - Conducted in four waves
 - Jan. 11-23
 - April 6-22
 - July 6-30
 - October 25-Jan. 8, 202

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

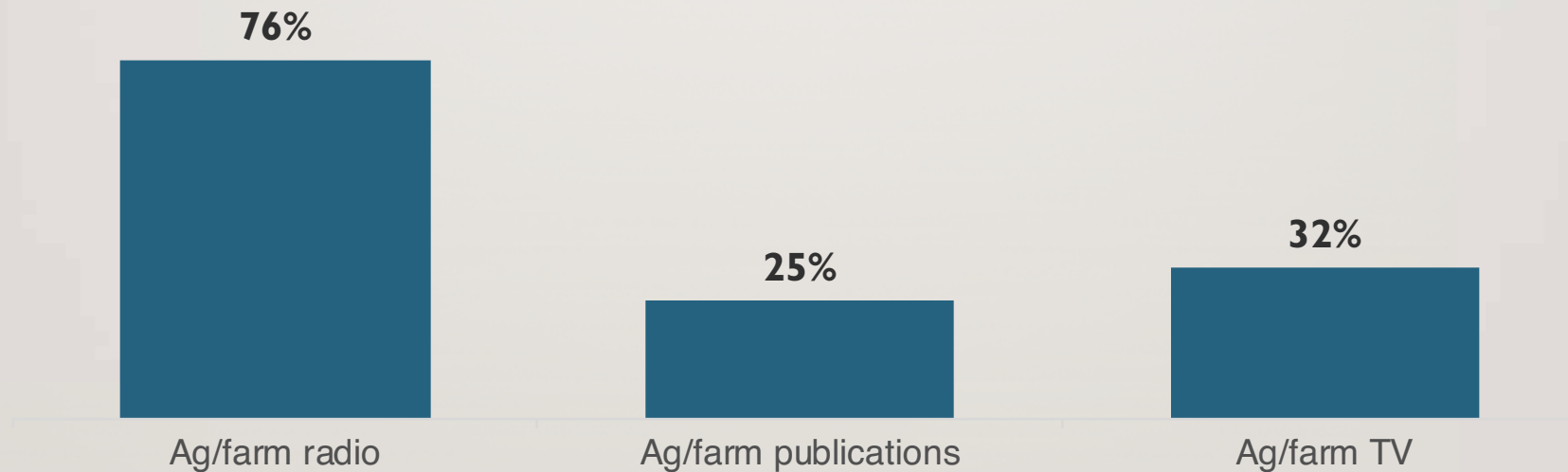


Source: Total farmers who listen to ag radio (n=794)

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.

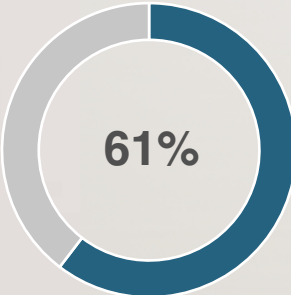
Daily sources



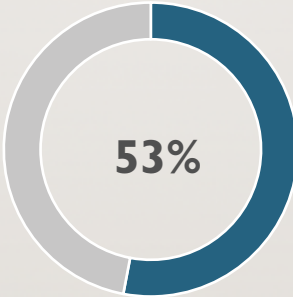
*Source: Total farmers who listen to ag radio (n=794)
During this time of year, what are your daily news sources for farm news, weather, markets, and ag information?*

AG RADIO LISTENERS MOST OFTEN LISTEN TO AM AND FM RADIO FOR AG INFORMATION.

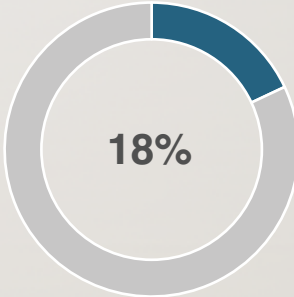
Radio bands



AM



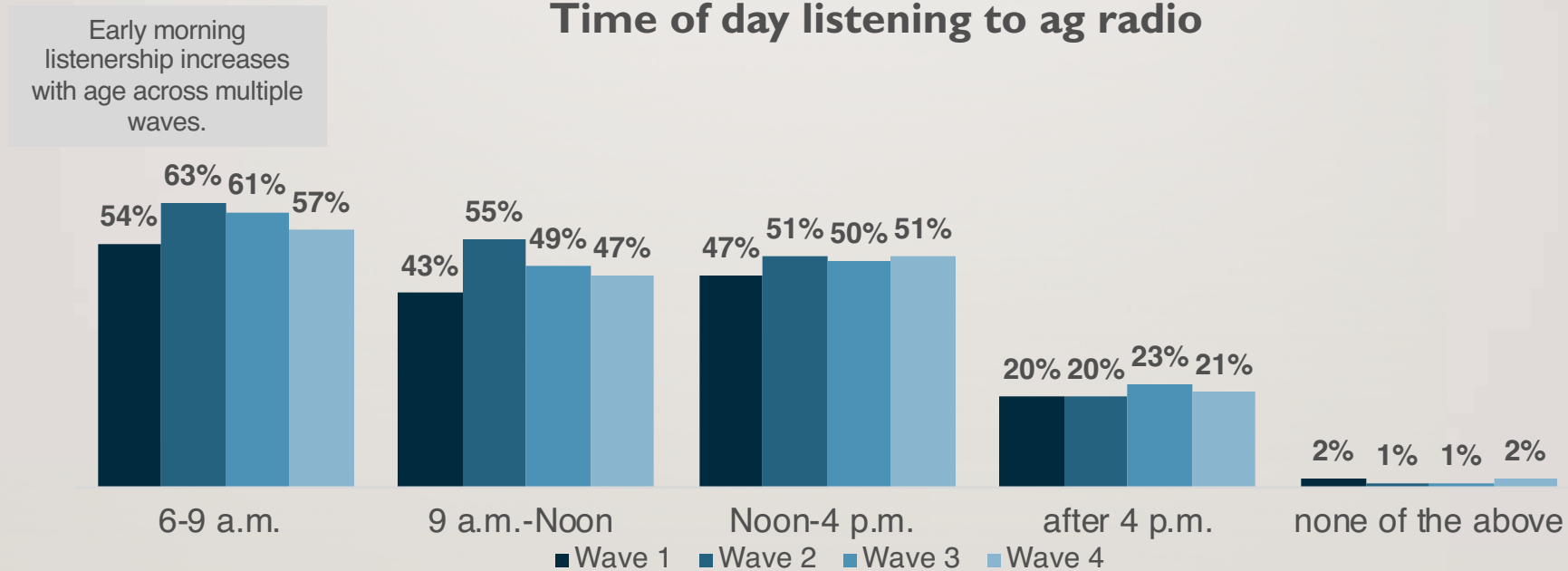
FM



Satellite/
XM/Sirius

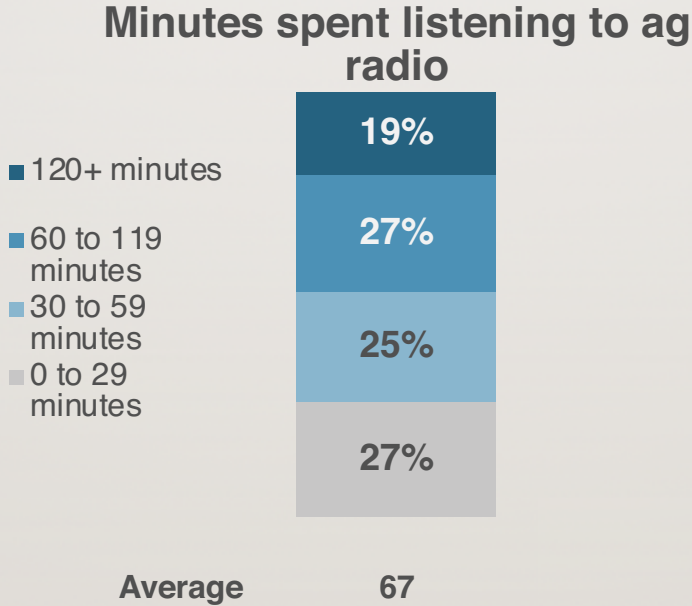
Source: Total farmers who listen to ag radio (n=794)
On which of the following radio bands do you listen to farm news, weather, markets, and ag information during this time of year?

LISTENERSHIP IS HIGHEST DURING THE EARLY MORNING.



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.



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?*

THANK YOU!

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