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NAFB Wave Study Announces Producer Media-Use Findings

KANSAS CITY, Mo. (November 24, 2008) – Large-scale commercial agricultural producers value radio most for daily agribusiness information, according to national research just announced and released to agribusiness and agrimarketing professionals.

The National Producer Media-Use Wave Study, commissioned and sponsored by the National Association of Farm Broadcasting, was conducted using three “waves” each of 800 interviews in February, April, and September 2008. Composite results of the major media study have just been announced at the NAFB Annual Convention.

The research explored how producers with annual agricultural product sales of \$100,000 or more use varied agri-media sources for business information. The study reinforced that radio and broadcast media, especially among producers age 49 and under, are highly valued and trusted. The sample was proportional to the Ag Census producer grid across the 48 contiguous states.

Veteran media planner and buyer Ted Haller called the new Wave Study “the most comprehensive and objective look at ag media usage within the past 10 years. By properly studying the research, it can serve as a blueprint for building effective ag media plans.”

He said a couple of key interpretations to be taken from the research are: “First, that the Internet has definitely become an important part of the producer’s information sources; but the traditional ag media mix of print, radio, and television (ag/rural programming) is the most quantifiable and identifiable way to reach the producer on both a broad level, as well as a daily level. The Internet can be viable, if not a necessary, component to a media plan; but the Internet is extremely fragmented when compared to print, radio, and television for reaching the large producer.”

The data has been assembled into 28 reports by commodity/livestock group or by U.S. region. The research was conducted by Ag Media Research, Sioux Falls, S.D.

Information about the NAFB Wave Study can be requested by contacting marketing consultant Mike Parry at mike@nafb.com or the NAFB office at 816.431.4032.

The National Association of Farm Broadcasting is an individual professional member organization representing all whose common purpose is to bring voice to agricultural and rural issues and news, and those who support the industry in the service of broadcast content and programming that informs, inspires, and promotes agriculture and rural America. Formed in 1944, the Association is headquartered in Platte City, Missouri.

