



## ABM Agri Council Marketing Outlook Survey Results

In a recent study conducted by *AgriMarketing* magazine on behalf of American Business Media's (ABM) Agri Council, 47% of agri-marketers reported their marketing budgets will be up in 2009, 30% reported they will be even with last year and 23% would be lower.

The survey was emailed to one representative at 224 companies that are known to provide products/services to North American agricultural producers including crop protection, seeds/traits, soil nutrients, farm machinery, animal health/feed/genetics, insurance, credit, material handling/storage, automotive and other. A total of 53 usable replies were received.

**1) In 2009, will your marketing communications budget be:**

Up	47.17% (25)
Down	22.64% (12)
Flat	30.19% (16)

**2) By how much will it increase over 2008?**

1-4%	4.00% (1)
5-9%	24.00% (6)
<b>10-14%</b>	<b>40.00% (10)</b>
15-19%	12.00% (3)
20-24%	8.00% (2)
25-29%	8.00% (2)
More than 30%	4.00% (1)

**3) Where are you increasing spending?**

Television	8.00%	(2)
Radio	20.00%	(5)
Print	56.00%	(14)
Outdoor	8.00%	(2)
<b>Online</b>	<b>64.00%</b>	<b>(16)</b>
Direct Mail	52.00%	(13)
Events (farm shows, seminars, conferences, etc.)	48.00%	(12)

**4) By how much will it decrease over 2008?**

5-9%	15.38%	(2)
10-14%	15.38%	(2)
<b>15-19%</b>	<b>23.08%</b>	<b>(3)</b>
<b>20-24%</b>	<b>23.08%</b>	<b>(3)</b>
25-29%	7.69%	(1)
More than 30%	15.38%	(2)

**5) Where have you decreased spending?**

Television	16.67%	(2)
Radio	25.00%	(3)
<b>Print</b>	<b>91.67%</b>	<b>(11)</b>
Outdoor	8.33%	(1)
Online	16.67%	(2)
Direct Mail	41.67%	(5)
Events (farm shows, seminars, conferences, etc.)	83.33%	(10)

**6) What percentage of your marketing communications budget was spent online in 2008?**

<b>1-9%</b>	<b>60.38%</b>	<b>(32)</b>
10-19%	20.75%	(11)
20-29%	15.09%	(8)
30-39%	1.89%	(1)
90-100%	1.89%	(1)

**7) What percentage of your marketing communications budget will be spent online in 2009?**

<b>1-9%</b>	<b>35.85%</b> (19)
10-19%	32.08%
20-29%	20.75%
30-39%	5.66%
40-49%	1.89%
50-59%	1.89%
90-100%	1.89%

**8) What percentage of your marketing communications budget was spent on events (farm shows, seminars, conferences, etc.) in 2008?**

1-9%	16.98%
10-19%	24.53%
<b>20-29%</b>	<b>32.08%</b> (17)
30-39%	9.43%
40-49%	5.66%
50-59%	9.43%
60-69%	1.89%

**9) What percentage of your marketing communications budget will be spent on events (farm shows, seminars, conferences, etc.) in 2009?**

1-9%	18.87%
<b>10-19%</b>	<b>30.19%</b> (16)
20-29%	24.53%
30-39%	13.21%
40-49%	3.77%
50-59%	7.55%
60-69%	1.89%

**10) Are you launching new products/services that will be supported by marketing communications in 2009?**

<b>Yes</b>	<b>83.02%</b> (44)
No	16.98%

**11) How would you rate your relationship with your agency in terms of its willingness and capacity to tailor programs to fit your marketing communications goals?**

<b>Excellent</b>	<b>63.04%</b> (29)
OK	28.26%
Unacceptable	8.70%

**12) How would you rate your trade media partners in terms of their willingness and capacity to tailor programs to fit your marketing communications goals?**

Excellent	35.85%
<b>OK</b>	<b>54.72%</b> (29)
Poor	7.55%
Unacceptable	1.89%

**13) What is your primary job function (irrespective of your job title)?**

Company management	9.43%
<b>Marketing</b>	<b>45.28%</b> (24)
Sales	3.77%
Communications	32.08%
Product/brand management	3.77%
Other (please specify)	5.66%

**14) What is your business unit's primary product/service?**

<b>Field equipment/technology</b>	<b>26.42%</b> (14)
Vehicles/ATVs	1.89%
Soil/plant nutrients	7.55%
Crop protection products	9.43%
Seed/Traits	13.21%
Animal health/genetics/feed	5.66%
Farmstead/grain handling/water management	1.89%
Livestock equipment/structures	3.77%
Credit	3.77%
Insurance	1.89%
Retailer/Distributor	1.89%
Trade association/checkoff	3.77%
Other (please specify)	18.87%

**15) Is your company's annual revenue:**

More than \$5 billion	10.00% (5)
\$1.1-\$5 billion	14.00% (7)
\$501 million-\$1 billion	4.00% (2)
<b>\$100 million- \$500 million</b>	<b>40.00% (20)</b>
\$99 million -\$50 million	10.00% (5)
Less than \$50 million	22.00% (11)

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