Agri Marketing

AGRI-MARKETERS CONFIDENCE INDEX (ACI)

The ACI is patterned after the Consumer Confidence Index, created by The Conference Board in 1967.

The ACI asks five questions of a cross-section of agri-marketers in both the crop and livestock sectors. The questions look at perceptions of both the current business conditions for their own company and their customers, as well as the future outlook for both and actual expectations for marketing communications budgets:

1. How would you assess the current business conditions for your company in the U.S. agricultural market?

2. How do you believe business conditions will be for your company in the U.S. agricultural market 12 months from now?

3. How would you assess the current general outlook for U.S. farmers and ranchers?

4. How do you believe the general outlook U.S. farmers and ranchers will be 12 months from now?

5. How do expect your marketing communications budget for the U.S. agricultural market will change one year from now?

Three levels of response are asked for each question. Poll participants are asked to answer questions #1 and #3 as "positive," "negative" or "neutral," questions #2 and #4 as "same," "better" or "worse," and the last question as "remain the same," "increase" or "decrease."

Responses to the poll are calculated looking at positive responses in comparison to negative responses by simply dividing the percentage of positive responses to each question by the percentage of positive + negative responses to the question.

A score of 50 or better indicates respondents are generally optimistic, while a score below 50 indicates general pessimism.

Questions 1 + 3 are combined to provide a look at current business conditions, while the combination of questions 2, 4, and 5 provide an "expectations" outlook.

Agri-Marketer Confidence Index	April 2014		August 2014		March 2015		August 2015		December 2016		March 2016		August 2016		December 2016	
Question	Response	Index	Response	Index	Response	Index	Response	Index	Response	Index	Response	Index	Response	Index	Response	Index
1. How would you assess the current business conditions for your company in the U.S. agricultural market?		88		77		69		61		60		59		64		68
Positive	65%		43%		52%		41%		40%		43%		43%		44%	
Neutral	25%		44%		25%		33%		33%		27%		33%		35%	
Negative	9%		13%		23%		26%		27%		30%		24%		21%	
2. How do you believe business conditions will be for your company in the U.S. agricultural market 12 months from now?		61		53		67		63		80		75		84		79
Better	23%		23%		40%		34%		56%		41%		58%		45%	
Same	62%		57%		41%		46%		30%		45%		30%		43%	
Worse	15%		20%		20%		20%		14%		14%		11%		12%	
3. How would you assess the current general outlook for U.S. farmers and ranchers?		74		70		44		38		49		26		49		52
Positive	43%		30%		22%		23%		42%		17%		42%		43%	
Neutral	42%		57%		49%		40%		15%		34%		14%		17%	
Negative	15%		13%		28%		37%		43%		49%		44%		40%	
4. How do you believe the general outlook for U.S. farmers and ranchers will be 12 months from now?		53		33		69		62		69		80		78		84
Better	18%		13%		34%		34%		43%		41%		48%		48%	
Same	65%		61%		51%		45%		37%		49%		30%		43%	
Worse	16%		26%		15%		21%		20%		10%		13%		9%	
5. How do you expect your marketing communications budget for the U.S. agricultural market will change one year from now?		43		28		67		53		64		44		70		70
Increase	16%		17%		33%		24%		51%		21%		54%		53%	
Remain the Same	63%		39%		51%		55%		20%		52%		22%		24%	
Decrease	21%		44%		16%		21%		29%		27%		24%		23%	
Current Conditions Composite (Ques 1 + 2)		81		73		56		50		55		42		56		60
Expectations Composite (Ques 2, 4 + 5)		52		38		68		59		71		66		77		78
Overall Confidence (All Questions)		64		52		63		55		64		57		69		70