



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 Question	Mar 2015		Aug 2015		Dec 2016		Mar 2016		Aug 2016		Dec 2016		Apr 2017		Aug 2017		Apr 2018	
	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index	Resp.	Index
1. How would you assess the current business conditions for your company in the U.S. agricultural market?		69		61		60		59		64		68		63		75		70
Positive	52%		41%		40%		43%		43%		44%		35%		42%		38%	
Neutral	25%		33%		33%		27%		33%		35%		44%		44%		46%	
Negative	23%		26%		27%		30%		24%		21%		21%		14%		16%	
2. How do you believe business conditions will be for your company in the U.S. agricultural market 12 months from now?		67		63		80		75		84		79		78		85		73
Better	40%		34%		56%		41%		58%		45%		43%		53%		43%	
Same	41%		46%		30%		45%		30%		43%		45%		38%		41%	
Worse	20%		20%		14%		14%		11%		12%		12%		9%		16%	
3. How would you assess the current general outlook for U.S. farmers and ranchers?		44		38		49		26		49		52		30		31		18
Positive	22%		23%		42%		17%		42%		43%		17%		12%		9%	
Neutral	49%		40%		15%		34%		14%		17%		43%		61%		49%	
Negative	28%		37%		43%		49%		44%		40%		40%		27%		42%	
4. How do you believe the general outlook for U.S. farmers and ranchers will be 12 months from now?		69		62		69		80		78		84		83		75		74
Better	34%		34%		43%		41%		48%		48%		43%		46%		43%	
Same	51%		45%		37%		49%		30%		43%		48%		39%		42%	
Worse	15%		21%		20%		10%		13%		9%		9%		15%		15%	
5. How do you expect your marketing communications budget for the U.S. agricultural market will change one year from now?		67		53		64		44		70		70		51		44		55
Increase	33%		24%		51%		21%		54%		53%		24%		17%		17%	
Remain the Same	51%		55%		20%		52%		22%		24%		53%		61%		69%	
Decrease	16%		21%		29%		27%		24%		23%		23%		22%		14%	
Current Conditions Composite (Ques 1 + 2)		56		50		55		42		56		60		46		53		44
Expectations Composite (Ques 2, 4 + 5)		68		59		71		66		77		78		71		68		67
Overall Confidence (All Questions)		63		55		64		57		69		70		61		62		58