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Agriculture Dive is a news publication designed specifically for agricultural executives & decision-makers. Across topics such as technology, environmental regulations, labor, trade, manufacturing, and more, our journalists cover the issues that impact the agriculture space.

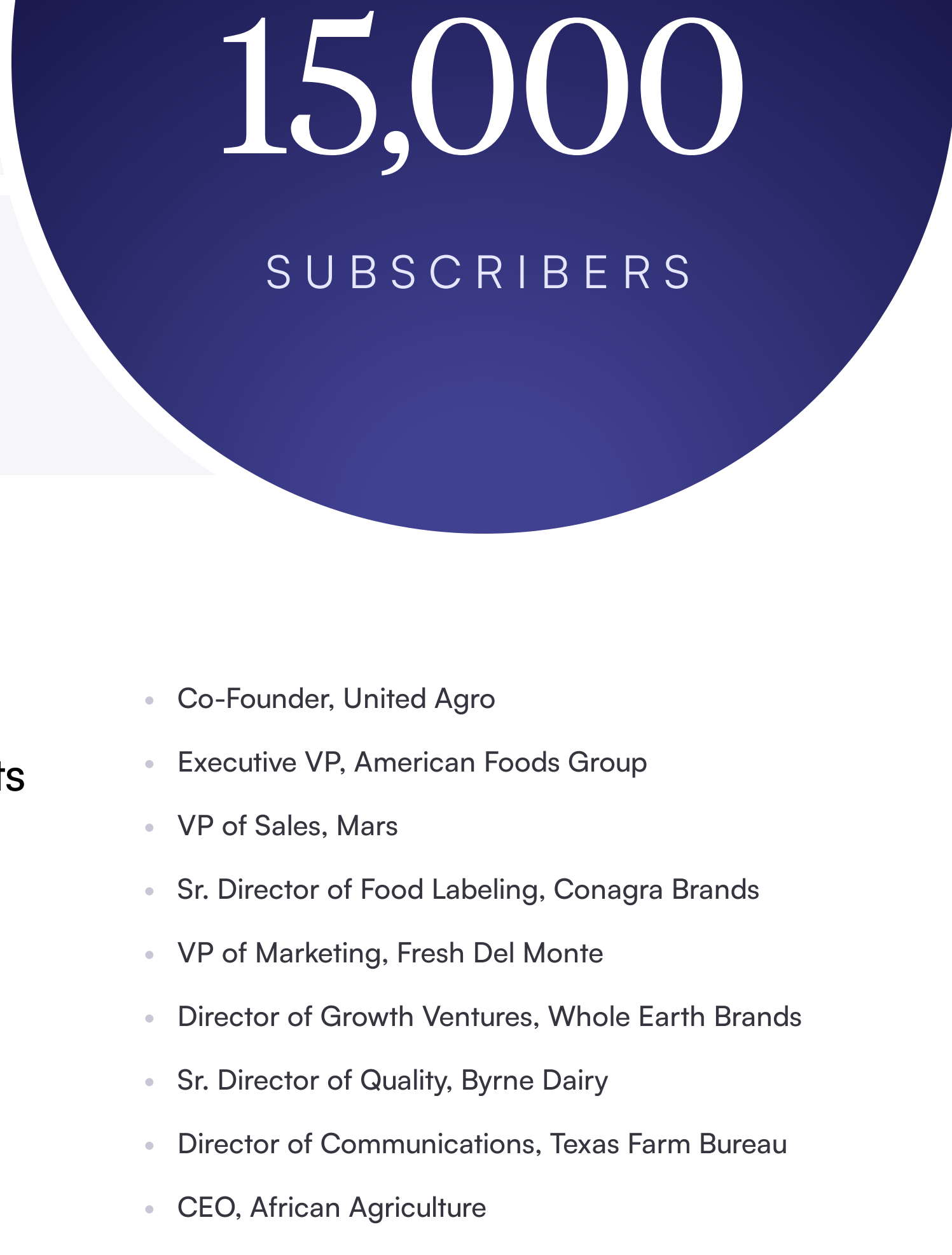


## 01 Audience

**35K**  
unique monthly visitors

**88%**  
of subscribers are manager-level or above

**93%**  
of Yahoo Finance's Biggest Agricultural Companies read Agriculture Dive



You'll find Agriculture Dive's news and insights in the inbox of notable subscribers, like:

- Co-Founder, United Agro
- Executive VP, American Foods Group
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## 02 Top-performing content

Despite climate change-induced extreme weather, supply chain disruptions, and labor shortages, agriculture leaders still see hope on the horizon. Leaders are showing resilience through innovation-driven sustainable practices, technology integration, and supply chain optimization to ensure food security and mitigate environmental impact. Let's take a look at what agriculture leaders have been focused on most.

### Top 5 topics

- Operations
- Regulations
- Technology
- Crops
- Sustainability

### Top 10 Agriculture Dive stories

US court cancels approval for dicamba weedkillers as planting season approaches	Deere sees early strong demand for pay-as-you-go model in precision ag
USDA predicts major drop in farm income for 2024	Agriculture outlook 2024: What to expect in the year ahead
What drives high suicide rates among farmers? New research identifies risk factors.	What El Niño means for farms and global food prices
Cattle inventory shrinks to lowest in 73 years, stoking fears of price hikes	The US continues to lose farms. Here's how much
Pivot Bio pays out more than \$6M to farmers who improve fertilizer sustainability	Massive Texas wildfires could be 'catastrophic' for cattle ranchers

### Keywords resonating right now

- global food prices
- agriculture technology
- regenerative agriculture
- cultivated meat
- agriculture sustainability
- farm management
- smart farming industry
- agriculture supply chain

## 03 Trend analysis

### The next frontier of agtech

- Continued surge in innovations that depend on federal funding (crop dusting drones, digital farm-mapping tools, automated fruit tree shakers, etc.)
- Companies primed to introduce AI-driven optimizations (identifying financial patterns, streamlining supply chain, enhancing strategic decision-making, etc.)
- Manufacturers changing course as digital solutions sector grows and demand for traditional farming equipment drops

### Speedy shift to climate-conscious operations

- Mounting pressure on farmers and companies to make meaningful transition to clean energy and hit sustainability goals
- Rise of regenerative agriculture opens up new revenue opportunities for farmers, but demand outpaces available funds
- Increased federal funding and incentives in the renewables space for not only food, but also fuel and energy sources

### Challenges on the horizon

- Election year creates new challenges and urgencies for the anxiously awaited farm bill
- Unpredictable climate change and increase in extreme weather events continues to be a massive threat to the health of crops and livestock
- Navigating projected drop in farm revenue this year (due to lower commodity prices, lower direct government payments, and higher production expenses)

Our readers spent nearly 2x as long on these stories than the average story:

- Manure is hitting the walls as farm protests build around the world
- USDA Organic changes are coming. What will it mean for farmers and consumers?

### Investments in agtech

Agtech advancements have the potential to boost revenue for farming leaders in the long term — as long as they buy in.

#### studioID tip

Agriculture leaders who transformed their supply chains and incorporated new farming technology and equipment into their processes have already seen higher revenue and lower costs. Help leaders understand that while modernization comes at a premium, the price of falling behind is much higher.

### Disconnect between sustainability and bottom lines

A focus on sustainable practices could protect the agriculture industry's future — but decision-makers aren't necessarily on board.

#### studioID tip

Innovations in the agtech space provide opportunities for farmers to reduce carbon emissions, but a lack of financial returns and federal funding is causing some leaders to resist adoption. Keep leaders informed on updated federal incentives and climate policy that could help or force them to take action. Highlight use cases and provide strategies for successfully adopting sustainable farming.

### Unease and unknowns

The farming industry faces uncertainty as geopolitical relations, federal regulation, and day-to-day operations feel more volatile than ever.

#### studioID tip

The persistent threat to food security looms as agriculture leaders struggle to compete against foreign competitors and adjust to industry changes. Equip farming leaders with the latest news and updates surrounding these unknowns to help them make the most informed decisions.

## 04 Marketing insights

Cultivate a solid relationship with this audience by reflecting the content preferences of over 15,000 Agriculture Dive subscribers in your strategy:

### Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

### Recognize conflicting concerns

Farmers want to invest in their future, but struggle to see the path forward.

#### studioID tip

Quell leaders' investing doubts with success stories from industry giants as well as smaller operations. Show decision-makers examples of high-return investments in sustainability, agtech, and beyond. Case studies and ROI-based stories work best to showcase the outcomes they could see if they invest similarly.

### Guide them on the path to innovation

In a fast-paced, evolving agtech space, keep decision-makers one step ahead of competitors.

#### studioID tip

As agricultural leaders see competitors and colleagues making big moves to modernize operations, many are starting to feel behind or unsure of where to start. Shepherd them with easily digestible guides on the latest innovations that are tailored to their specific sector and type of operation — from AI-powered crop monitoring to automated equipment.

### Match the mood of the industry

As climate patterns become harder to predict and the geopolitical landscape continues to shift, acknowledge the uncertainty agriculture leaders are facing.

#### studioID tip

Agriculture leaders are dealing with multiple concurrent stressors. Help them stay afloat by keeping them on the pulse of direct changes impacting their own industry, as well as ripple effects from related industries. Relay the most pertinent information as it unfolds, and be sure to couple it with insight on what this means for them in both the short- and long-term.

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