

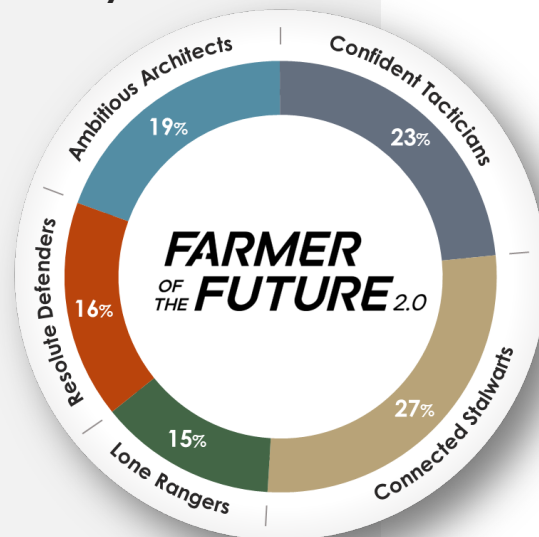
FARMER OF THE FUTURE 2.0



Navigating Volatility, Pursuing Prosperity

Farmer of the Future 2.0 is a syndicated research platform that includes a new audience segmentation, current state intelligence, and future state predictions to enable deeper understanding of U.S. farmers and ranchers. Grounded in extensive research, *Farmer of the Future 2.0* builds upon Aimpoint Research's original landmark 2018 Farmer of the Future analysis.

Farmer of the Future 2.0 is a powerful snapshot of how farmers are adapting to a post-pandemic world with heightened geopolitical and economic uncertainties and provides a window into farmers' changing views on sustainability, labor, consumer demands, automation, policy and much more.

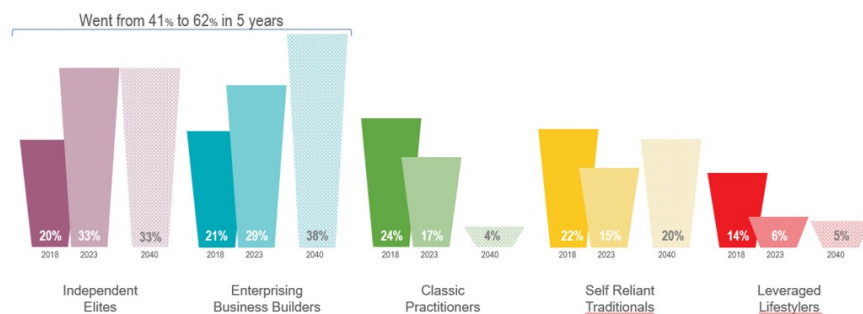


The Background

Aimpoint Research launched *Farmer of the Future* in 2018, a foundational study and audience segmentation of U.S. farmers that completely changed the way many organizations had previously approached the market. Moving beyond demographics, *Farmer of the Future* segmented farmers by psychographics, such as growth-orientation, business acumen, innovation, and risk appetite.

The original study led to a series of wargames to test each segments' ability to thrive under the pressure of tremendous change. Results of those exercises indicated two segments were more likely to succeed and grow. Aimpoint Research projected the percentage of Independent Elites and Enterprising Business Builders would grow from 41 percent to 71 percent of U.S. farmers by 2040. This would have a profound impact on the organizations that served them.

Original Farmer of the Future Segment Distribution & Projections



To understand how the segments were evolving, Aimpoint Research completed a new study in 2023 and found that the concentration of farmers in each segment is indeed changing in the directions predicted, but at a much faster rate. In only five years, Independent Elites and Enterprising Business Builders now represent 62 percent of U.S. farmers. As a result, it was time to evaluate the existing segmentation.

The Segments

Proven by five years of research and real-world applications, the original *Farmer of the Future* segmentation continues to be an accurate and impactful tool. Now with the 2023 research results, Aimpoint Research has developed a new segmentation that augments the original and provides even more clarity on farmers' current attitudes and mindsets. It unlocks powerful insights that will help organizations better understand, engage, and ultimately serve their existing and future customers.

Segment Characteristics

- **Ambitious Architects:** They are innovators, growth-oriented, willing to take risks, and highly collaborative. They see change as an opportunity and are willing to alter their practices to adapt to consumer demand.
- **Confident Tacticians:** They are fiercely independent and confident. Rather than growth, this segment has opted for prudent stability. They are willing to embrace new technology and sustainability measures quicker than most. They look to partners for consultation rather than proactive collaboration.
- **Connected Stalwarts:** By definition, stalwarts are characterized by loyalty and endurance. They are changeable and view partnerships as key assets to their operation. While they do have moderate growth aspirations, their primary goal is safety and stability for their operations. They are hesitant to innovate and view the future with apprehension. This segment is slow to adopt new farming practices.
- **Lone Rangers:** They are individualistic creatures of habit who value the traditional lifestyle of farming. While generally averse to change, they do have growth aspirations and will alter practices if the ROI is clear. They do not actively seek collaboration.
- **Resolute Defenders:** They view farming as a lifestyle and place a high priority on maintaining long-standing farming practices. They are resistant to change and opt to play it safe. This segment has very few partnerships.

How to Use

Farmer of the Future 2.0 is more than a segmentation. It's a syndicated research platform that includes a turnkey psychographic farmer segmentation, current state intelligence, and future state predictions. It can be integrated at varying levels across your organization.

Organizations can purchase a full report that includes details by segment and insights on commodity breakouts, interest in carbon markets & programs, willingness to adopt sustainable practices, attitudes about financial institutions and more.

Beyond the report, Aimpoint can work with your organization to fully integrate *Farmer of the Future 2.0* strategies into your business.



**AMBITIOUS
ARCHITECTS**

19%



**CONFIDENT
TACTICIAN**

23%



**CONNECTED
STALWARTS**

27%



LONE RANGERS

15%



**RESOLUTE
DEFENDERS**

16%

About Aimpoint Research

Aimpoint Research® is a global strategic intelligence firm specializing in agri-food.

Driven by the core belief that the success of the agri-food system is essential to national security, we blend military intelligence techniques and market research capabilities to help organizations understand what's happening in the marketplace, what's going to happen in the future, and what to do to ensure success.



To learn more & purchase the full report, visit
www.AimpointResearch.com/FoF2.0