



# WINNING THE FARM TABLE

2026 Agriculture Industry Research & Insights Report  
for Next-Gen Growth



MARKETING STRATEGY | BRAND MANAGEMENT | CREATIVE DEVELOPMENT | AUDIENCE ENGAGEMENT | CUSTOMER EXPERIENCE



## **NEXT-GEN GROWTH STARTS HERE**

Swanson Russell is the nation’s leading agency for brands that work and play outdoors. For more than 50 years, we’ve helped brands grow in markets where decisions carry real operational and financial risk. This research and insights report is a practical translation of that expertise.

Our intelligence brings a farmer-real decision model to the surface and turns it into tools you can operationalize: messaging that survives the farm table, proof that holds up under scrutiny and scenario thinking that prepares teams for real trigger moments.

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WINNING THE FARM TABLE

# EXECUTIVE SUMMARY



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This report is designed as a decision-and-proof operating model you can reuse across launches, programs, dealer enablement, digital journeys and seasonal pushes.

## AGRICULTURE BRANDS ARE BEING ASKED TO GROW IN A MARKET WHERE DECISION-MAKING HAS BECOME MORE CROSS-FUNCTIONAL, MORE PROOF-DRIVEN AND MORE RISK-AWARE.

Next-generation influence is rising. Yet 55+ producers remain a decisive base. Many operations behave like a decision room: different roles evaluate different risks and belief only becomes action when the room can defend the decision together.

In that environment, “Next-Gen Marketing” breaks down for a predictable reason. The idea can be right while the execution fails the farm table test. Messaging that satisfies only one proof standard stalls in the room, even when initial interest is strong.

This report gives you a practical way to understand the farm table: who brings new ideas forward, who needs confidence before they’ll act, and what proof moves the room. Use it to sharpen messaging, structure pilots, and equip dealers and teams with more useful tools.

### WHO THIS REPORT IS FOR

- Executive Leaders Who Want a Clearer Line Between Marketing Effort, Risk Reduction and Measurable Outcomes
- Marketing Leaders Responsible for Positioning, Launches and Cross-Functional Alignment
- Dealer, Sales and Channel Leaders Who Live Inside Local Trust Systems
- Product, Service and Digital Leaders Who Own Readiness, Integration and Adoption Outcomes
- Comms Leaders Who Protect Credibility and Keep Claims Aligned To Proof

### HOW TO USE THIS REPORT

#### IF YOU HAVE ONLY HAVE 5 MINUTES:

1. Read the Executive Brief
2. Scan the Confidence Framework and the Six Design Rules
3. Review Metrics at a Glance to See How Proof Shows Up In Outcomes

#### IF YOU HAVE ONLY HAVE 30 MINUTES:

1. Read the Four Insights and What This Means for Marketing
2. Skim the Toolkit and Implementation Playbook
3. Review the Scenario Section and Consider Which Types Map to Your Next 90 Days

**THIS REPORT IS DESIGNED TO ALIGN TEAMS,  
IMPROVE DECISION VELOCITY AND MAKE MESSAGING  
MORE CREDIBLE UNDER REAL PRESSURE.**

Using our proprietary Reaxis™ Behavioral Intelligence platform, we combined extensive market data, behavioral insights and three structured, synthetic focused groups that included a mix of these complex agriculture personas.



**TYLER JENSEN**

- Next-Generation Successor
- Multi-Generation Farm
- 34 Years Old



**MASON CLARKE**

- Tech-Forward Accelerator
- Agronomy Lead, Multi-Generation Farm
- 38 Years Old



**ERICA DALTON**

- ROI Business Operator
- Large-Scale Commercial Farm
- 45 Years Old



**CHRIS LANGFORD**

- Part-Time Moonlighter
- 38 Years Old



**DALE WHITMAN**

- Legacy Relationship Loyalist
- Family Farm Owner
- 64 Years Old



**RON MCALLISTER**

- Frugal Independent Operator
- Mid-Sized Farm
- 59 Years Old

Persona input is reflected throughout our analysis with direct quotes from each focus group. Their verbatims represent decision language, proof standards and their behavioral patterns. The combination of persona input and our expert analysis will help you get the most of our this report:



**HOW  
MIXED-GENERATION  
DECISIONS HAPPEN  
AT THE TABLE**



**WHAT PROOF  
MEANS TO  
DIFFERENT  
ROLES ACROSS  
CATEGORIES**



**WHAT BLOCKS  
PROGRESS  
AND WHAT  
UNLOCKS IT**



**WHAT OFFER  
STRUCTURES  
FEEL SAFE TO  
ACT ON THIS  
SEASON**



**HOW TRIGGERS  
RESHAPE  
URGENCY,  
PREFERENCE,  
AND STANDARDS**

## WHAT THE RESEARCH SHOWS: FOUR PERSISTENT REALITIES

Across the ecosystem, our synthesis points to four realities that show up consistently:

### **1. Trigger moments and service reality reshape decisions, fast**

Buying often starts when something hurts. In those moments, intuitive decision rules dominate: protect the season, reduce downtime fear, avoid lock-in. Proof and channels need to match that reality.

### **2. Decisions are farm-table driven, and confidence is built role by role**

Buying behaves like a decision room with distributed accountability. Under-55 initiators often bring options forward. 55+ validators decide if the proof holds under season risk, service reality, and deal clarity.

### **3. One brand voice with two proof styles is the working strategy**

The room aims at the same outcome and watches for different proof. Steward proof (55+) leans on local comparability, dealer backing, and season safety. System-builder proof (under-55) leans on integration, workflow, data control, and measurable outcomes.

### **4. Structured validation and risk-transfer function as marketing advantages**

Pilots, off-ramps, data ownership clarity, and clean terms reduce uncertainty and political risk. They also become portable proof that moves belief inside the room.

WINNING THE FARM TABLE

# KEY INSIGHTS & MARKETING IMPLICATIONS

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This section expands the four insights and translates each into practical actions for positioning, content, channel enablement, dealer programs and digital experience.

## INSIGHT #1

# Trigger moments and service reality reshape decisions quickly

Buying often starts at trigger moments, not inside a generic funnel. Trigger moments surfaced repeatedly across the work:

- Mid-season breakdowns
- Expansion and new operational complexity
- Ugly numbers and margin pressure
- Regulation and compliance deadlines
- Weather disruption and “compressed decision windows”

In these moments, intuitive decision rules dominate:

- Protect the season
- Avoid downtime and chaos
- Avoid dependence and lock-in
- Get help fast

## WHAT THIS MEANS FOR MARKETING

This insight shifts the timing logic of agricultural marketing. Many farm decisions do not begin when a brand shows up with a campaign. They begin when pressure shows up in the operation. A breakdown during harvest, a stretch of bad weather, a spike in input costs, a compliance requirement, a labor gap, a season that starts slipping out of control. Those are the moments when attention sharpens and the room becomes open to change.

“What I’m listening for is who picks up the phone when something breaks and how fast they show up.”

– DALE WHITMAN



“Support has to be real during planting and harvest. If the ‘help’ is an email answered next week, we’re sunk.”

– MASON CLARKE



“During a weather mess, I don’t want to hear about ‘innovation.’ I want ‘we’ll get you through this week.’”

– ERICA DALTON



That matters because most marketing still behaves as if farmers are moving through a predictable funnel. In reality, receptivity rises and falls with the current operating conditions. A grower may ignore an equipment message in January, then become highly attentive the first week a machine failure costs them time. A fertilizer program, for example, may sound incremental until margin pressure makes efficiency and application confidence feel more valuable.

This is where service reality becomes part of the message. In categories like equipment, crop protection, seed, fertility, precision technology, and agronomy services, they are not only evaluating product performance. They're evaluating what happens when the product enters real life. Who helps when something goes wrong. Whether the dealer is prepared. Whether support shows up fast enough to matter. Whether the promise still feels credible in a hard week, not just in a polished brochure example.

### **FOR MARKETERS, THE BIG INSIGHT IS THIS:**

**The message is not only what you say about the product. The message is also the kind of situation you show up for, the kind of pressure you are prepared for, and the kind of help farmers expect to receive when the stakes are real.**

That changes both positioning and promotion. Positioning gets stronger when it is built around moments of stress, compressed timelines, and operational consequences. Promotion gets stronger when it matches the farmer's state of mind in those moments: short, relevant, specific, and grounded in what helps now.

This creates a sharper standard for creative and channel planning. Instead of asking only, "What do we want to say this season?" marketers should also ask, "What pressures make this category newly relevant?" and "What proof do the farmers need when those pressures hit?" That is how a brand moves from being present in the market to being useful in the moment.

## PRACTICAL IMPLICATIONS

### 1. Build campaigns around pressure moments, not generic awareness windows

Farmers pay closer attention when a real problem is active. Positioning gets stronger when it is tied to breakdowns, weather pressure, margin squeeze, labor strain, and other moments that make the decision feel urgent.

### 2. Make service part of the value proposition

For many categories, support quality is part of product value. Marketing should show who stands behind the offer, how help is delivered, and what the grower can expect when timing matters most.

### 3. Adjust the message to match the moment

A farmer in a hard week is looking for clarity and control. The strongest messages in those moments are direct, specific, and tied to immediate outcomes such as uptime, response speed, simpler decisions, or reduced waste.

### 4. Build proof from tough conditions, not only best-case results

Marketers often lead with ideal outcomes. Farmers are often deciding based on whether the product, program, or partner holds up when the season gets difficult.

### 5. Use channels that fit the operating reality

The best message still loses if it arrives in the wrong format. Under pressure, short dealer communication, concise digital content, and simple proof assets outperform longer brand storytelling.

## INSIGHT #2

# Decisions are farm-table driven and confidence is built role by role.

Farm decisions around programs, subscriptions, tools, and data-enabled systems function as live negotiations between farmers with distinct responsibilities and distinct definitions of risk. In the mixed decision room, roles emerged quickly:

- Dale and Ron represent 55+ protectors and independence guards. They carry responsibility for continuity, reputation and season risk.
- Tyler and Mason represent under-55 initiators and translators. They research, evaluate and try to modernize without destabilizing the room.
- Erica represents ROI and scale validators. They push for measurable outcomes, clean economics and business-grade decision discipline.

### WHAT THIS MEANS FOR MARKETING:

This insight changes the marketer's job in a fundamental way. You are not only building demand with an individual producer. You are helping one person bring an idea into the room, helping another person feel the risk is manageable, and helping the whole operation see a clear path from interest to action.

That matters across categories. A seed brand may get the next-generation operator interested through performance data, trial design, or agronomic fit. The decision still moves through a broader set of questions: Will this hold up on our acres? Who stands behind it if the season turns? An equipment or technology brand may win attention with productivity, automation, or integration. They still must decide whether the change fits the operation, protects uptime, and feels worth the disruption. A program may look strong on paper, but the decision is often shaped by who trusts the recommendation, how comparable the proof feels, and whether the offer creates confidence under real conditions.

"If I can't explain the deal on a napkin, I don't sign it."

– RON MCALLISTER



"I don't lead with the tech. I say, 'Here's where we're wasting hours and leaving bushels on the table; this is one way to fix that.'"

– TYLER JENSEN



"Integration proof is a screenshot of it working in Ops Center or whatever I actually use, not just a logo slide."

– MASON CLARK



"Give me reasonable metrics. I'll run several scenarios based on my historical data."

– ERICA DALTON



That is the strategic shift: move from audience-first messaging to decision-room-first messaging. The goal is to make the message work in three places at once. It has to catch the eye of the initiator, hold up under questions from the validator, and give the dealer or local partner a stronger story to carry forward. When marketing does that well, it shortens internal debate, reduces last-minute friction, and turns “interesting” into “safe enough to act on.”

The strongest take-away for positioning is this: the family meeting, the shop conversation, and the dealer follow-up are part of the buying journey. They are not side moments after marketing has done its job. They are where the decision gets made.

### **PRACTICAL IMPLICATIONS:**

#### **1. Plan for two jobs in every campaign**

Every campaign should help one person discover and champion the idea, and help another person approve it with confidence. That means thinking early about who initiates the conversation, who protects the operation, and what each needs to see before they’ll move.

#### **2. Keep one promise, then vary the proof**

The shared promise might be better yields, less downtime, cleaner data, lower input waste, or a simpler season. The proof should shift by role. One person wants local comparability and service confidence. Another wants integration, economics, and a clear operational fit.

#### **3. Build proof that survives the room**

The most useful marketing materials are the ones a producer can carry into an internal conversation and use without the brand in the room. That includes simple side-by-side visuals, one-page economics, clear pilot terms, local examples, and dealer-backed accountability.

#### **4. Treat local trust as part of the message**

For many farm decisions, the brand opens the door, and local trust closes the gap. Marketing should support that handoff directly by giving dealers, agronomists, and internal champions materials that feel specific, comparable, and easy to explain.

#### **5. Position products as decisions, not just offers**

Fertilizer, equipment, seed, technology, and service programs are all judged inside a broader farm reality: season risk, labor pressure, service readiness, and financial discipline. Positioning gets stronger when it reflects that full decision context instead of isolating product features from the way the farm actually decides.

### INSIGHT #3

## One brand voice with two proof styles is the working strategy.

The strongest plans keep the promise consistent and let proof flex by role. In the research, this emerged as a stable working pattern:

- The room shares a target: resilience and profit.
- Roles have different proof standards: steward proof and system-builder proof.
- Steward proof (55+) leans toward local comparability, dealer backing, and season-safety signals.
- System-builder proof (under-55) leans toward integration, workflow, data control, and measurable ROI.

### WHAT THIS MEANS FOR MARKETING:

Rather than two stories for two audiences, the better model is one clear promise with different proof for different roles. All are still aiming at the same outcome: a more resilient, more profitable operation. What changes is what each person needs to see before that promise feels believable. For the 55+ steward, proof is usually local, relational, and shaped by season risk. They want to hear that it held up, that the dealer stood behind it, that a farm like theirs had a good experience, and that the economics feel fair and grounded. For the under-55 system-builder, proof is more operational and measurable. They want to see how it fits the stack, what it replaces or simplifies, how quickly it shows impact, and whether the results can be measured in their own workflow and financial reality.

That has a big implication for positioning. A brand should not position itself one way for the successor and another way for the owner. The promise might stay centered on stronger performance and fewer bad calls. What changes is the proof. The owner may need local, multi-season results and a trusted retailer or dealer standing behind the recommendation. The successor may need treatment comparisons, compatibility with the operation's decision process, and clear economics. The strongest positioning is stable enough to hold the brand together and flexible enough to let proof match how the decision actually gets made.

"If my dealer is willing to put his name on it, I'll give it a fair look."

– DALE WHITMAN



"One neighbor I trust beats ten case studies."

– CHRIS LANGFORD



"If it doesn't talk to what we already use, it just gives me another screen to babysit. No thanks."

– MASON CLARK



This also changes what strong promotional work looks like. The job is not to write one headline and hope it stretches across every role. The job is to build a message system. That system keeps the core claim locked, then changes the evidence, the phrasing, and sometimes the call to action. One person responds to “Talk with your dealer.” Another responds to “Start a pilot.” One person needs a local proof story and service confidence. Another needs an integration path and a KPI snapshot. When marketing handles that well, the brand feels more coherent, sales can see how to use it, dealers can carry it forward, and the farm does not have to translate the offer from one internal language to another.

### PRACTICAL IMPLICATIONS:

#### 1. Keep the promise locked across audiences

Those at the farm table can handle different proof. They do not handle brand inconsistency well. Start with one shared outcome, then let the supporting evidence shift by role.

#### 2. Build proof for the role, not just the segment

Older decision-makers tend to trust local stories, dealer backing, and proof that reduces season risk. Younger operators tend to trust integration clarity, time savings, measurable outcomes, and a path to test before scaling.

#### 3. Use language that signals you understand how they decide

“Three seasons,” “same dealer,” and “they took care of us when it failed” signal one proof standard. “Fits my system,” “cleaner data,” and “walked me through the first 90 days” signal another. Those differences matter because they tell the audience whether you understand the job they are trying to do.

#### 4. Match the CTA to the kind of confidence the role needs

A dealer conversation works when the next step is relational reassurance. A pilot works when the next step is structured validation. Strong promotion gives the room both paths without changing the core promise.

#### 5. Treat proof as a modular system, not a one-off asset

The same campaign should be able to swap in local proof, dealer proof, integration proof, ROI proof, or pilot proof depending on the operation profile and the stage of belief. That is how a brand stays coherent while still feeling specific to the farm reading it.

### USABLE MESSAGING TEMPLATE

#### PROMISE

Protect the season and reduce chaos with a program that fits the way your farm works.

#### Proof Lane A: Steward Proof (55+)

- Local comparable story
- Dealer-backed support and response clarity
- Multi-season consistency signals

#### Proof Lane B: System-Builder Proof (under-55)

- Integration screenshots and workflow fit
- Time saved and “fewer fires” outcomes
- Data portability and control

#### DUAL CTAS

- Talk with your local dealer and walk through a trial plan for your acres
- Plan a 30–60 day pilot with clear success criteria and a clean exit

## INSIGHT #4

# Structured validation and risk-transfer accelerate belief and adoption.

Across under-55 farmers and mixed-generation rooms, the decision pathway increasingly runs through validation in the form of trials, pilots and demos. What changes outcomes is the structure: bounded scope, clear success criteria, real support and a clean exit.

The sessions surfaced why pilots fail: farms put real time and political capital into them. When the pilot ends without clean measurement and a responsible closeout, confidence drops very fast.

### WHAT THIS MEANS FOR MARKETING:

This insight forces marketers to take the offer structure more seriously. In a lot of ag marketing, the product story gets all the attention and the terms are treated like sales detail. The research points in the other direction. For many farm decisions, especially when the offer introduces a new system, subscription, workflow change, or support relationship, the structure of the pilot is the key to success. Farmers are evaluating the deal itself as proof of whether the company understands the risk of the decision.

That is an important shift. A pilot is not just a way to get a foot in the door. It is a signal about how the brand behaves under scrutiny. A vague pilot signals hidden complexity. Fuzzy KPIs signal future arguments. Weak support language signals to the farmer that they will be abandoned when the stakes get high. On the other hand, a pilot with a defined scope, named support, measurable success criteria, and clear end terms tells them that the company is prepared to share risk and operate like a serious partner.

“I’ll take a calculator built on my acres, my inputs. Then show me a farm like ours that actually ran it for more than one season.”

– ERICA DALTON



“When they say ‘average grower increased yield by 12%.’ That doesn’t tell me anything about our ground.”

– RON MCCALISTER



“Just tell me up front what happens if we say no at the end.”

– TYLER JENSEN



That has real implications across categories. For fertilizer, a pilot structure can turn a recommendation into a measurable acreage decision with a defined comparison and a clear readout at the end. For seed, it can turn broad performance claims into a limited, side-by-side test the farmer feels comfortable defending. For equipment and precision technology, it can reduce the fear that a new system will create disruption, lock the farm into one platform, or leave them holding the bag if integration gets messy. In each case, the offer becomes more believable when growers can see exactly how it starts, how success will be judged, and what happens if the answer at the end is “not yet.”

The bigger marketing lesson is that belief moves faster when operators feel in control of the experiment. Farmers do not want to feel sold into a leap. They want to feel they negotiated a smart, fair next step. That is why pilot language matters so much. The pilot is where the brand proves that it respects the decision standards, workload, and the right to make a measured call. When marketers treat that structure as part of the message, adoption becomes easier to start and easier to defend inside the farm table.

## PRACTICAL IMPLICATIONS

### 1. Position the pilot as a controlled next step

The pilot should feel like a measured decision, not a leap of faith. Clear scope, clear timing, and clear success measures make the offer easier to approve.

### 2. Make risk-sharing visible

If the brand expects the farmer to take on new complexity or uncertainty, it needs to show where it is carrying risk too. Support commitments, guarantees, and defined end terms all strengthen trust.

### 3. Put the pilot terms in plain language

Growers should not have to hunt through fine print to understand how the pilot works. State the timeframe, KPIs, support model, data ownership, and what happens at the decision point.

### 4. Treat the results summary as part of the marketing system

A pilot should end with a short, usable recap farmers can share internally. That turns the pilot into proof for the next decision, not just the current one.

### 5. Use pilots to move the room, not just the lead

A well-structured pilot helps the initiator bring the idea forward, helps the validator feel the risk is contained, and helps the business-minded operator judge whether the numbers support expansion.

WINNING THE FARM TABLE

# TOOLKIT



# TOOLKIT

This toolkit is designed to help marketing, dealers, sales, product, and service teams align around one decision framework and one proof approach, then build assets that survive the farm table.

## 1) TRIGGER MAP (WHAT TO SAY AND WHERE TO SHOW UP)

Use this chart as a planning tool to keep the promise coherent while adjusting proof emphasis and channel.

	CORE ANXIETY	PROMISE ANGLE	55+ Proof Emphasis	UNDER 55 Proof Emphasis	TRUSTED CHANNELS
<b>Mid-Season Breakdown</b>	Losing yield every hour	“When it breaks in go time, we keep you running.”	Dealer-backed response clarity, parts/service coverage, “we made it right” stories	Compatibility with existing setup, downtime reduction outcomes	Dealer call/text, service hotline, local service story
<b>Weather Disruption</b>	Chaos and bad calls	“A hard week becomes more manageable.”	Local comparable story, “held up under stress”	Decision prioritization, workflow simplification, measurable saves	Dealer + short explainer video + one-page proof
<b>Margin Pressure / Input Cost Spike</b>	Cost exposure	“Pull cost out without creating new complexity.”	Transparent terms, cap downside, predictable commitments	ROI calculator tied to acres and inputs, time savings	Email with numbers, dealer follow-up, calculator tools
<b>Compliance Changes</b>	Risk of missing requirements	“Pre-built workflows that fit your system.”	Plain-language risk reduction, trusted local validation	Integration proof, workflow templates, data governance clarity	Digital hub + dealer enablement + short “how-to”

## 2) QUESTIONS-TO-EVIDENCE TABLE

Use this as a standard planning tool for campaigns, sales enablement, dealer co-op, and digital experience.

	EVIDENCE TYPES	BEST FORMATS	WHERE IT LIVES
<b>Field outcomes confidence</b>	local comparable story, before/after outcomes, stress-tested scenarios, bounded pilot structure	one-page proof sheet, short video, simple visuals (maps/tables)	dealer leave-behinds, landing page proof blocks, pilot brief
<b>Systems fit and data control confidence</b>	integration matrix, screenshots in real systems, data flow overview, governance clarity, portability language	screenshot pack, short diagram, FAQ, “integration hub” page	web hub, sales deck module, dealer enablement addendum
<b>Service readiness confidence</b>	response model, escalation path, peak-season support plan, training approach	“service box” module, one-page service promise, dealer script	proposals, dealer packets, web pages, onboarding
<b>Financial defensibility confidence</b>	cost-per-bushel logic, simple ROI table, downside cap, pilot KPI plan, plain-language terms	one-page economics summary, calculator, pilot plan	sales kit, dealer materials, digital conversion path

## 3) OBJECTION-TO-PROOF GUIDE

A practical guide to translate what the room says into what you show.

WHAT IT SOUNDS LIKE	WHAT IT MEANS	WHAT TO SHOW	WHERE TO PLACE IT
“We don’t want to be a test case.”	They want comparability and accountability	Local comparable story, dealer name attached, pilot scope and safeguards	Above the fold on key pages, dealer one-pager, pilot brief
“This will create more work.”	Workflow fear and time scarcity	Task reduction map, time savings, onboarding plan that fits peak season	Short video, quick-start guide, proof tile
“Does it fit our stack?”	Integration and data control are gating	Screenshots, integration matrix, data portability language	Integration hub, meeting-ready slide, FAQ
“What happens if we want out?”	They protect autonomy and fear lock-in	Off-ramp steps, data ownership, pilot end behavior	Pilot terms sheet, FAQ, proposal appendix
“I can’t defend the economics.”	They need defensible math and downside control	Simple ROI, cost/acre framing, downside cap, pilot KPI plan	One-page economics, calculator, pilot plan

## 4) PROOF MODULES FOR DIGITAL AND DEALER JOURNEYS

Treat proof as UX. Make confidence visible at decision moments.

- **Service:** Who responds, how fast, peak-season coverage, escalation path, training model
- **Integration:** Systems supported, screenshots, data flow, setup responsibility, portability statement
- **Local Proof:** Comparable farms, multi-season summaries, stress-tested examples, dealer co-branded proof
- **Pilot:** Pilot scope options, KPIs, timeline, support, exit language, “plan a pilot” CTA
- **Economics:** Simple ROI table, cost-per-bushel thinking, downside caps, “run your numbers” CTA

These modules keep the promise consistent while making proof easy to find by role.

## 5) AI-POWERED FARM TABLE SIMULATION TOOL

Swanson Russell’s Farm Table Simulation Tool is the most powerful way to leverage the insights in this *Winning the Farm Table* report.

Powered by AI, the Farm Table Simulator uses behavioral intelligence to apply your specific scenario to modeled farm decision personas representing both next-generation operators and 55+ decision makers. The output highlights how each role in the farm decision room is likely to react, what proof they will look for, and how your positioning or offer could be strengthened.

### When you launch the application, you will be asked to provide the following inputs:

- **Target Farm Name:** (Can be fictitious)
- **Target Farm Description:** (acres, crop mix, etc.)
- **Geographic Location:** (state and county)
- **Relevant Agronomic and/or Geographic Details:** (list)
- **Decision-Maker 1:** (role, approx. age, any known beliefs)
- **Decision-Maker 2:** (role, approx. age, any known beliefs)
- **Decision-Maker 3:** (role, approx. age, any known beliefs)
- **Decision Influencers** (if any):
- **Your Brand, Product, and Brief Description:**
- **Your Reason Why:** (Farm Name) should buy (brand) (product) because it offers the following benefits to the farm: list benefits.
- **Your Proof:** List the factual proof/data points that support your reason why.
- **Your Offer:** List purchase or trial incentives

Once submitted, the simulation will return an insight summary showing how the farm decision room is likely to interpret your offer, where confidence builds or breaks down, and what messaging, proof, or offer structure could improve adoption.

If you would like access to the Farm Table Simulator, please contact **Andrew Warner** at Swanson Russell.



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