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## **Nationwide Study Reveals How Farmers Adapted in an Era of Tremendous Volatility**

**COLUMBUS, OHIO** – A nationwide study by Aimpoint Research®, a global, strategic intelligence firm, has revealed how farmers and ranchers have adapted to tremendous volatility and a post-pandemic world with heightened geopolitical and economic uncertainties. The syndicated report, [Farmer of the Future 2.0](#), builds on the foundational *Farmer of the Future* psychographic segmentation and future projections released in 2018 and provides a window into U.S. farmers' current mindsets and attitudes on a wide range of topics.

“Since the original study was released, the world has experienced major disruption that has impacted all sectors of human activity,” said [Brett Sciotto](#), Aimpoint Research CEO. “The ripple effects are still being felt. Interest rates and inflation continue to fuel economic concerns. Geopolitical uncertainty is creating new trade flows and technology is rapidly evolving. These and other forces have accelerated the transformation of U.S. agriculture.”

One of the most telling insights from the report is how fast this change has occurred. In 2018, Aimpoint Research analysts projected that two of the five original segments of farmers (Enterprising Business Builders and Independent Elites) would grow to represent 71 percent of U.S. farmers by 2040. *Farmer of the Future 2.0* revealed these two segments represent 62 percent of U.S. farmers in only five years.

“The entrepreneurial and innovative farmers are prevailing as projected, but at a much faster rate,” added Sciotto. “As an industry, we need to understand how this has changed the landscape so we can continue to meet farmers and ranchers where they are and serve their needs.”

Other notable results of the research include:

- A decrease in farmers and ranchers interested in acquiring another operation, from 24 percent in 2018 to 8 percent in 2023.
- Nearly one-third (31 percent) of farmers and ranchers believe that automation will replace the need for human manual labor.

- 53 percent of farmers and ranchers believe they will be able to adopt new sustainability practices on pace with their peers.
- An increase in farmers and ranchers who have multi-year business plans, from 24 percent to 58 percent.
- Farmers and ranchers overwhelmingly believe that farming is foundational to national security.

In addition to hundreds of data points and analysis of both the current and future operating environments, *Farmer of the Future 2.0* includes a new turnkey segmentation that augments the original and provides updated psychographics, demographics, and behavioral data. It can serve as a foundational document for organizations to optimally engage and serve all farmers and ranchers.

As the industry continues to evolve, Aimpoint Research expects data and traceability, precision technology, environmental pressure, biotechnology, and food as health will be the primary drivers of the future.

“A clear view of the current and future states and a deep understanding of who farmers really are is a powerful tool for business leaders, marketers, and strategists,” said Sciotto. “Farmers and ranchers are the backbone of the agri-food system. By avoiding assumptions-based strategy and relying on accurate and timely research, agri-food organizations can better serve them and the critical mission of protecting [American Food Power](#).”

### **About Farmer of the Future 2.0**

Farmer of the Future 2.0 is a syndicated research platform that includes a turnkey psychographic farmer segmentation, current state intelligence, and future state predictions. It includes details by segment and insights on commodity breakouts, interest in carbon markets and programs, willingness to adopt sustainable practices, attitudes about financial institutions and more. The report also provides actionable insights on what each segment will require from business partners in the short-term. To learn more and/or purchase the full report, visit [www.AimpointResearch.com/FoF2.0](http://www.AimpointResearch.com/FoF2.0)

### **[About Aimpoint Research®](#)**

Aimpoint Research is a global, strategic intelligence firm specializing in agri-food. Through a unique blend of military intelligence techniques and innovative research methodologies, the firm provides clients a competitive advantage by helping them understand what’s really happening in the marketplace, what’s going to happen in the future, and how to ensure success in that future. Led by former military intelligence officers, agri-food experts, and research professionals, the Aimpoint Research team is driven by the core belief that food security is essential to national security.