NAMA SPRING CONFERENCE RESEARCH

Market Research Findings

Original presentation: May 22, 2026
Presented to Chapter Leaders: October 13, 2026

Meyocks

BACKGROUND + RESEARCH METHODOLOGY

The NAMA 2026 Agri-Marketing Conference, held April 14-17 in St. Louis, Missouri, **is one of the most concentrated gatherings of agri-marketing talent in the country** — and that makes it a uniquely powerful research environment.

Meyocks conducted a two-phased mixed-methods study onsite at the conference. The research **blended qualitative depth with quantitative validation,** enabling the capture of nuanced member perspective along with broader directional trends across the conference audience.

The Research Was Split Into Two Phases

PHASE 1

Took place at the Connection Point Opening Reception and consisted of a flexible, qualitative format. Around 15-16 NAMA attendees were interviewed before data saturation took place.

PHASE 2

Of the study occurred throughout the remainder of the conference as it consisted of a short, mobile-friendly quantitative survey.

MoE ±1.99% at 95% CI for total sample.

Method

Onsite Qualitative Interviews + Online Survey

Sample Size

Survey: n=120

Fieldwork

April 14-17, 2026

RESEARCH OBJECTIVES

This research, conducted in partnership with Meyocks, was intended to help the National Agri-Marketing Association (NAMA) gain a clearer understanding of the current state of agri-marketing and how NAMA members are navigating an industry that is evolving economically, culturally, and technologically.

This Goal Was Defined Through Two Research Objectives

1. Identify how NAMA members are navigating the current industry landscape to uncover content gaps that can help shape future programming, education, and overall membership value.

2. Understand and set a baseline for how and where agri-marketers are or are not leveraging AI in their work.

Meyocks

EXECUTIVE SUMMARY

Meyocks

KEY TAKEAWAYS

The following takeaways reflect the strongest trends identified across member feedback and participant interviews:

Networking opportunities drive membership and conference attendance.

52% of survey takers stated networking was the biggest benefit to their membership, and interviewees on site regularly cited this as well.

Members are looking for help with AI and connecting with customers.

4 in 10 participants cited customer insights/audience segmentation as a primary interest, as well as AI usage in marketing. Webinars, case studies, and in-person conferences are the preferred mode of development.

Members are mostly using AI but still seeking information.

Members who have fully integrated AI into their workflows are primarily using it for image/video generation and data analysis.

Meyocks

IN-DEPTH FINDINGS

Mēyocks

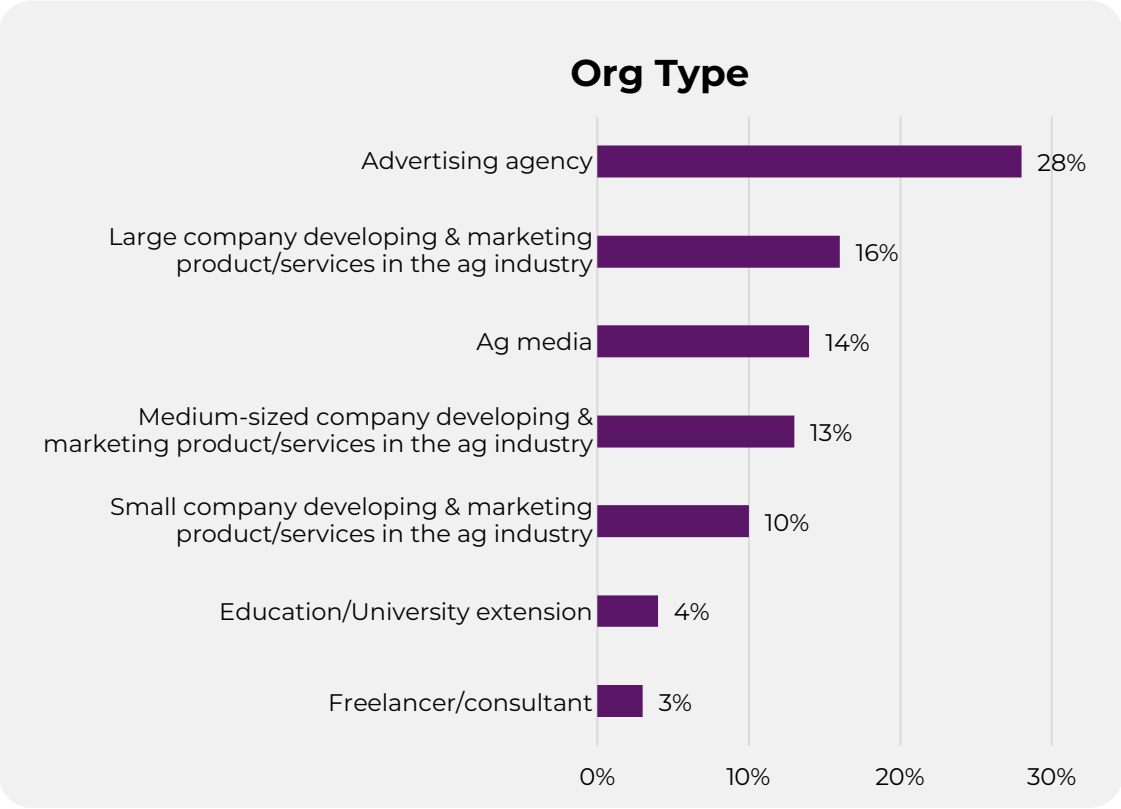
NAMA MEMBERSHIP

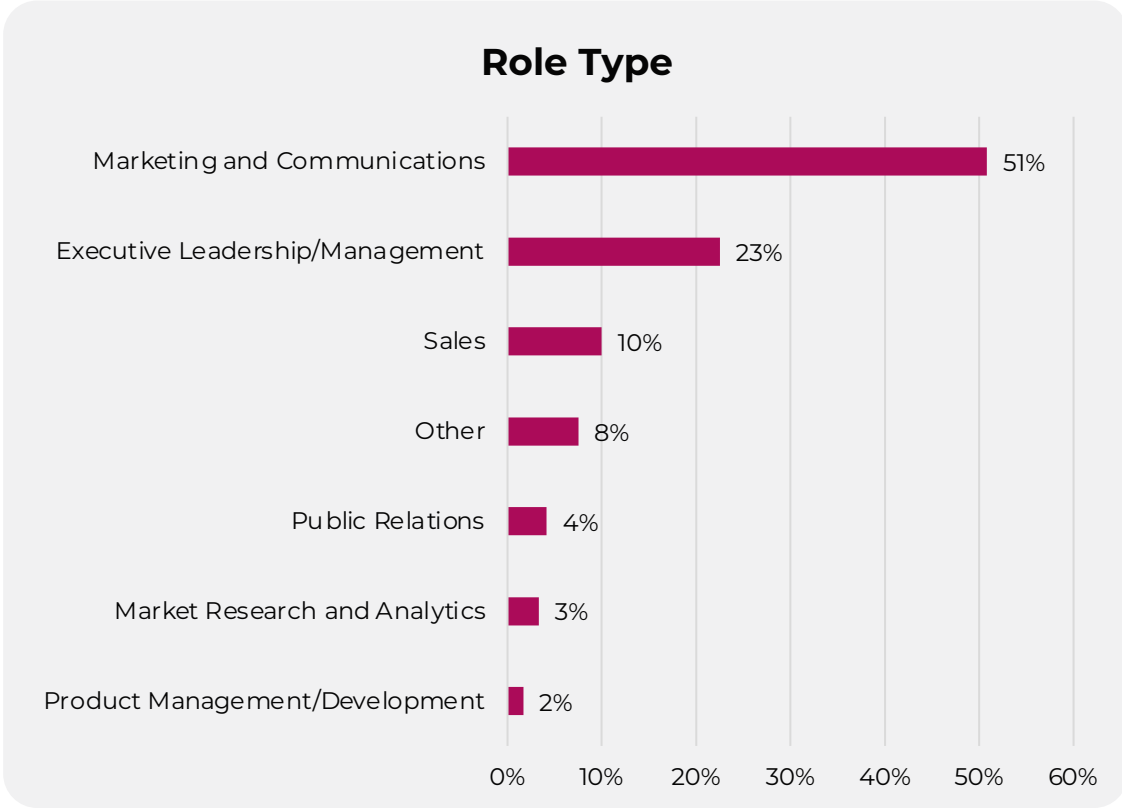
Who took the survey, what do they love about NAMA, and what are they looking for?

Meyocks

NAMA SURVEY TAKERS REPRESENT A VARIETY OF ORG TYPES

Just over half of participants work in marketing and communications, with another quarter in leadership roles.

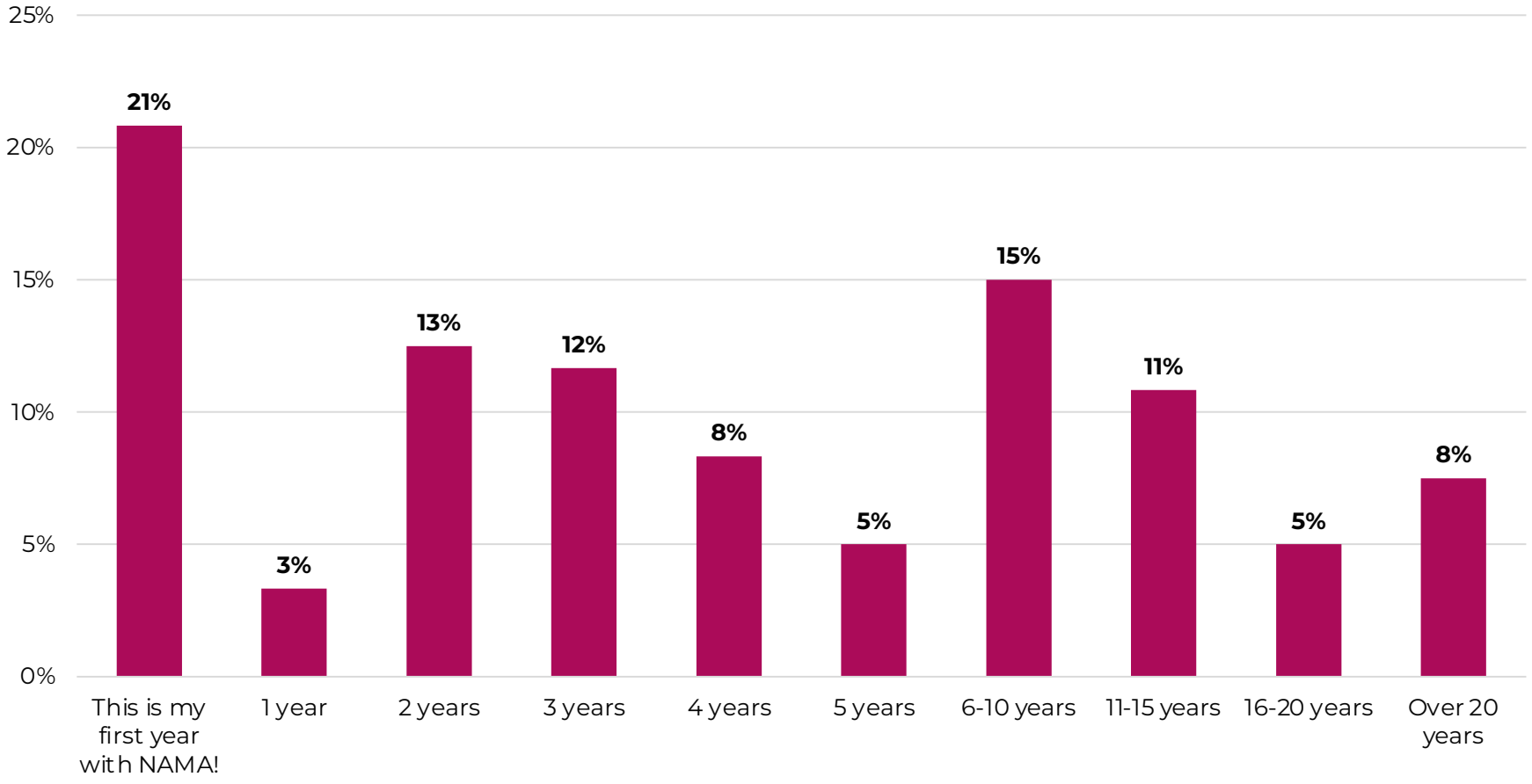




Prompt 1: Which of the following best describes the type of organization for which you work? | **Prompt 2:** Which of the following best describes your primary role responsibilities?

Base: Complete sample (n=120), MoE±8.95% at 95% CI | May 2026 survey

A FIFTH OF SURVEY TAKERS WERE FIRST-TIME NAMA ATTENDEES



Membership is a mix of newer and long-term members. Given the sample size, this likely suggests that brand new members were most likely to take the on-site survey, versus more seasoned attendees.

Prompt: How many years have you been a member of NAMA?

Base: Complete sample (n=120),

MoE±8.95% at 95% CI

May 2026 survey

ON-SITE DATA POINT

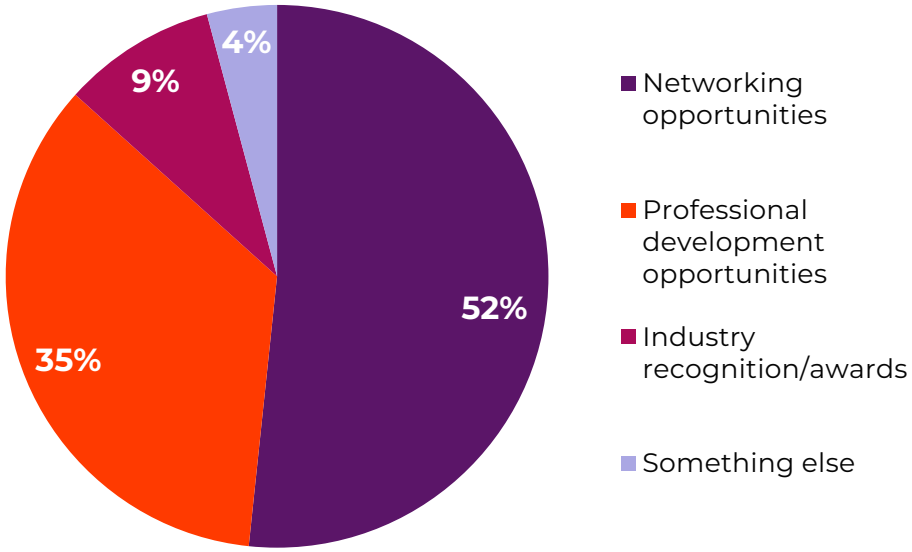
During the NAMA President's Remarks in the Opening General Session on Thursday morning (4/16), Melanie Rice asked the first-time NAMA attendees to stand up in the room.

Nearly 30 attendees stood, highlighting the strong presence of new members and first-time participants at this year's event.

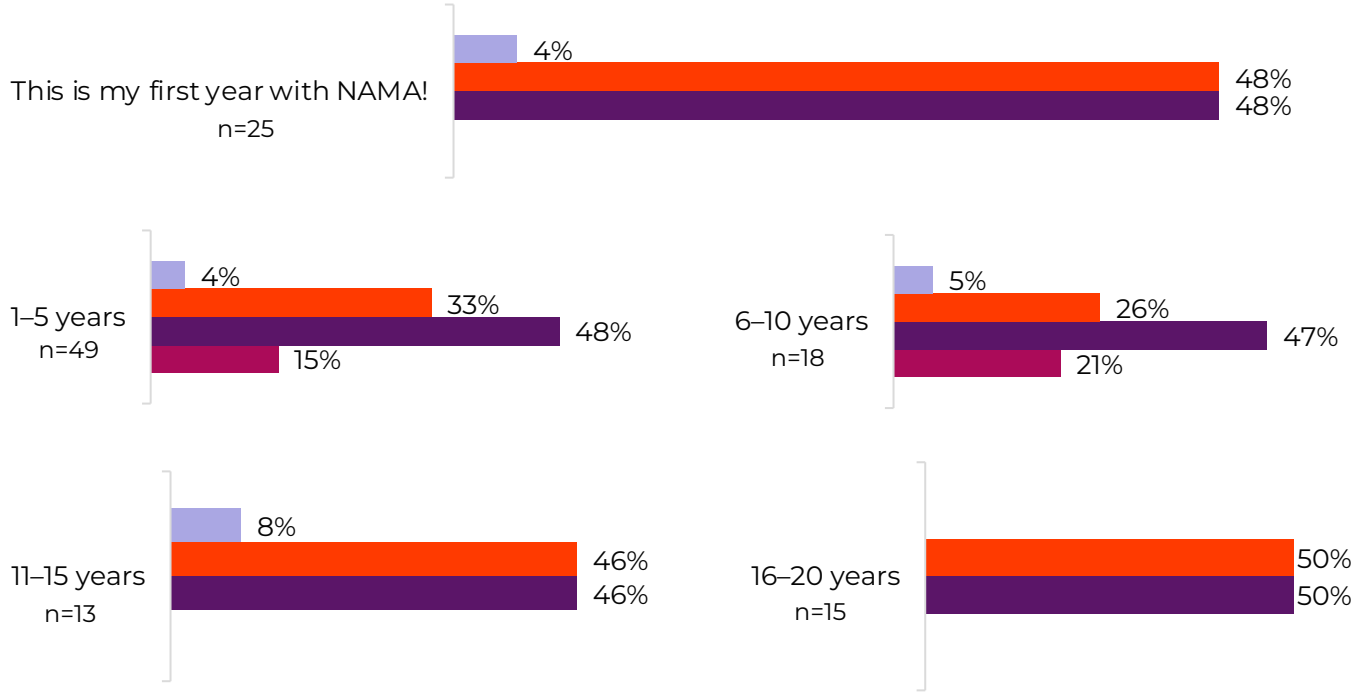
This trend was also reflected in the survey data, as many of the 25 respondents indicated this was their first year attending NAMA.

NETWORKING IS SEEN AS THE BIGGEST BENEFIT OF NAMA MEMBERSHIP

Full Sample



Split by Tenure



Prompt: Which of the following would you say is the biggest benefit being a NAMA member? | **Split by:** NAMA Tenure
Base: Complete sample (n=120), | MoE±8.95% at 95% CI | May 2026 survey

NETWORKING WAS ALSO MENTIONED DURING ON-SITE INTERVIEWS

Prompt: What are you most hoping to get out of the conference this year?

“Networking/connecting”

“Face-to-face time”

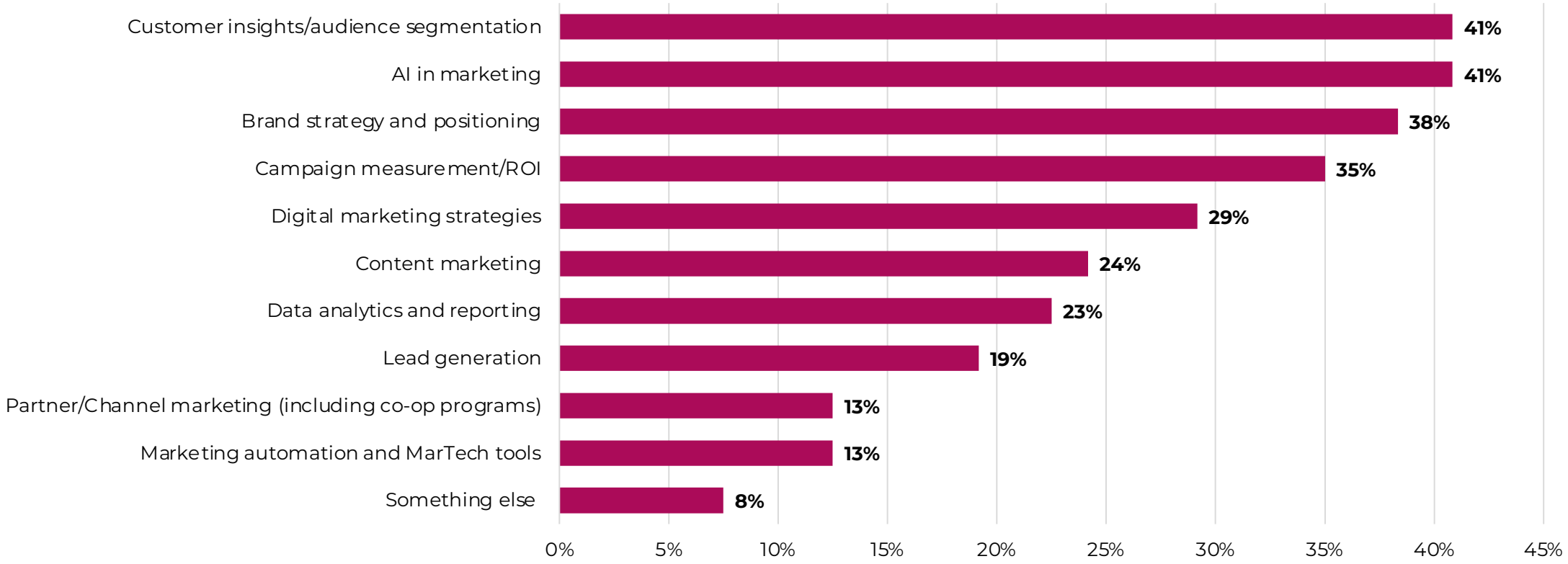
“Exposure”

“Learning/networking”

“Here to network and to learn”

“Professional development and networking for me”

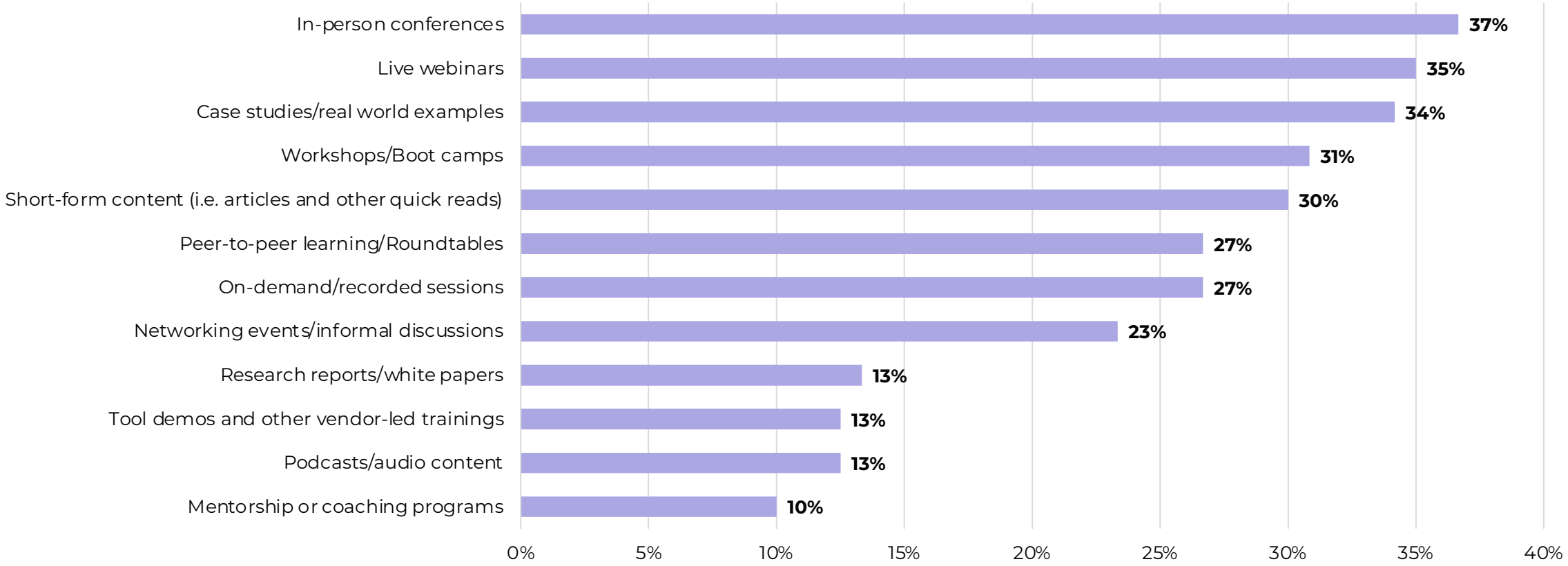
MEMBERS ARE MOST INTERESTED IN CUSTOMER INSIGHTS/AUDIENCE SEGMENTATION AND AI CONTENT



Prompt: What knowledge areas are you personally interested in developing through continuing education via your NAMA membership? (Please pick no more than 3.)
Base: Complete sample (n=120), | MoE±8.95% at 95% CI | May 2026 survey

Meyocks

NAMA MEMBERS PREFER LEARNING FROM CONFERENCES, WEBINARS, AND REAL-WORLD CASES



Prompt: How would you prefer to gain these additional knowledge/skill sets? (Please pick no more than 3.)
Base: Complete sample (n=120), | MoE±8.95% at 95% CI | May 2026 survey

LIVE LEARNING, CASE STUDIES AND WORKSHOPS LEAD ACROSS HIGH-INTEREST SUBJECT AREAS

	AI in marketing (n=49)	Customer insights (n=49)	Brand strategy (n=46)	Campaign measurement (n=42)	Digital strategies (n=35)	Content marketing (n=29)	Data analytics and reporting (n=27)	Lead generation (n=23)
In-person conferences	37%	**43%**	37%	26%	37%	34%	33%	30%
Live webinars	**47%**	29%	26%	31%	34%	31%	33%	**52%**
Case studies/Examples	31%	41%	37%	**43%**	29%	31%	33%	22%
Workshops/Boot camps	33%	18%	35%	33%	**46%**	38%	30%	26%
Short-form content	31%	33%	37%	26%	40%	**45%**	26%	22%
Peer-to-peer learning	29%	33%	22%	26%	17%	28%	33%	30%
Recorded sessions	27%	29%	28%	26%	31%	21%	**37%**	26%
Networking events	16%	27%	24%	17%	20%	28%	11%	35%

Prompt: What knowledge areas are you personally interested in developing through continuing education via your NAMA membership?
Split by: Interest format
Base: Complete sample (n=120), | MoE±8.95% at 95% CI | May 2026 survey

Mēyocks

HOW CAN NAMA IMPROVE MEMBERSHIP EXPERIENCE?

More local events and regional in-person meetups

"Localized, helping our younger generation get more engrained in the industry."

"In person regional networking opportunities"

"I'm in a more remote location so being able to personally connect with those in my state would be helpful!"

Provide learning opportunities and insights

"On demand podcast/webinars categorized by topics"

"More guest panels or recorded sessions on audience"

"New and different thought processes and insights"

"Case studies of innovative ideas that worked"

Help professionals build true connections

"I think a conference buddy would help make the experience 10X better."

"Informal coffee chats with other members."

"Deeper professional development opportunities."

Prompt: If NAMA could add one thing to your membership, what would have the biggest impact on your work? | **Base:** Complete sample (n=120), | May 2026 survey

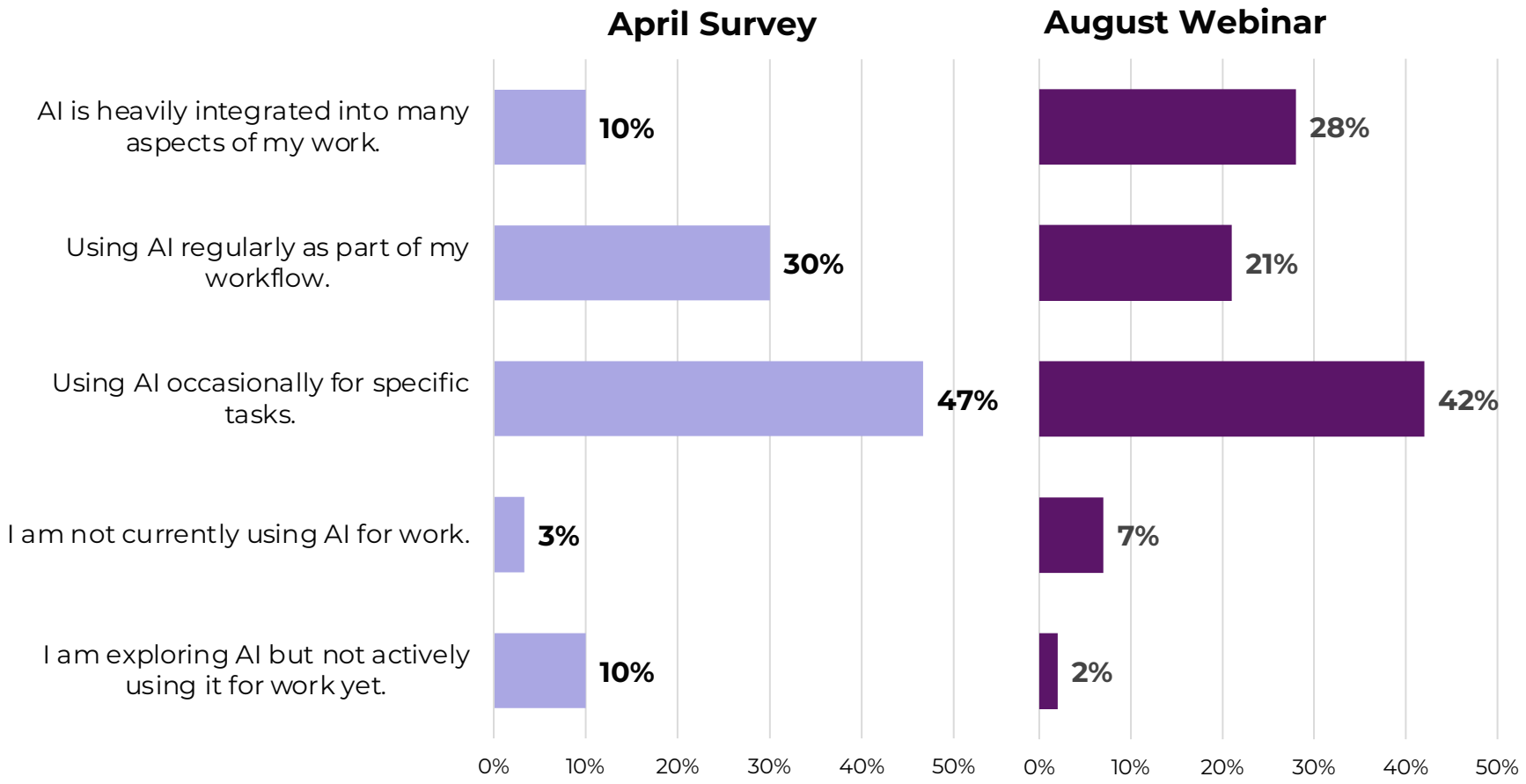
Méyocks

AI USAGE BASELINE

What are NAMA members using AI for and how often?

Meyocks

NEARLY 90% USE AI CURRENTLY AT WORK



Most NAMA survey takers are either using AI in their workflow or using it for certain tasks, while a smaller group is still exploring how to use it.

Only a few members from April have integrated AI heavily into their work – but that number grew in August.

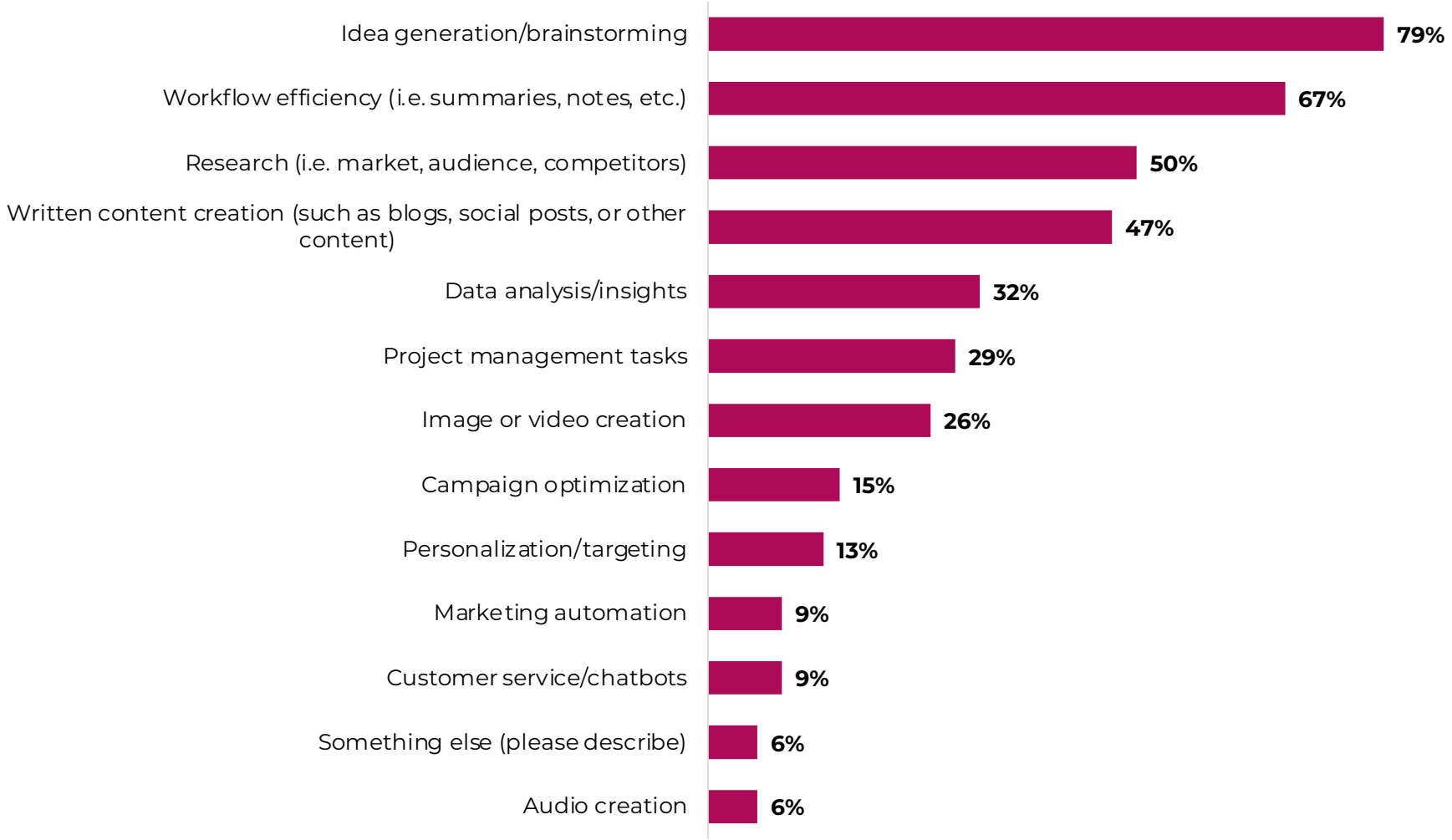
Prompt: How much are you currently using AI in your work? (Select the response that best describes you.)

Base: Complete sample (n=120), and 43 webinar attendees

For survey: MoE±8.95% at 95% CI

May 2026 survey and August 2026 webinar

AI IS USED ACROSS MULTIPLE STAGES OF WORK



AI is most commonly used for idea generation and workflow efficiency, followed by research and content creation, with additional use cases spanning data analysis, project management, and marketing-related tasks.

Prompt: What are you currently using AI for at work? (Check all that apply.)

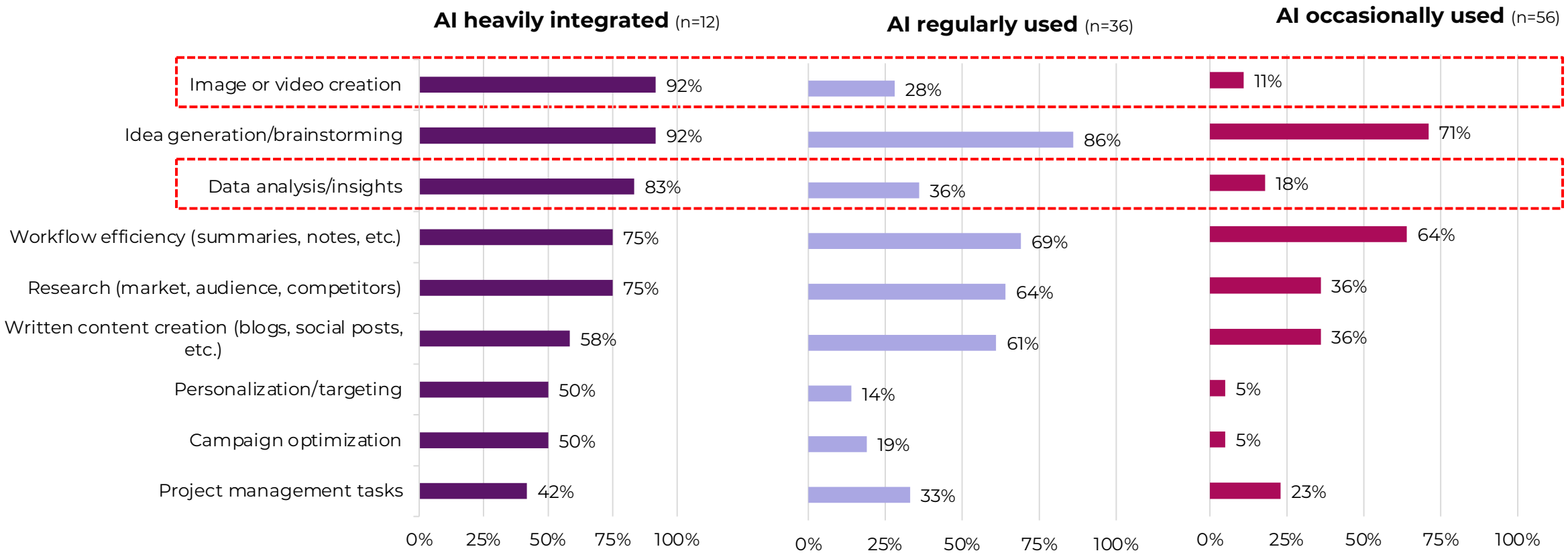
Base: Participants who use AI for work (n=104),

MoE±9.61% at 95% CI

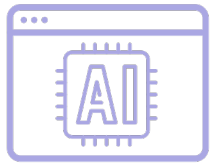
May 2026 survey

AI USAGE VARIES BY ADOPTION LEVELS

Those with AI fully integrated in their workflows are more likely to be generating images/video or running data analysis.



Prompt: What are you currently using AI for at work? (Check all that apply.) | **Split by:** AI adoption | **Base:** Participants who use AI for work (n=104), MoE±9.61% at 95% CI | May 2026 survey



LEGITIMACY OF AI

During the qualitative interviews at the Best of NAMA Celebration on Wednesday night (4/15), when asked what part of the industry was currently most stressful, one NAMA member mentioned **“the legitimacy of AI.”** When probed, they went on to say that they were worried that AI would get things wrong about their business, or that their business wouldn’t show up to consumers conducting searches.

Meyocks

SOME FINAL THOUGHTS

Additional data surfaced from interviews and on-site observations

Mēyocks

AMID UNCERTAINTY, MEMBERS EXPRESSED RESILIENCE AND OPTIMISM ABOUT THE FUTURE

Despite industry headwinds, members consistently spoke about hope, creativity, and opportunity.

Many also expressed excitement about the next generation, both of newer farmers and those new to agri-marketing.

There's a spirit of renewal

Farmers are resilient

We'll figure it out

There's a chance to get creative

There are continuous opportunities

There's an opportunity to think about things differently

Meyocks

NAMA HAS THE OPPORTUNITY TO CREATE MORE INTENTIONAL CONNECTION POINTS FOR MEMBERS.

New Member Meetups

Welcome sessions or meetups to help first-time attendees connect.

Buddy or Mentor System

Pair new members with experienced members for guidance.

Facilitated Networking

Structured opportunities to meet new people with shared interests.

Interactive Webinars

Breakout rooms and live discussions for real-time peer learning.

Online Community Spaces

A private space to introduce, connect, and share ideas and resources.

Meyocks

THANK YOU

6800 LAKE DRIVE
SUITE 150
WEST DES MOINES, IA
50266

MEYOCKS.COM

Meyocks

ABOUT MEYOCKS

Since our start in 1984, Meyocks has been on a mission to do damn good work by simply giving a damn about each other, our clients, and ultimately, our clients' success.

Our people show up every day driven by a sense of purpose to do right by each other and those we work for, knowing that the brands we serve touch countless lives. At the end of the day, our approach is simple: We're not here for the spotlight. We're here for you.

We choose to focus on industries that positively impact people's lives. It's been our privilege to work with brands in the areas of agriculture, food and beverage, and health and wellness.

Our Services

- Advertising + Paid Media
- Audio + Video Production
- Brand Strategy + Development
- Package Design
- Creative Development
- Data Analysis + Modeling
- Data Science + Analytics
- Web Design + Development
- Market Research + Insights
- SEO + Content Marketing
- Public Relations
- Lead Generation + Email Marketing
- Social Media + Influencer Marketing
- Print Production

Meyocks

ABOUT NAMA

Founded in 1956, the National Agri-Marketing Association (NAMA) is the nation's largest professional association dedicated to agribusiness marketing and communications, connecting thousands of professionals across more than 20 U.S. chapters.

NAMA brings together leaders from agriculture, food, sustainability, ag technology, livestock, finance, media and communications to advance the business of agriculture through education, networking, professional development and industry recognition.

Through initiatives like the annual Agri-Marketing Conference, student programs, research and the Best of NAMA awards, NAMA's mission is to connect, develop and empower agri-marketing professionals while helping shape the future of agricultural business and communications.

What NAMA Provides

- Industry-leading conferences and events
- Professional development and certification opportunities
- Networking with agri-marketing leaders nationwide
- Recognition through the Best of NAMA awards program
- Research, trends and thought leadership for the ag industry
- Student programs and future talent development