

# NGFA Member Communications & Marketing Survey

Results Review

# Respondent Demographics

- Majority in the industry 12+ years (60%) and active members (70%)
- One-half involved in committees
- 34 states represented (Most from Illinois and Kansas)

<u>Age</u>	<u>Percentage</u>
25-34	18.41%
35-44	25.4%
45-54	21.59%
55-64	26.98%

## Respondents' Current Professional Titles



# Key Takeaways



**Primary channels are on target**



**Customization and more NGFA-specific analysis present opportunities**



**Members value connection through networking**



**Interest in more select committee updates and information**

# Data Details

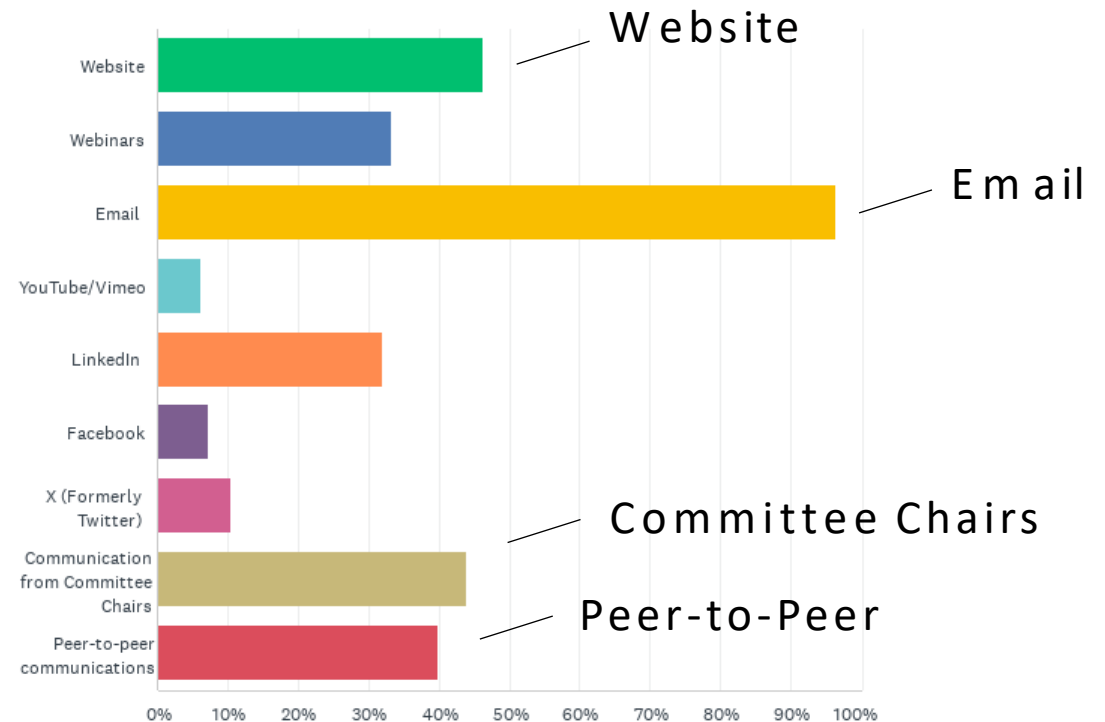
# Email

More than 96% of respondents selected email as a “top four choice” among various channel options.

Website #2

Committee chair communications & peer-to-peer ranked #3 and #4.

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.



# Channel Preference by Age – 18-24

(3 of 378 responses)

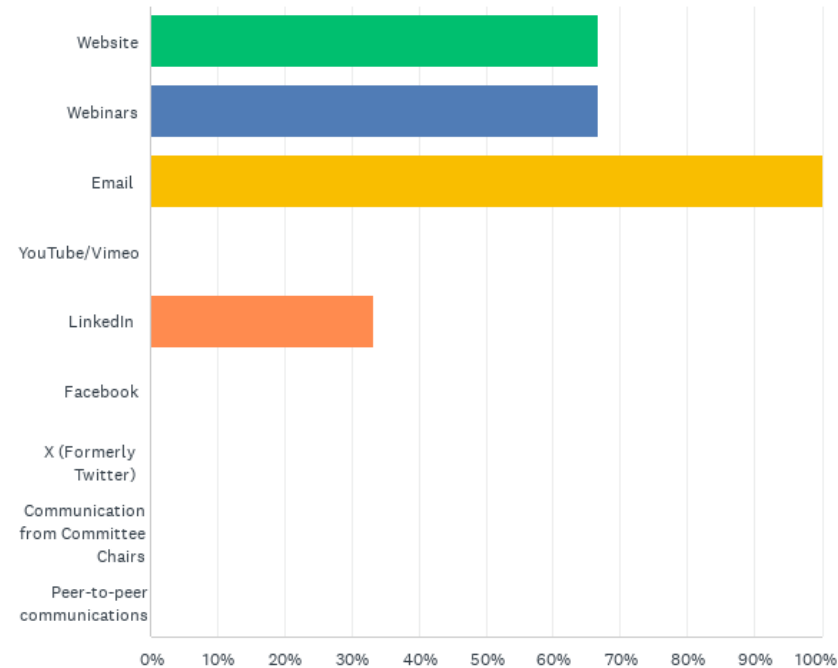
Website – 66.6%

Webinars – 66.6%

Email – 100%

LinkedIn – 33.3%

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.



# Channel Preference by Age – 25-34

(58 of 378 responses)

Website – 36.1%

Webinars – 25.86%

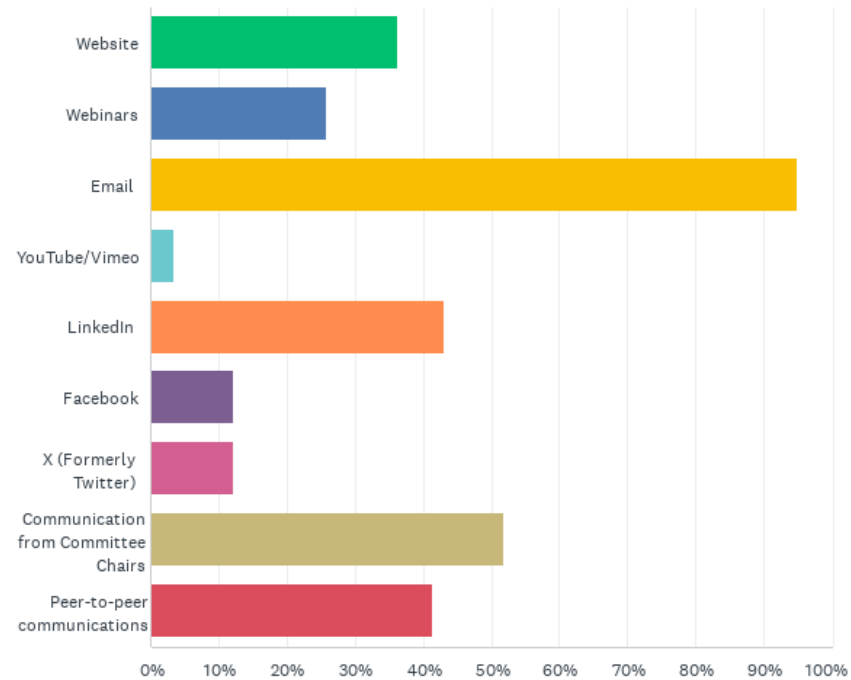
Email – 94.83%

LinkedIn – 43.10%

Committees – 51.72%

Peer-to-peer – 41.38%

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.



# Channel Preference by Age – 45-54

(68 of 378 responses)

Website – 52.94%

Webinars – 30.88%

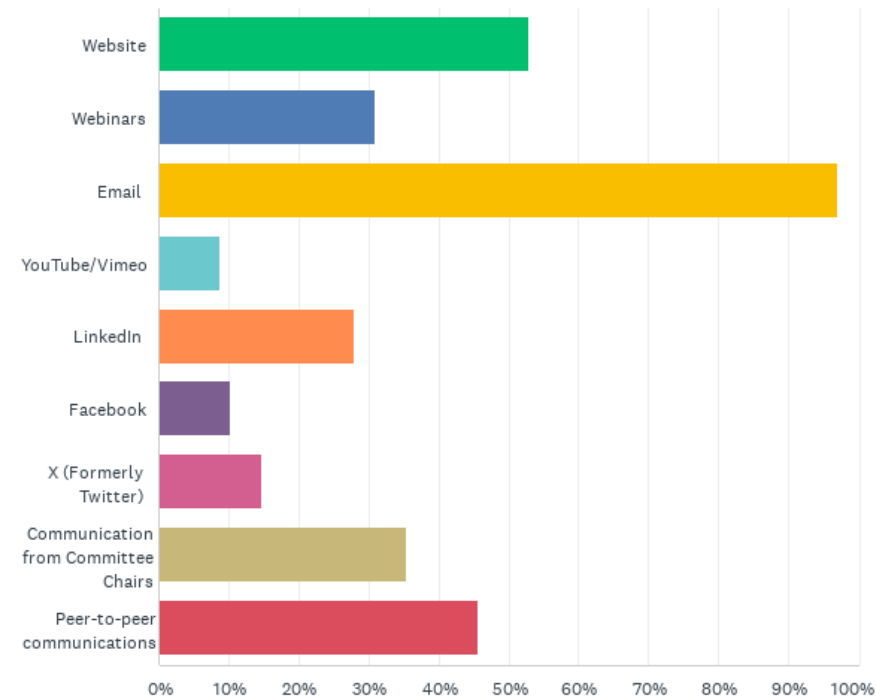
Email – 97.06%

LinkedIn – 27.94%

Committee Chairs – 35.29%

Peer-to-peer – 45.59%

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.





# Channel Preference by Age – 55-64 (86 of 378 responses)

Website – 50%

Webinars – 37.21%

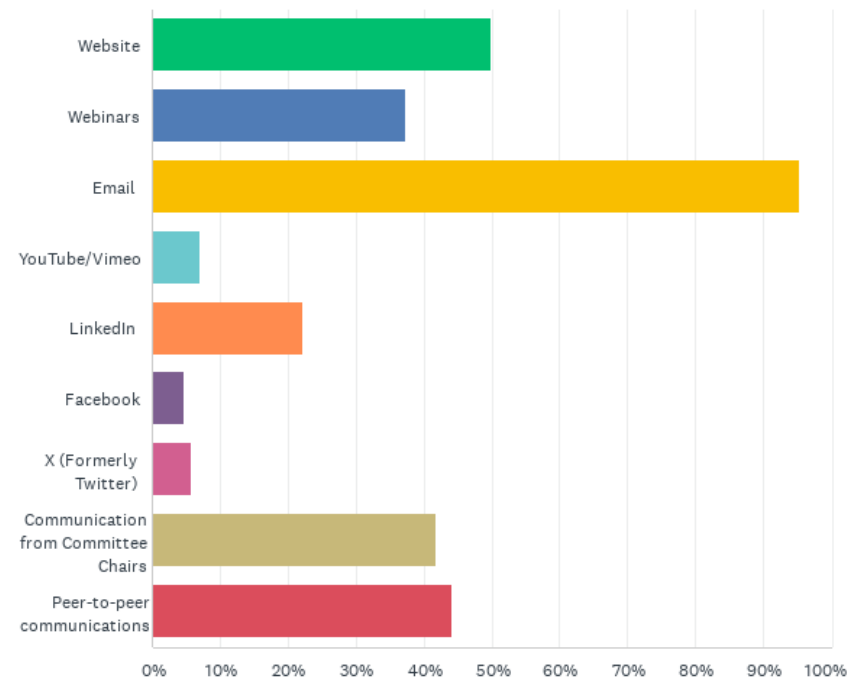
Email – 95.35%

LinkedIn – 22.09%

Committee Chairs – 41.86%

Peer-to-peer – 44.19%

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.



# Channel Preference by Age – 65+ (86 of 378 responses)

Website – 54.55%

Webinars – 54.55%

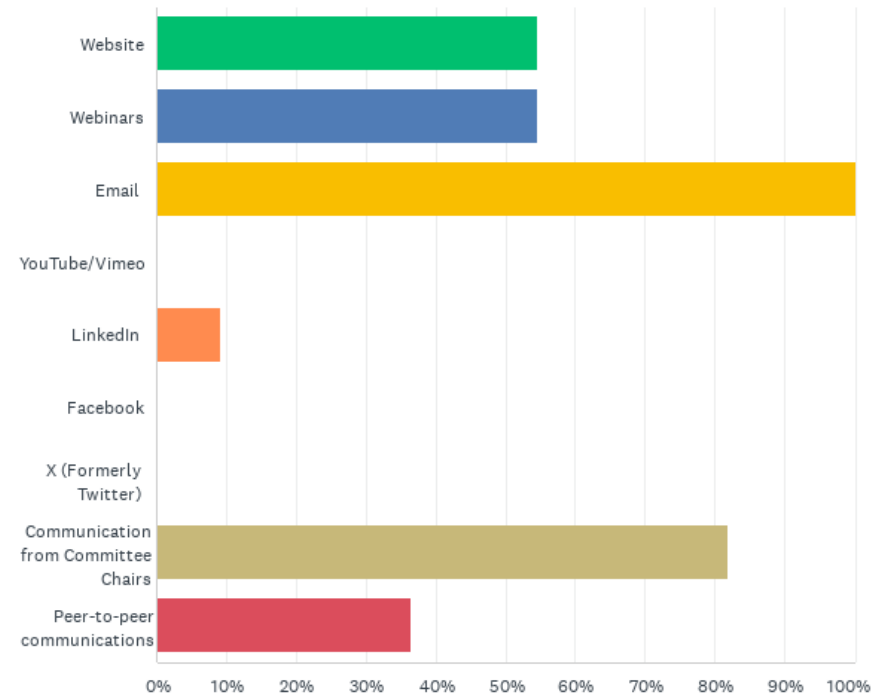
Email – 100%

LinkedIn – 9.09%

Committee Chairs – 81.82%

Peer-to-peer – 36.36%

Q1 The following list represents how NGFA currently communicates with its members. Of the communications channels listed, which do you see as the most effective to reach members with information? Please select your top 4.



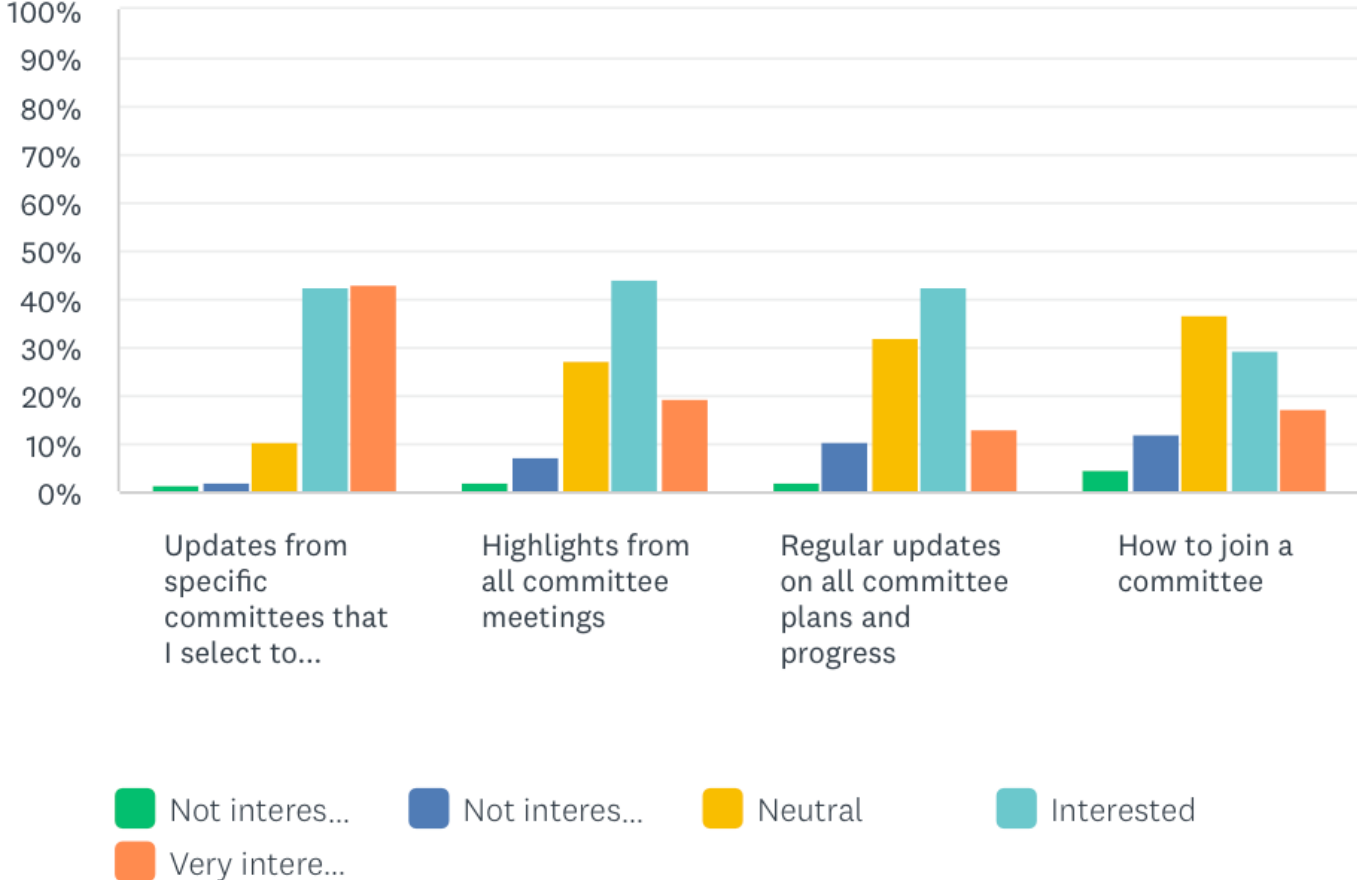
# Timely News Most Valued

- More than one-half of respondents indicated they would like to receive 4 of 5 “types of email” options presented
- Timely news the most valuable (72%)

ANSWER CHOICES	RESPONSES
▼ One email with all information included (e.g., email newsletter)	50.66% 191
▼ Emails on specific topics (e.g., transportation-focused, feed-focused, etc.)	63.13% 238
▼ Timely breaking news/alerts	72.41% 273
▼ Event-specific emails	61.80% 233
▼ Program-specific emails	46.42% 175
Total Respondents: 377	

# Committee Communication

- Most interested in updates from specific committees that respondents could opt-in to receive
- Interested in highlights from all committees and regular updates on plans

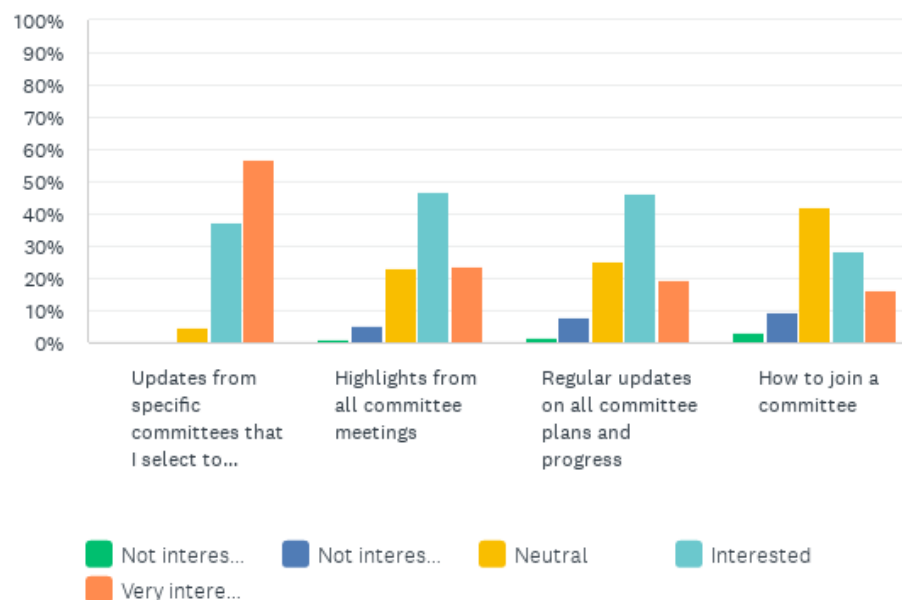


# Committee Member Responses

(187 of 378 responses)

Slightly more interest in information from all committees than the combined data. 70% interested or very interested versus 63% in highlights; 65% versus 55% in regular updates

Q5 Please indicate your interest in receiving the following information related to committee work (1=not interested at all, 5=very interested)

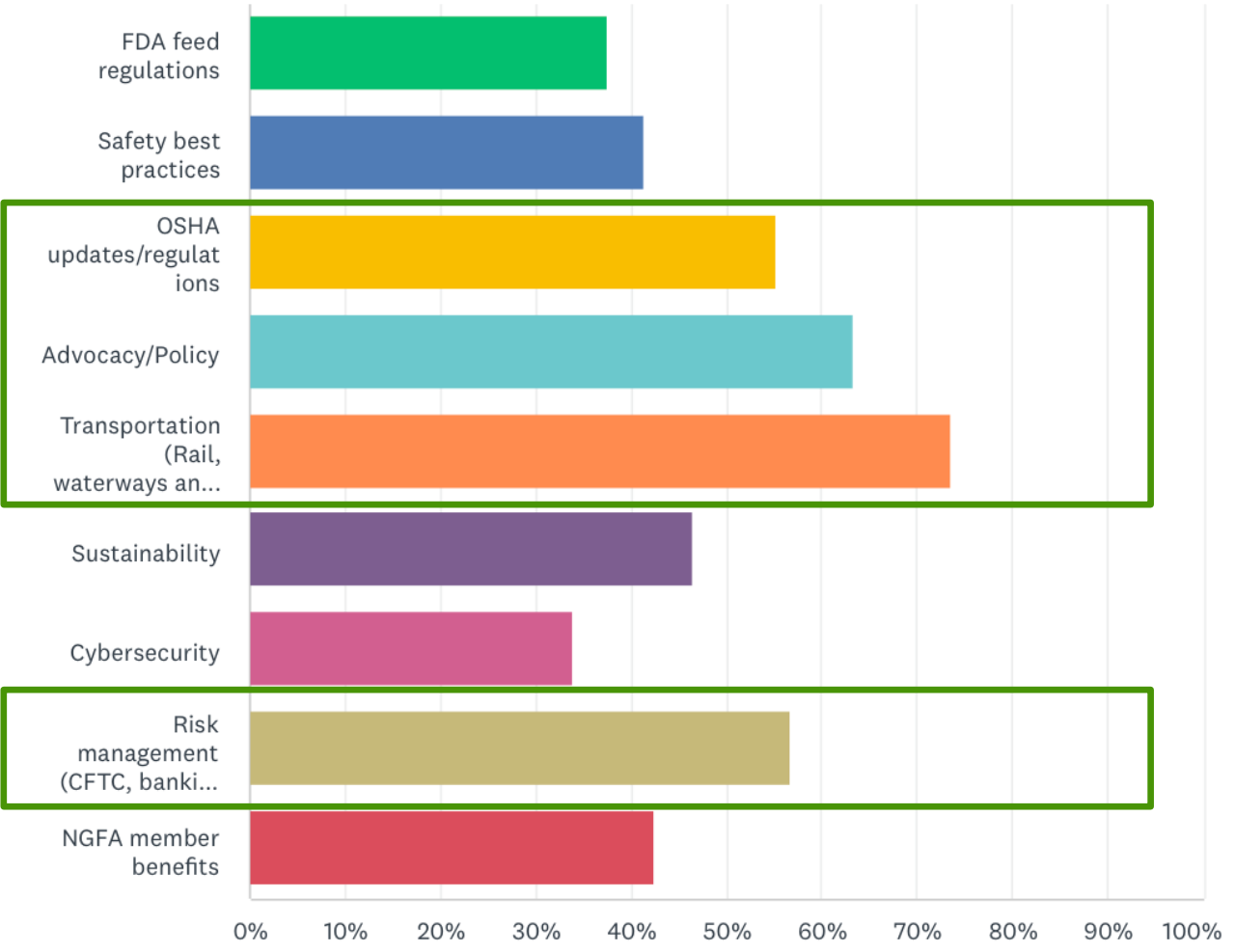


# What information do they expect NGFA to provide?

legislation regulations Sustainability grain feed industry  
Concerns OSHA updates advocacy Farm Bill General industry important  
compliance government ag information NGFA Industry news legislation  
company events transportation regulations impact New  
Ag policy rulings Regulatory Feed relevant  
Hill Trade rules Trade issues Policy topics food safety  
committee news items info  
anything related updates industry Safety affecting FGIS  
outside Railroad OSHA grain changes US developments  
trends business FDA Political Legislative Rail regulatory updates Arbitration operations  
specific federal National Arbitration cases  
risk management trade rules arbitration NGFA events

# Email Opt-In Topic Choices

- **Topics selected by more than half**
  - Transportation – 73%
  - Advocacy/Policy – 63%
  - Risk Management – 56%
  - OSHA updates and regulations – 55%



# Policy Communication

- When thinking about policy-specific NGFA communications, how would you rank the following in order of importance?

1. Industry-specific analysis from the NGFA legislative team (3.16)
2. High level information about the policy environment (3.07)
3. Granular details about specific bills or policy actions (1.91)
4. Calls to take action (1.86)



# Tools: Awareness and Value

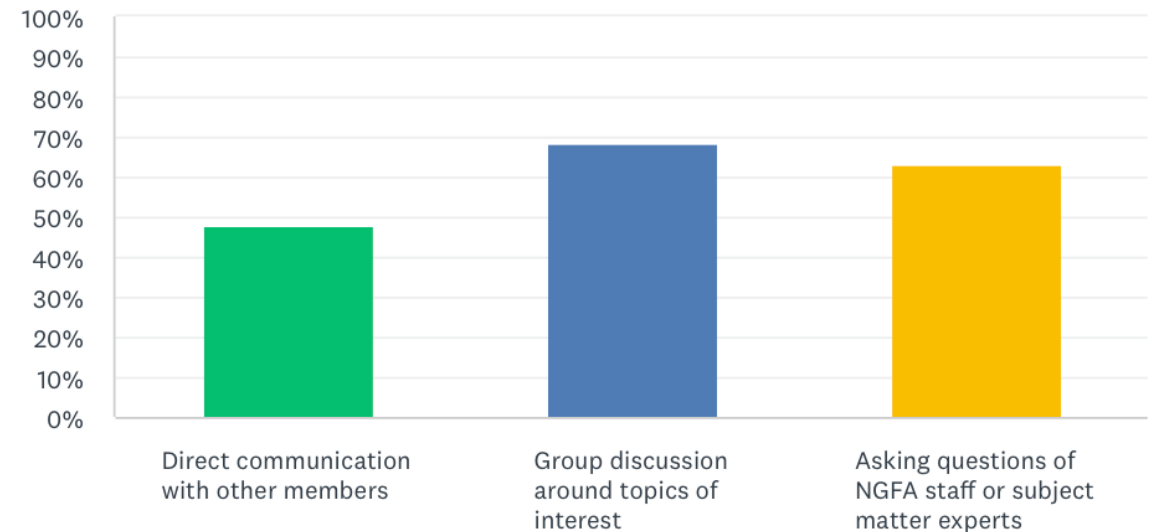
Tool	Awareness	Use Often	Use At Least Once	Very Valuable or Valuable
Online Training	71.97%	3.43%	28.35%	86%
Documents	72.5%	15.58%	31.78%	93%
Events	87.5%	29.6%	39.56%	91.83%
Advocacy Tool	63.86%	8.41%	24.92%	82.76%
Access to NGFA Staff	73.83%	19.0%	26.17%	91%
Issues Alerts	69.47%	16.20%	30.84%	86.29%

**High awareness and high perceived value**

**Except for events, less than 50% of respondents have used the tool “often” or at least once.**

**More than two-thirds of respondents interested in real-time communication with other members**

Group discussions and asking questions of staff/SMEs top uses



# Members Value Networking, Connection, and Advocacy

“Huge value because of ability to connect with other industry members at events and NGFA's work to advocate on behalf of the industry.”

Networking and the ability to utilize experience and knowledge to help in decision we are making. The collaboration that takes place and advocacy for ag is very valuable.

“Extremely important to stay connected and have a voice for our business with our elected officials.”

# Event Reports and Connection Opportunities Highest Valued Member-Benefit Information

43% interested in resources available to help communicate member benefits.

- Most requested tools: Benefits one-pager/packet and LinkedIn posts or info to share in newsletters

	NOT INTERESTED AT ALL	NOT INTERESTED	NEUTRAL	INTERESTED	VERY INTERESTED	TOTAL
▼ Member profiles or success stories	1.26% 4	4.72% 15	33.96% 108	48.74% 155	11.32% 36	318
▼ Report outs from activities and events	0.31% 1	0.31% 1	23.82% 76	58.93% 188	16.61% 53	319
▼ Opportunities to get involved	0.63% 2	2.82% 9	21.94% 70	53.92% 172	20.69% 66	319
▼ Descriptions of member benefits	0.00% 0	5.02% 16	39.50% 126	47.65% 152	7.84% 25	319
▼ Opportunities to connect with other members	0.31% 1	1.56% 5	14.33% 46	48.29% 155	35.51% 114	321

# How would you improve NGFA comms?

Many responses show how much members appreciate NGFA communications!

## Timeliness

*Bi-weekly or twice monthly newsletter, with interim email alerts as necessary.*

*Text options*

*More timely messages that cover one topic, short and sweet*

*Perhaps be the "first to market" detailed information; that impacts my business*

## Customization

*It would be helpful if communication would be more narrowly focused on topics I'm interested in. Text options*

*With the constant onslaught of info coming at people now, I feel being able to specify what an individual is targeted with is a step toward improved reception and ultimately value.*

## Committees

*There could be more frequent committee meetings - perhaps 2-3 per year.*

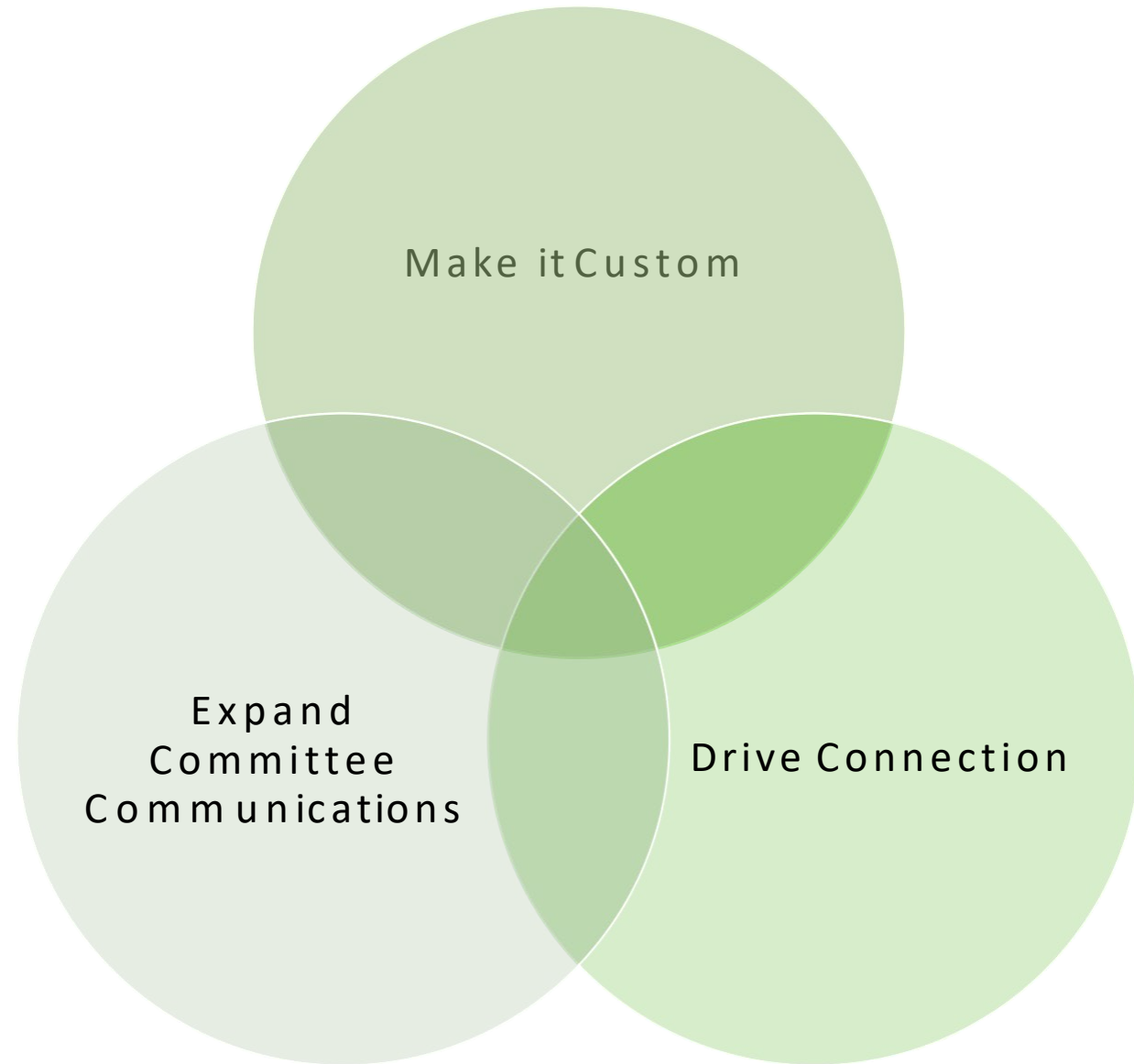
*Be able to view information that was discussed from various committees*

*More committee specific communications.*

# Applying Insights

Post-Survey Recommendations

# Opportunities for Growth



# Create opportunities for members to customize their NGFA communications

## Identified Categories

- Ag Policy
- Business, Merchandising, Operations
- Cybersecurity
- Feed and Food Safety
- Risk Management
- Safety and Health
- Sustainability
- Trade and Crop Technology
- Transportation and Logistics

Allow members to opt-in to topical emails (e.g., transportation, risk management, etc.)

Build format for calls to advocacy.  
Increase advocacy campaigns.



# Expand Committee Communications

Insight	Application
Consistently demonstrate NGFA's distinct offerings, experts and analysis	Committees generate information to populate topic-specific emails.  Establish cadence of information from committees
Organize information by committee topic, when appropriate	Annual report outline  Website pages and posts  Member news alerts

# Build on Members' Desire to Connect

## Insight

Networking highest value of NGFA membership

## Application

Test virtual connection opportunities in between main events

Explore opportunities to use committee structure for more connection opportunities (e.g., virtual meet-ups, group discussion sessions)

Establish opportunities for discussion on specific topics, highlighting NGFA experts

# Measuring success

- Report survey results/new action items to all members
- Follow up with members in shorter, future surveys
- Benchmarking email, video, advocacy, etc. in quarterly reports to the committee
- Ensure alignment with **Long Range Plan** Communications Strategic Imperatives

# March 2024 Goals Progress

- Implement R&L Project Recommendations ✓
- Personalized **email** communications for NGFA members ✓
  - Connect to committee structure and interests
  - Incorporate VoterVoice advocacy tool in targeted communications
- Increase **video** and NGFA testimonials to promote member benefits ✓
- Increase targeting of **journalists** by topic/region
  - Explore new ways to use Critical Mention with MailChimp marketing
- **Website** audit to improve user experience
- Re-examine **social media** channels