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MORGANMYERS AI &
AGRICULTURE REPORT

Mapping Farm Adoption and Attitudes Toward AI



MorganMyers
a C&S Agency

Introduction

Artificial intelligence (AI) has taken the world by storm, reshaping how work gets done across industries. To those outside of agriculture, farming may seem like one of the last sectors poised for AI adoption. But within ag, many note the industry has served as a testing ground for AI-driven technologies for decades.

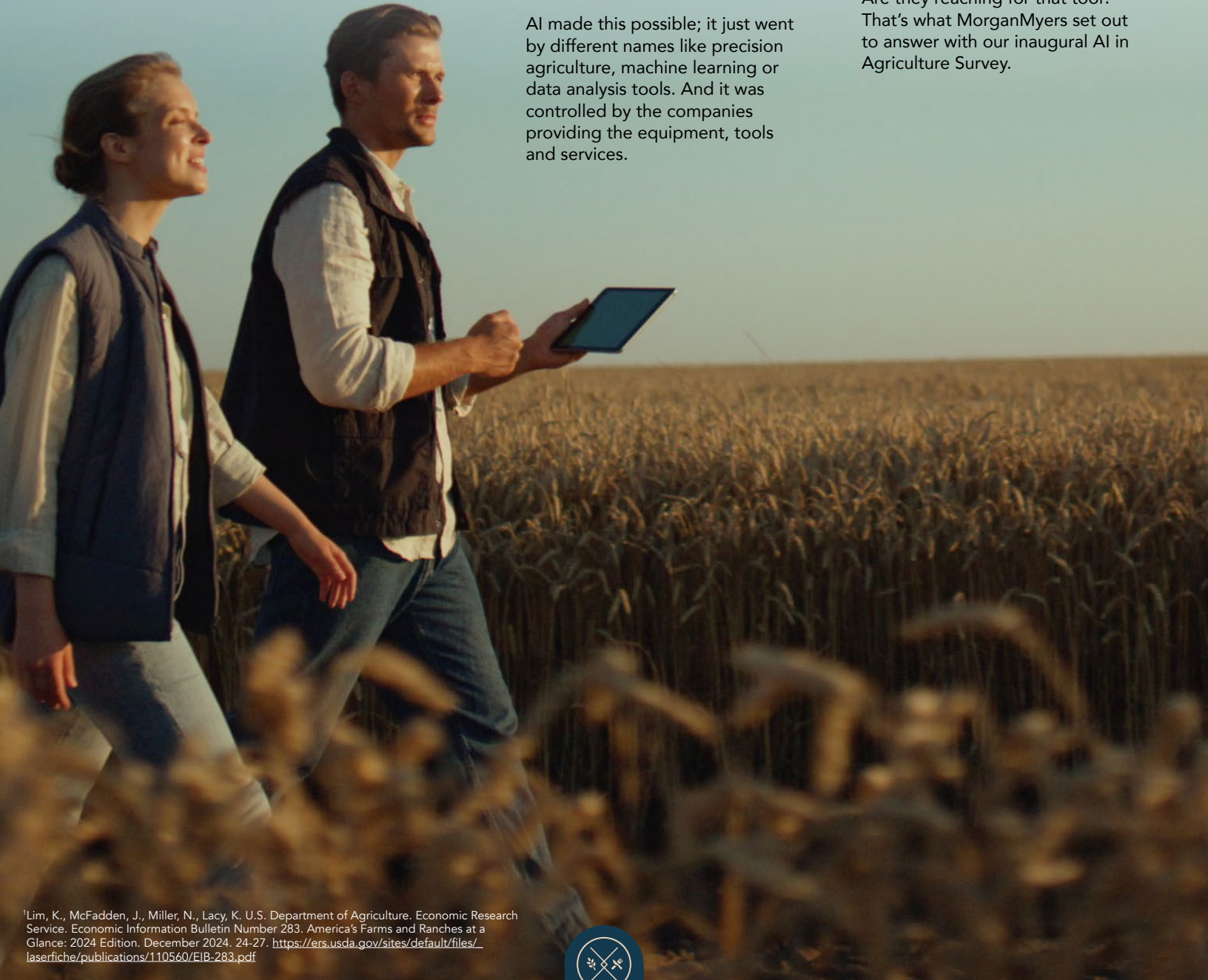
Robotics and sensing tools have transformed the dairy industry. Equipment manufacturers have scooped up Silicon Valley tech firms and incorporated algorithms and sensing tools into precision equipment and operating systems. And remote sensing analysis of satellite imagery has transformed crop forecasting and troubleshooting.¹

AI made this possible; it just went by different names like precision agriculture, machine learning or data analysis tools. And it was controlled by the companies providing the equipment, tools and services.

What's changed is AI's accessibility, visibility and breadth of capabilities.

AI has been quietly working behind the scenes in agriculture for decades. Now, it's stepping into the spotlight and available as a personal, on-farm tool farmers and retailers can keep in their pockets.

Are they reaching for that tool? That's what MorganMyers set out to answer with our inaugural AI in Agriculture Survey.



¹Lim, K., McFadden, J., Miller, N., Lacy, K. U.S. Department of Agriculture. Economic Research Service. Economic Information Bulletin Number 283. America's Farms and Ranches at a Glance: 2024 Edition. December 2024. 24-27. <https://ers.usda.gov/sites/default/files/laserfiche/publications/110560/EIB-283.pdf>



Key Findings:

01

AI adoption is already meaningful, with nearly half of farmers and ranchers using general AI to support their operation with some regularity.

02

AI usage is still largely experimental. Frequent use among farmers and ranchers is on par with that of the broader U.S. workplace.

03

General-purpose AI outpaces ag-platform AI, suggesting awareness, availability and workflow-fit remain barriers.

04

AI adoption is uneven by segment: Dairy producers, younger farmers (under 35) and larger operations are the highest users. Lower adoption clusters among smaller operations, older farmers (51+) and row-crop producers.

05

Farmer and rancher use of AI can largely be classified as practical and business oriented.

06

AI is viewed as promising but unproven. Perceived value in AI is high, but so is distrust and skepticism.

07

Retailers are more cautious than farmers, lagging in adoption, value and trust — and less likely to recommend AI tools in the near term.

08

Proof, transparency and human validation will be needed to build trust in AI among farmers, ranchers and retailers.





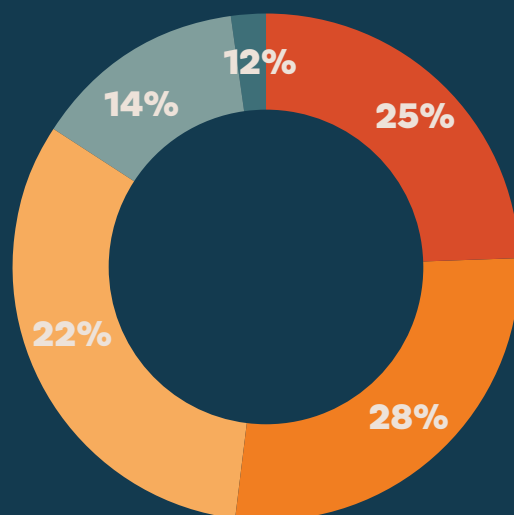
Are Farmers and Ranchers Using AI? Yes!

Our survey showed 48% of farmers and ranchers are using AI tools like ChatGPT, Gemini or Copilot with some regularity to support their farm, while 53% are not using or rarely using these AI tools.

While total farm and ranch use of AI tools at work outpaces that of the general public, the numbers are similar for frequent users. [A February 2026 Gallup poll](#) showed 28% of U.S. employees use AI a few times a week or more, which compares to 26% of farmers and ranchers we surveyed.

The data signals that farmers, like the general public, are still in an experimental phase when it comes to AI usage at work.

Q: How often are you using general AI tools (ChatGPT, Gemini, Claude, Copilot, etc.) to support your farm?



● Not at all/Never ● Often/Multiple times a week
● Rarely/Less than weekly ● Daily
● Occasionally/Weekly



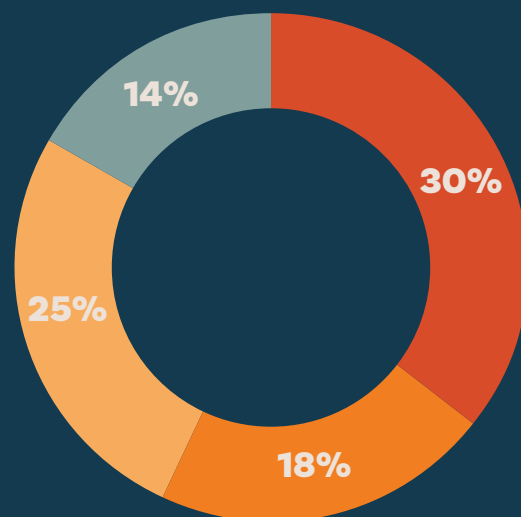


Everyday AI Use Outpaces In-Platform Tools

Use of AI-enabled features within ag platforms, such as John Deere Operations Center™ or apps supporting wearable livestock sensors, lags use of more general tools like ChatGPT or Claude. Currently, 39% of farmers and ranchers surveyed use these features weekly or more.

The differences in usage could be a function of task-oriented use of these platforms, not having AI-enabled features available or labeled clearly, upcharges, trust, or simply differences in exposure or awareness. But at this point, any conclusions would be speculative.

Q: How often are you using AI-enabled features inside ag platforms?



● Not at all/Never ● Occasionally/Weekly
● Rarely/Less than weekly ● Daily



Who Are the Biggest Users?

Our research found that dairy producers, younger farmers and mid- to large-size operations are more frequent users of AI tools, with swine and beef producers using AI more frequently than row-crop producers. These groups also tend to give AI tools higher marks on the trust and value front relative to row-crop producers.

ADOPTION IS STRONGEST AMONG:



DAIRY PRODUCERS:

64% active users vs.
48% survey average



YOUNGER FARMERS (UNDER 35):

64% active users vs.
48% average



LARGE OPERATIONS:

Up to 75% are using AI
within platforms

IN CONTRAST, ADOPTION IS NOT AS STRONG AMONG:



SMALLER OPERATIONS:

61% low or nonuse



OLDER FARMERS:

58% nonusers
among 51+



ROW CROP PRODUCERS:

55% low or nonuse

WHY THE DIFFERENCE?

At least some of it can likely be chalked up to the more seasonal nature of row-crop production as compared with dairy and livestock operators where many responsibilities are more continuous.

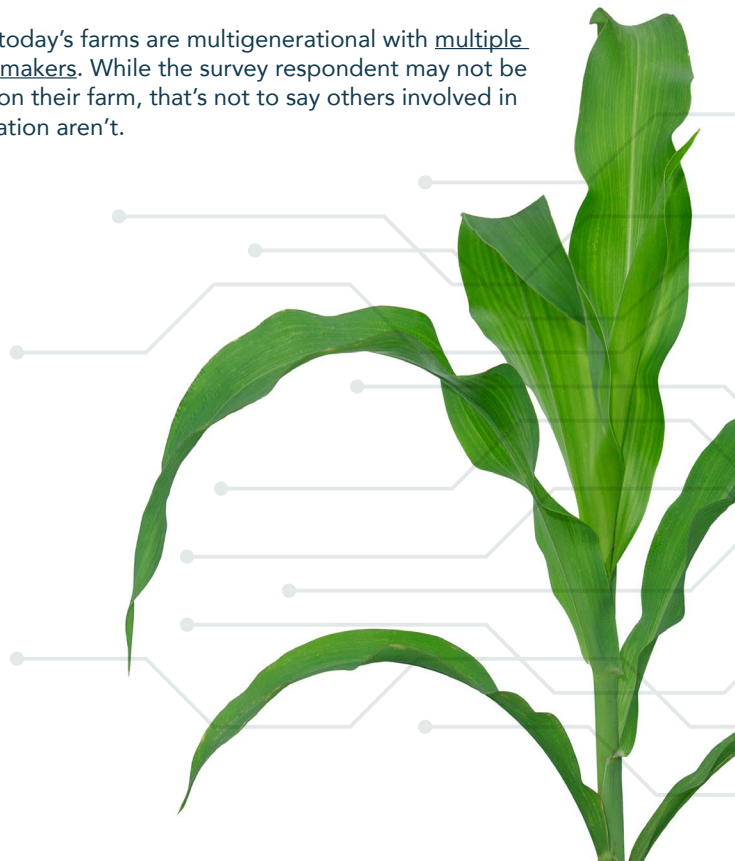
FAMILIARITY ALSO COMES INTO PLAY.

Dairy has long been a trailblazer in terms of automation, robotics and monitoring due to skilled labor constraints, while the beef industry has more recently increased adoption of technologies such as virtual fencing and animal monitoring. Swine production is likewise advancing AI-enabled tools to improve barn management, animal care, feeding and labor efficiency.

Larger operations also tend to skew more analytical and data driven when it comes to decision-making, as scale brings complexity and digitization.² AI tools are a more natural fit with this decision-making style, though experience-based intuition also comes into play at even the largest of operations.

And of course, comfort with the technology used alongside AI also matters. Those over the age of 51 use AI less frequently than their younger counterparts, who are generally more comfortable with computers and smartphones.

Many of today's farms are multigenerational with multiple decision-makers. While the survey respondent may not be using AI on their farm, that's not to say others involved in the operation aren't.



²Keshavarz, M., Robinson, E. Purdue University. Center for Food and Agricultural Business. Agribusiness, Featured, Large Commercial Producers Survey. Are Large Producers Really Data-Driven? A Subtle Tension in How Decisions Get Made. LCP Signals. April 16, 2026. <https://agribusiness.purdue.edu/2026/04/16/are-large-producers-really-data-driven-a-subtle-tension-in-how-decisions-get-made/>. Accessed May 11, 2026.



How Are Farmers and Ranchers Using AI Tools?

FARMERS AND RANCHERS ARE USING AI FIRST FOR:

Personal research and drafting	49%
Crop planning or planting decisions	40%
Livestock nutrition or health insights	35%
Business management	32%

Farmers and ranchers are using AI as a support tool in the practical matters of running a business, using it to draft emails, research new products and analyze farm data. And for most, AI is delivering.

In fact, 84% of the farmers and ranchers we surveyed indicate it delivers some level of value.

AI has saved them time (38%) and increased confidence in their decisions (38%). On the other hand, 45% of the farmers and ranchers say the technology is promising but unproven.

OVERALL, HOW VALUABLE HAVE AI TOOLS BEEN FOR YOUR OPERATION SO FAR?

28%

Moderately
valuable

22%

Slightly valuable

21%

Very valuable

17%

Slightly
valuable

13%

Extremely
valuable

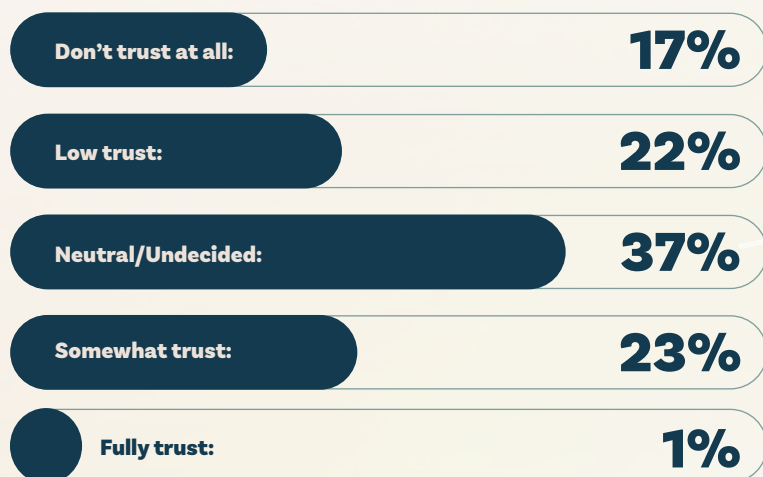


Trust in AI Is Conditional

Because AI is unproven, its recommendations and results are often seen as directional and being used with caution.

Trust in AI isn't high. When asked whether they trust AI-generated recommendations for operational decisions, only 24% of farmers and ranchers fully or somewhat trust AI recommendations.

Q: How much do you trust AI-generated recommendations for operational decisions?



Taking things a step further ...

45% of farmers and ranchers are uncomfortable allowing AI to influence real decisions on their farm or ranch.

28% indicated they were neutral/undecided.

27% indicated they were somewhat to very comfortable letting AI influence real decisions on things like product selection, timing or resource use.



These numbers also roughly align with the [Diffusion of Innovations Theory](#) that describes how a new idea or technology is adopted over time, typically moving from a small group of early adopters to the broader majority and, eventually, the most resistant users.³

³Dr. Serhart Kurt. Frameworks & Theories. Diffusion of Innovations Theory. Educational Technology. Sept. 14, 2023. Updated Sept. 16, 2023. <https://educationaltechnology.net/diffusion-of-innovations-theory/>. Accessed May 11, 2026.



Grounds for Skepticism

Farmer and rancher skepticism isn't abstract. It's grounded in past experiences in which their data was mishandled, recognition that companies, organizations and government agencies may work to sway AI results, and fear that the technology will replace the human component and relationships that are essential to how farmers operate.

Accuracy of recommendations:

72%

Data privacy/Data ownership:

57%

Biased or brand-influenced recommendations:

51%

Fear that AI replaces experience:

37%

According to our study, farmers' and ranchers' top concerns when it comes to trust in AI include:



Farm Decision-Making Is Grounded in Data and Experience



Purdue University's Large Commercial Producer Survey² sheds light on the dual nature of decision-making at large, commercial and midsize farms across the U.S. While 48% of crop producers and 54% of livestock producers identify primarily as analytical decision-makers, roughly a third in each group falls into the intuitive category. When the "mixed" segment is included, it's clear that modern commercial producers navigate between instinct and analysis.

Weather, biological variability, shifting policy dynamics and volatile markets create an inherently uncertain operating environment — one even the most robust systems cannot fully predict. Experience, intuition and judgment remain essential to farming, particularly in crop systems.

Farms, particularly larger operations, will use AI to refine and accelerate judgment rooted in experience. An intuitive decision-maker might use AI as a sounding board — adding an analytical lens to experience-based instincts. A more analytical farmer, meanwhile, might rely on AI to surface patterns in areas like seasonal disease pressure.

Both approaches have their place in agriculture, and AI has the potential to strengthen each.





What Would Build Trust in AI?

The human element is key to building trust in AI. From studying results on other farms to working through challenges with retail partners to ensuring farmers and ranchers retain final decision-making authority, people remain central to building trust in new agricultural approaches and technologies.

That came through loud and clear when farmers and ranchers shared what would boost their trust in AI:

62%

Real-world
farm results

30%

Ability to override or
audit recommendations

27%

Transparent
data sources

25%

Recommendations
backed by agronomists or
veterinarians

19%

Peer or neighbor
validation

10%

Brand reputation



**PROOF, TRANSPARENCY AND HUMAN VALIDATION ARE
THE KEY FACTORS, NOT BRAND CLAIMS.**

The Retail Influencer

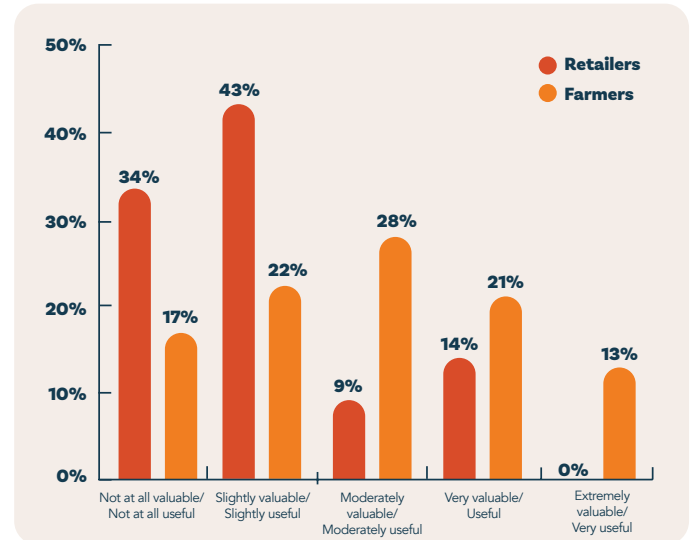
While ag retailers have traditionally helped build confidence in new technology, they currently lag farmers in AI adoption, value and trust, creating a bottleneck of innovation and a unique scenario for adoption.



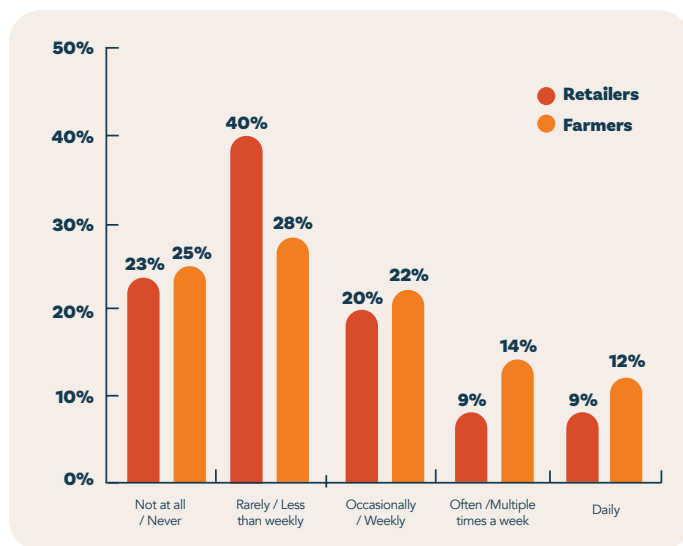
Retailers know that their opinions matter to farmers — and they don't take that lightly. A poor recommendation can damage their reputation or jeopardize relationships. As a result, they're unlikely to endorse or recommend AI tools until they fully trust the tools and their results. At present, they do not.

They may also be less motivated to vet these tools, since they don't directly benefit from the financial gains AI can offer farmers and ranchers — at least for now.

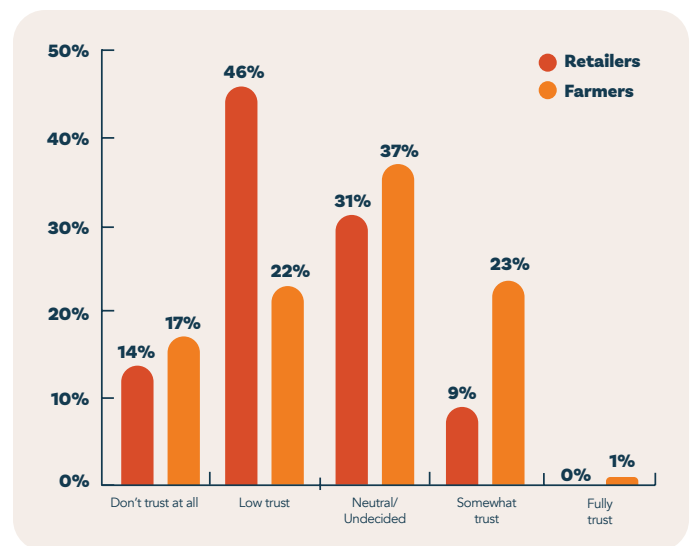
Q: Overall, how valuable have AI tools been for your operation so far?/How useful has AI been for helping you support customers or run your business?



Q: How often are you using general AI tools to support your farm/in your work?



Q: How much do you trust AI-generated recommendations for operational decisions?/How much do you trust AI-based recommendations or insights?



AI Holds Promise, But It Needs to Be Proven on Farms

Promising but unproven — that's how 45% of farmers and 63% of ag retailers describe AI.

They can see AI can help them become more efficient, less exposed to risk and make smarter use of time. But getting AI-based tools to work for them takes time, know-how and critical thinking. Most (69%) of the farmers and ranchers we surveyed expect to increase their use of AI tools over the next year or two.

FARMERS WOULD LOVE FOR AI TO HELP THEM WITH PRACTICAL THINGS LIKE:

Better marketing or pricing decisions:	45%
Easier recordkeeping:	44%
More accurate recommendations:	43%
Objective product comparisons:	40%

But first, they want to see it in action on real farms, producing real results.

Experimentation in agriculture carries high stakes. As a result, farmers and ranchers are willing to try AI but are hesitant to hand over any direct control of operational decisions.

Longstanding concerns about data ownership, control and trust will continue to slow broad adoption. These are not new discussions, but the technology of AI is driving new questions. Now there's a digital butler available that can help answer complicated questions quickly — if you can trust what it has to say and where it's storing the data.

All of this points to a measured, but meaningful, path forward for AI in agriculture.



Retailers recognize these same dynamics and are even more cautious. Just 40% of them expect to recommend AI-powered tools to customers more often over the next year or two.





Strategic Takeaways for the Agriculture Industry

AI has the potential to deliver truly impactful results for farmers, retailers, organizations and companies that can use them to deliver solutions, services, and results that prove their worth. Those who succeed will:

Lead With Proof, Not Positioning

Credibility is built in the field, not in messaging alone. Ground every claim in real-world outcomes and examples from early adopters who are already benefiting from the technology.

MAKE AI EXPLAINABLE

Trust increases when users understand how decisions are made through transparency.

Address the top concerns of accuracy	72%
Privacy	57%
Bias	51%

Keep Human Expertise Central

AI must work alongside expertise. Nearly half of both audiences surveyed fear AI replacing experience. It is important to position it as a copilot, not a replacement for experience or service.

Focus on Workflow Wins

Farmers are looking for practical wins that ease pain points, boost efficiency and benefit their bottom line. Show them where AI tools have made life easier or improved farm ROI for operations like theirs.

Enable the Retail Channel

Retailers will determine what AI tools spread by choosing what they are willing to recommend, explain and put their credibility behind. Give them reasons to believe in the solution.



“DOES IT PAY?”

In agriculture, that question drives decision-making. The AI tools that can demonstrate clear, real-world value will be the ones that earn a place in farm and ranch systems.

Research Methodology

This report is based on proprietary research conducted by MorganMyers, in partnership with Ag Access, among U.S. farmers, ranchers and agricultural retailers to understand current perceptions, usage and trust in artificial intelligence.

Sample Overview

Farmers and Ranchers (n=166)

- 92% farmers, 8% ranchers
- Representation across row-crop, dairy, cattle and swine operations
- Average age: 54
- Mix of small, mid-sized and large operations

Agricultural Retailers (n=35)

- Includes agronomy retailers, equipment dealers and other ag retail roles
- Average age: 48
- Mix of local, regional and enterprise-scale operations

Research Approach

- Quantitative survey conducted across both audiences
- Supplemented with crosstab analysis to identify differences by:
 - Operation size
 - Commodity type
 - Age and experience
- Comparative insights between farmers and retailers are directional, as audiences were fielded separately

Focus Areas

The research explored:

- Current use of AI tools and AI-enabled platforms
- Perceived value and realized impact
- Trust in AI-generated recommendations
- Barriers to adoption
- Desired use cases and future demand
- Trust-building factors

Interpretation Notes

- Findings reflect self-reported behaviors and perceptions at a point in time.
- Subgroup insights are directional, where sample sizes are smaller.
- The analysis focuses on identifying patterns, tensions and adoption dynamics rather than projecting market size.



LEARN MORE ABOUT
THIS RESEARCH



About MorganMyers

MorganMyers, a G&S Agency, is a leading marketing communications firm dedicated to agriculture, food systems and rural lifestyle brands. The agency combines deep industry expertise with integrated marketing capabilities to help organizations build trust, drive adoption and grow.

GET IN TOUCH

GREG EHM

Senior Vice President, Agriculture
geh@morganmyers.com

STEVE HALSEY

Principal and Chief Growth Officer
shalsey@gsimcg.com

MORGANMYERS.COM



@MorganMyers



@MorganMyersAgency



@MorganMyers

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