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7 Ag Marketing Trends to Watch in 2026

Communications Group releases Fifth Annual Ag Marketing Trends Report



The Communications Group's fifth annual Ag Marketing Trends Report provides research-driven insights to help ag marketers understand key industry trends and adapt strategies for marketing success in 2026.

LITTLE ROCK, Ark., March 9, 2026 — [The Communications Group](#) (ComGroup) published the highly anticipated fifth edition of its annual [Ag Marketing Trends Report](#), providing agricultural marketers research-driven insights that turn emerging trends into actionable strategies.

The agriculture industry continues to navigate uncertainty, whether that be volatile commodity prices or shifting global trade dynamics. As a result, producers scrutinize every input and investment decision. Brands that leverage storytelling with measurable impact are better positioned to earn attention and drive engagement.

“Agricultural marketing in 2026 will not be defined by the loudest message but by the most credible one,” said [Carson Horn, APR](#), ComGroup’s Director of Public Relations and agriculture marketing lead. “Producers look for trustworthy brands and voices that will stand alongside them through the challenges ahead. This is a powerful opportunity for companies to build lasting relationships rooted in proven performance and real results.”

ComGroup’s annual *Ag Marketing Trends Report* emphasizes proactive communication strategies that build relationships with producers and encourage brands to showcase results in their marketing efforts.

As a trusted authority in agricultural marketing and communications since 1987, ComGroup's report equips industry professionals with the intelligence to stay competitive in rapidly evolving and challenging market conditions.

To access the full report and explore how these insights can elevate your marketing strategy, [click here](#).

For more information about ComGroup, [click here](#).

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About The Communications Group

The Communications Group (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-driven strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.