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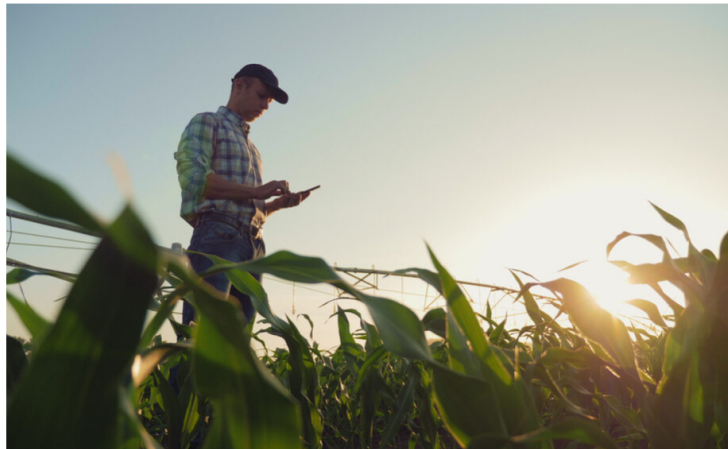
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ComGroup Highlights Ag Marketing Trends in New Report

by [Kyle Massey](#) · February 7, 2024, 12:36pm



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Marketing and public relations firm The Communications Group of Little Rock published its third annual agriculture marketing trends report on Monday, identifying the top six trends in the ag industry for 2024, including politics, original content creation and artificial intelligence.

The report highlights what author Carson Horn, an ag industry specialist, described as marketing trends that will have the greatest impact on commercial success for agribusinesses this year.

Those six trends are, from No. 6 to No. 1, enhanced consumer trust and relationships, climate-smart agriculture, enhanced focus on regenerative agriculture, AI integration, original content creation and the top trend to watch, politicizing ag communities.

The ComGroup report is based on research, recent observations and insight from the firm's three decades of work with a number of agriculture clients.

Horn said the the report helps will help agriculture decision-makers navigate an ever-changing communications environment in a time of technological and political challenge.



"We have entered an election year, and we can expect agriculture to play a role in the political debate," Horn said. "This report provides valuable insights for ag industry stakeholders helping them make informed decisions about their marketing strategies in the year ahead, and how to leverage these trends to sharpen their competitive edge."

The report, The Communications Group's 2024 Ag Marketing Trends Report, is available for download on the firm's ComGroup's website, www.comgroup.com.

"In our third year of publishing the Ag Marketing Trends report, we're anticipating a transformative year for agribusinesses," Horn told Arkansas Business. "Our insights encapsulated in this year's report highlight an emerging shift by agricultural companies toward a more intentional pursuit of sophisticated marketing strategies and tools that underscore the evolving dynamics of agricultural marketing."

Horn said agriculture producers are deeply invested in their brands, and that now more than ever "they have marketing options to help stakeholders understand and support them."

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