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Elders, Bendigo Bank, Bayer, Ridley, Zoetis, Norco, GrainCorp and MLA are the most trusted agribusiness brands by farmers in 2024

Roy Morgan has unveiled the winners of the 2024 Trusted Agribusiness Awards. The comprehensive Agribusiness Survey explored views on 50 agribusiness brands across various sectors, examining which are trusted and distrusted by Australian farmers.

The survey focused on key agribusiness categories including animal health, agribusiness banking, chemicals and fertilisers, farmers' co-operatives, grain companies, stock feed companies, and industry groups. It provided valuable insights into how farmers perceive the trustworthiness, quality, and service of these brands.

Zoetis claimed the 'Most Trusted Animal Health Brand Award' in 2024, trusted for its high-quality medicines and vaccines. Ag n Vet and Pastoral Ag followed closely as the top contenders in this category.

The 'Most Trusted Agribusiness Bank' award went to **Bendigo Bank** in 2024, praised for its community-focused approach and ethical banking. NAB and Commonwealth Bank were the runners-up in this category.

In the 'Most Trusted Agribusiness Chemical and Fertiliser' category, **Bayer** took the top spot for the first time in 2024, surpassing Incitec Pivot, which had led in previous years. Incitec Pivot and Nufarm were other noteworthy finalists.

Norco was named the 'Most Trusted Farmers Co-op', recognized for its dedication to local sourcing and strong farmer support. Dairy Farmers Group and CBH Group were the runners-up in this competitive category.

GrainCorp emerged as the 'Most Trusted Agribusiness Grain Company' in 2024, valued for its global reach and competitive pricing. AWB and CBH Group were also finalists in this category.

Meat and Livestock Australia (MLA) earned the 'Most Trusted Agribusiness Industry Group' award for its leadership in the red meat sector. Dairy Australia and AWN were also commended for their contributions to the industry.

Ridley was named 'Most Trusted Agribusiness Stock Feed Company' in 2024, trusted for its long-standing reputation and product quality. Coprice and Laucke Mills were also recognized for their industry presence.

Elders retained its title as the 'Most Trusted Agribusiness Products and Services Brand' in 2024, praised for its ongoing commitment to rural Australia. Nutrien Ag Solutions and CRT were also acknowledged as key players in the sector.

Roy Morgan Trusted Agribusiness Brands for 2024:

Animal Health	Zoetis
Agribusiness Banks	Bendigo Bank
Chemicals and Fertilisers	Bayer
Farmers Co-Op	Norco
Grain Company	GrainCorp
Industry Group	Meat & Livestock Australia (MLA)
Stock Feed	Ridley
Agribusiness Products and Services	Elders

View the Roy Morgan website for further information on [Roy Morgan's Trusted Brand Awards for 2024](#).

Most Trusted Agribusiness Bank: **Bendigo Bank**



Picture: Roy Morgan CEO Michele Levine with 'Most Trusted Agribusiness Bank' Award for 2024 winner **Bendigo Bank** represented by Kathryn Davies, General Manager Agribusiness.

The 'Most Trusted Agribusiness Bank Brand Award for 2024' was presented to **Bendigo Bank**, praised for its community-focused approach and strong local presence. Farmers value **Bendigo Bank's** ethical banking practices, personalized service, and commitment to supporting Australian farmers and local businesses.

The survey ranked prominent banks in the agribusiness sector based on their trust and reputation among Australian farmers. Bendigo Bank was followed by NAB in second place and Commonwealth Bank in third. Other notable banks in the rankings included ANZ, BankSA, Rabobank, Rural Bank, Suncorp, and Westpac.

Some of the positive feedback from Australian farmers on why they trust **Bendigo Bank** include "Great to deal with and give back to the community." and "Easy banking."

[Bendigo Bank](#): "We've been named Australia's most trusted bank for the third year in a row by Roy Morgan."

"We've also been crowned the most trusted agribusiness bank for 2024."

"This achievement reflects our commitment to being bigger and better for our more than 2.5 million customers and is a testament to the hard work and dedication of our entire team."

Most Trusted Brand for Animal Health: **Zoetis**

Most Trusted Agribusiness Animal Health Brand Award for 2024 was claimed by **Zoetis**, one of the world's largest animal health companies. **Zoetis** plays a critical role in supplying veterinary and livestock products to Australian producers, trusted for its high-quality medicines, vaccines, and diagnostic products. Customers highlighted the effectiveness of Zoetis' offerings and its accessibility, reinforcing the brand's strong reputation in the animal health sector.

The runners-up in this category were Ag n Vet and Pastoral Ag.

Some of the positive comments from Australian farmers about why they trust **Zoetis** were 'They have good products at a fair price.' and 'Their vaccines work well'.



Most Trusted Chemicals and Fertilisers Brand: **Bayer**



Picture: Roy Morgan CEO Michele Levine with 'Most Trusted Chemicals and Fertilisers Brand' Award for 2024 winner **Bayer** represented by Chris Staff, Head of Marketing.

In the 'Most Trusted Agribusiness Chemical and Fertiliser Brand' Award for 2024, **Bayer** claimed the top spot for the first time, overtaking Incitec Pivot. With a legacy spanning over 160 years, **Bayer** is recognized for its innovative products and commitment to advancing agriculture through data-driven solutions, making it a trusted partner to farmers across Australia.

Other brands ranked in the Chemicals and Fertilisers category were: Incitec Pivot (second place), Nufarm (third place), Adama, BASF, Corteva, CropSmart, eNpower, FMC, Granulock, Green Urea, Kenso, Monsanto, Nutrient Advantage, Ozcrop, Sipcam, Summit Fertilizers, Syngenta, Titan Ag, Trigger, UPL, Yara International, and 4Farmers.

Comments Australian farmers offered in support of category winner Bayer included 'Really reactive, responds to needs, easy to reach,' and 'Reliable, quality products.'

Chris Staff, Head of Marketing at Bayer, spoke at the Trust Awards ceremony: "We are very grateful for the opportunity to receive feedback from our customers. Next year, Bayer will celebrate its 100th year of supporting and serving the greatest customers in the world—Australian farmers. We're incredibly proud of what we do alongside these farmers to help supply and enable one of the most efficient and sustainable agricultural food and fiber production systems in the world—one that keeps food on our tables and clothes on our backs. For me, a brand is a promise, and feedback and awards like this tell us we're delivering on that promise with our customers, day after day. This success is a result of the hard work across all areas of our business—from our teams in discovery, development, demonstration, and registration of our products, to our sales and marketing teams who partner with farmers to ensure not only that products are available, but that they are wanted and well understood—something that's so important in food production. We are thrilled and grateful for this award, and we look forward to continuing this journey. Thank you."



[Bayer](#): “Australian farmers trust Bayer to drive innovation.

“We are honoured to be recognised as the 2024 Chemicals and Fertilisers Most Trusted Brand by Australian farmers in the Roy Morgan Most Trusted Agribusiness Brand Awards.

“This accolade is a testament to the work of #TeamBayer, and high quality of our products and our commitment to Australian agriculture.

“At Bayer, we reinvest over \$10 back into research and innovation for every \$100 farmers spend with us. This investment is crucial in driving efficiency, sustainability, and production in the agricultural sector.

“We are also proud to support local jobs and communities by formulating many of our products in Queensland and gaining approval to use the Australian Made logo on over 60 crop protection products.

“Thank you to all the farmers who trust us to keep innovating and improving the future of agriculture.”

Most Trusted Agribusiness Grain Company: GrainCorp

‘Most Trusted Agribusiness Grain Company Award’ for 2024 went to **GrainCorp**, known for its global reach and commitment to quality. **GrainCorp** serves over 350 customers across more than 50 countries, with customers valuing its competitive pricing, reliable product delivery, and strong local support.

AWB and CBH Group were the runners-up in this category.

Comments from Australian farmers about the most Trusted Grain Company GrainCorp included ‘*They are large and are solid,*’ and ‘*They have a good reputation.*’

Most Trusted Agribusiness Industry Group: Meat & Livestock Australia (MLA)

‘Most Trusted Agribusiness Industry Group Award’ for 2024 was awarded to **Meat and Livestock Australia (MLA)**, further reinforcing its leadership in the red meat sector. As the peak industry body, **MLA**’s commitment to supporting Australian farmers and upholding quality standards for products and services has earned it exceptional trust among farmers.

The runners-up in this category were Dairy Australia and AWN.

Examples of comments from Australian farmers about why they trust **MLA** included, ‘*Support red meat and livestock trade in Australia... doing the right things,*’ and ‘*Transparent with published pricing.*’

Most Trusted Stock Feed Brand: **Ridley**



Picture: Roy Morgan CEO Michele Levine with 'Most Trusted Stock Feed Brand' Award for 2024 winner **Ridley** represented by Quinton Hildebrand, Managing Director and Chief Executive Officer

'Most Trusted Agribusiness Stock Feed Company Award' for 2024 went to **Ridley**, recognized for its long-standing reputation in the animal nutrition sector. Farmers appreciate **Ridley's** consistent product quality, personalized service, and expertise in the field, making it a trusted brand in agribusiness for over 70 years.

Ridley was followed in the Stock Feed category by Coprice in second place and Laucke Mills in third place. Other notable brands in the rankings included Irwin Stockfeeds, Reid Stockfeeds, and Riverina.

Comments from Australian farmers included 'Quality feed products,' and 'Good support.'

Ridley: "Ridley has been named the Most Trusted Stock Feed Brand in Australia for the second year running. The award was presented by Roy Morgan, Australia's best known and longest established market research company as part of its Most Trusted Agribusiness Brand Awards.

According to the Roy Morgan report: "A household name on farms and to animal lovers, Ridley boasts over 70 years of experience in Australia. Respondents noted that Ridley 'act promptly and deliver on time' and 'their products are excellent and the company reps have a good knowledge of what the products do'."

Quinton Hildebrand, Managing Director & Chief Executive Officer, accepted the award at a gala event in Melbourne: "It is an honour to accept this award on behalf of the Ridley team, whose teamwork, customer service and dedication to quality make winning this award possible," Mr Hildebrand said.

"We are proud to be recognised for the work we do to provide Australian farmers with high-quality and advanced feed solutions through our regionalised delivery model. The September acquisition of a feed mill in Carrick – a small town near Launceston, Tasmania – is the latest demonstration of our investment in stockfeed production – bringing the number of mills we operate to 14."



Most Trusted Farmers Co-Op: **Norco**



Picture: Roy Morgan CEO Michele Levine with 'Most Trusted Farmers Co-Op Brand' Award for 2024 winner **Norco** represented by Luke Couch, General Manager AgriSolutions

'Most Trusted Farmers Co-op Award' for 2024 went to **Norco**, a 100% Australian-owned dairy cooperative with a history dating back to 1895. Norco earned farmers' trust for its dedication to local sourcing and support for the farming community. The cooperative, representing over 190 dairy farms, continues to deliver quality products and services, reinforcing its position as a leading farmers' co-op in northern New South Wales and southeast Queensland.

In this category, Norco was followed by Dairy Farmers Group in second place and CBH Group in third place. Other notable brands in the rankings included Fonterra and other key cooperatives, reflecting the trust farmers place in these organisations for their support, quality products, and strong ties to the farming community.

Positive feedback from Australian Farmers about Norco included, 'Wide range of products, fairly priced,' and 'Have been dealing with them for over 50 years and have never had a problem.'

Most Trusted Agribusiness Products and Services Brand: Elders



Picture: Roy Morgan CEO Michele Levine with 'Most Trusted Agribusiness Products and Services Brand' Award for 2024 winner **Elders** represented by Belinda Conner, General Manager Real Estate & Brand-Network

The 'Most Trusted Agribusiness Products and Services Brand Award' for 2024 was given to **Elders**, which continues to build trust among farmers through its diverse range of products and services. **Elders'** deep-rooted history and commitment to investing in rural Australia further strengthen its reputation.

Other brands ranked in the Agribusiness Products and Services category were Nutrien Ag Solutions (in second place), CRT (in third place). Other notable brands in the rankings included AACo, Ace Ohlsson, AG Warehouse, AIRR, AL Chalmers and Sons, B and W Rural, BN Proud, Cudgong Rural Supplies, Delta Agribusiness, DJ Growers, Easy N, EBG Seeds, Emms Mooney, Eastern Rural, Grover's Rural Supplies, Inghams Enterprises, Kerr and Co, Livestock Consulting, NRI, Northern Rural Supplies, Sunfarm, Wesfarmers, and YP Ag.

Comments Australian farmers offered in support of category winner Elders included, 'Always honest,' and 'Been with them for years have good working relationship.'

Belinda Connor, the General Manager for Real Estate and Brand Network at Elders shared the following at the Trust Awards event: "We're incredibly humbled here at Elders to accept this award. When we think about what a trusted brand really means, I believe it ultimately comes down to confidence. It's about our clients having the confidence that we will do what we say we will do. The fact that our clients believe in that is incredibly important to us at Elders. Ultimately, it's all about our clients—the Australian farmers—and we feel truly humbled to work with some of the hardest workers in the country, who put food on the table every night. This award is also a testament to the passionate staff we have across the country who support our farmers and Australian agriculture. We are both pleased and very proud. Thank you."



Agribusiness Best of the Best: Elders

The prestigious title of Best of the Best Agribusiness Brand is awarded to Australia's most trusted agribusiness brand, and for the second consecutive year, this honor goes to Elders. Originally rooted in agriculture, Elders now operates across a diverse range of sectors, including rural services, real estate, insurance, and more. With a 185-year history, Elders has become deeply embedded in Australian agriculture, playing a vital role in supporting rural and regional communities, employing local people, and assisting farming families. Elders' continued success can be attributed to five key themes: strong customer relationships, exceptional customer service, a friendly and knowledgeable staff, a well-established and reliable presence, and dependable products and services. Additionally, the company is seen as honest and genuine, with trust in the brand among Australian farmers doubling over the past year, a testament to Elders' effective communication and commitment to customer satisfaction.

Elders: "We are delighted to announce that Elders has been named Australia's Most Trusted Agribusiness Brand at the 2024 Roy Morgan Trusted Agribusiness Brand Awards.

We are so proud to have been recognised for our ongoing commitment to our clients and the rural and remote communities in which we live and work."

For comments or more information about Roy Morgan's Annual Trusted Agribusiness Brand Awards and insights please contact:

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Roy Morgan Trusted Brand Awards

The Roy Morgan Trusted Brand Awards bring together outstanding companies and brands from across a range of industries, including agribusinesses, to celebrate and recognise the unmatched levels of trust these organisations hold when compared to their competitors in their respective categories.

The Roy Morgan Trusted Brand Awards have been awarded to leading brands for the 12 months to June 2024 and all the winners have displayed market-leading levels of trust, and exceedingly low, or negligible, levels of distrust to outstrip their rivals on the key metric of 'Net Trust'. The Net Trust Score or Net Distrust Score provides an overall benchmark to quantify brand risk, via the simple calculation of positive sentiment (trust) minus negative sentiment (distrust): Net Trust Score (NTS) or Net Distrust Score (NDS) = % Trust - % Distrust.

The Roy Morgan Risk Monitor collects insights on trust and distrust from around 25,000 Australians each year, or around 2,000 Australians each month. Respondents are asked which companies they trust, and why, and which companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted. In any one year, a company must be nominated by at least 20 Australians to be included in rankings used in the Roy Morgan Trusted Brand Awards.

In addition to its ongoing industry trust tracking, in 2024, Roy Morgan surveyed approximately 1,000 farmers and primary producers to understand how various agribusiness brands were trusted. Using its unique Trust and Distrust framework, Roy Morgan accurately identified trust and distrust sentiment, key drivers behind these feelings, and related measures. This approach allowed for a deeper understanding of the factors influencing trust and distrust within the agribusiness sector.

Find out who is the most trusted brand and finalists in your industry, as well as an overview of key insights for each industry and a trend chart showing Trust, Distrust and Net Trust/Distrust Scores for each industry is included in the Roy Morgan Most Trusted Brand Awards Report.



Need to know what is driving your trust and distrust?

The Roy Morgan Risk Monitor is an ongoing survey based on over 2,000 interviews each month since 2018 to measure levels of trust and distrust in more than 1,000 brands across 27 sectors.

Roy Morgan Risk Monitor data is available in a variety of formats, from snapshot overviews to detailed tracking of individual brands and their competitors. To gain a greater understanding of Roy Morgan's Risk research, or to explore the results for specific industries and brands, contact Roy Morgan.

For the latest rankings of key brands, comparison to rankings from a year ago, and examples of reasons Australians trust and distrust key brands view the [latest edition of the Roy Morgan Risk Report](#).

You can also find the latest Farmer Agribusiness Brand Trust Report [here](#).

Trust and Distrust was ranked for the following Agribusiness brands:

Animal Health

Ag N Vet, Pastoral Ag, Zoetis.

Agribusiness Banks

ANZ, BankSA, Bendigo Bank, Commonwealth Bank, NAB, Rabobank, Rural Bank, Suncorp, Westpac.

Chemicals and Fertilisers

Adama, BASF, Bayer, Corteva, CropSmart, eNpower, FMC, Granulock, Green Urea, Incitec Pivot, Kenso, Monsanto, Nufarm, Nutrient Advantage, Ozcrop, Sipcam, Summit Fertilizers, Syngenta, Titan Ag, Trigger, UPL, Yara International, 4Farmers.

Farmers Co-Op

CBH Group, Dairy Farmers Group, Fonterra, Norco.

Grain Company

AWB, CBH Group, GrainCorp.

Industry Group

Australian Wool Network, Dairy Australia, Meat and Livestock Australia.

Stock Feed

Coprice, Irwin Stockfeeds, Laucke Mills, Reid Stockfeeds, Ridley, Riverina.

Agribusiness Products and Services

AACo, Ace Ohlsson, AG Warehouse, AIRR, AL Chalmers and Sons, B and W Rural, BN Proud, CRT, Cudgegong Rural Supplies, Delta Agribusiness, DJ Growers, Easy N, EBG Seeds, Elders, Emms Mooney, Eastern Rural Supplies, Grover's Rural Supplies, Inghams Enterprises, Kerr and Co, Livestock Consulting, NRI, Northern Rural Supplies, Nutrien Ag Solutions, Sunfarm, Wesfarmers, YP Ag.

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2