



2025

# ANNUAL REPORT



## DIRECTOR'S LETTER

Thanks for checking in to see what we've been up to at the Purdue Center for Commercial Agriculture (CCA) during 2025. One thing we've learned over the last decade is that U.S. farmers and agribusiness staff like to receive information and education in a wide variety of formats, and we've responded by providing in-person programs, webinars and videos, podcasts, short web postings, occasional long-form articles, decision aids, and tools! I'll provide some key highlights from this past year and in the remainder of the report you'll find details about the diverse programming we provided during the year.

The *Purdue Top Farmer Conference* was held on January 10<sup>th</sup> in West Lafayette. Topics addressed included economic and policy changes, land acquisition and machinery management strategies, farmland markets, extracting value from new technologies, and strategies to reduce your cost per bushel. Over 275 farmers and agribusiness professionals registered for the conference with a near 50-50 split between in-person and online attendance. The Center also provided a Learning Center program focused on positioning a farm for long-term success at the Commodity Classic held in Denver, Colorado in early March.

The Center has increased emphasis on web site delivery in the last year. The CCA web site contains information on numerous topics including agricultural outlook, cash rents and land values, crop basis tool, crop budgets, financial statements and analysis, leasing arrangements, risk management, and transition planning. Web views totaled almost 193,000 in 2025. The most viewed publications in 2025 included information pertaining to cash rents and land values, crop basis tool, crop budgets, custom rates, and soybean exports. Since launching the *Purdue Commercial AgCast*, we have developed over 200 podcast episodes. *AgCast* had over 54,000 views in 2025. Many of the *AgCast* episodes are released as YouTube video podcast also. The three highest viewed YouTube videos shared information pertaining to the impact of long-term tariffs, soybean exports, and the complexities of production agriculture. Rather than releasing information in a monthly newsletter, the Center now sends an e-mail after the posting of each new article or podcast. This e-mail currently has

approximately 8,600 subscribers. In addition, the Center has approximately 2,150 X followers; 1,150 YouTube subscribers; and 670 Linked In followers.

As the nation's only monthly survey of commercial ag producers, the *Purdue University-CME Group Ag Economy Barometer* (AEB) provides insights into producer sentiment while also providing opportunities to learn more about producers' reactions to contemporaneous events affecting the agricultural sector. Each month during 2025 the Center published an *Ag Economy Barometer* report summarizing survey results, posted a short YouTube summary video and an in-depth podcast interpretation of the current month's barometer survey, all accessible via the Center's website. Approximately 13,900 subscribers receive the AEB's monthly e-mail blast. The barometer is widely reported in both the agricultural and business press, is the subject of numerous media interviews each month, and the AEB index lives on the Bloomberg Terminal.

Thank you for your interest in and support of the Purdue Center for Commercial Agriculture. As always, if you have suggestions for future programs or research, feel free to contact us.

Sincerely,



Michael Langemeier

Director



## PROGRAMS

# PURDUE TOP FARMER CONFERENCE

WEST LAFAYETTE + VIRTUAL

The Purdue Center for Commercial Agriculture welcomed more than 270 farmers and agribusiness professionals to the 2025 Purdue Top Farmer Conference on Friday, January 10th. The annual farm management conference offered a valuable networking opportunity for top producers and industry professionals, with approximately half participating in-person at Purdue's Beck Agricultural Center and the remainder joining remotely via Zoom from 28 different states and provinces.

This year's agenda featured sessions focused on navigating economic and policy changes; land acquisition and machinery management; using artificial intelligence and extracting value from new technologies; insights into the farmland market; and strategies to reduce cost per bushel. Matt Erickson, agricultural economics and policy advisor for Farm Credit Services of America and former chief economist for the U.S. Senate Committee on Agriculture, Nutrition, and Forestry, kicked off the conference by discussing

how the 2024 election results could shape economic and agricultural policy as the new administration takes office in 2025. Erickson provided context on the current political landscape and highlighted key considerations for farm decision-making in the year ahead.

Next, Gary Schnitkey, professor of agricultural and consumer economics and Soybean Industry Chair in Agricultural Strategies at the University of Illinois, discussed the long-term outlook for crop producers and identified management strategies for success in what could be a challenging economic environment. Schnitkey emphasized the importance of disciplined financial management and adaptability as producers navigate tighter margins.

Conference attendees also heard from Chad Fiechter, the Center's research director and assistant professor at Purdue University, who introduced a new application demonstrating how AI tools can be used to simplify farm management tasks and improve financial analysis. The app provides an alternative to traditional spreadsheets by guiding users through balance sheet creation and allowing them to upload an anonymized Form 1040 Schedule F to calculate key financial ratios and performance metrics.

Following lunch, Todd Kuethe, who holds the Schrader Endowed Chair in Farmland Economics at Purdue University, focused on data-driven farmland markets. Kuethe was joined by Aaron Shew and Colson Tester from Acres, a land value data analytics company, to discuss how expanded access to transaction-level data is reshaping farmland markets. Farmland remains the largest asset on most farm balance sheets, and the new partnership between the Center for Commercial Agriculture and Acres aims to enhance access to high-quality farmland market information by combining Acres' transaction data with Purdue's research expertise.

Fiechter returned to the stage to review farm-level returns to precision agriculture technologies, demonstrate tools designed to extract additional value from existing precision systems, and explore the potential economic implications of future autonomous technologies. The conference concluded with a wide-open Q&A panel featuring Purdue soybean agronomy specialist Shaun Casteel, Purdue weed scientist Bill Johnson, and Michael Langemeier, who addressed audience questions after sharing practical strategies for reducing cost per bushel in 2025.

Special thanks to conference sponsor Farm Credit Mid-America. Additional photos, key takeaways, and highlights from the conference can be found on <https://purdue.ag/ptfc25-recap>.



*A crowd gathered at the Beck Agricultural Center in West Lafayette for the Purdue Top Farmer Conference.*



Above: Shaun Casteel (Purdue soybean specialist), Bill Johnson (Purdue weed scientist), and Michael Langemeier shared ways to reduce costs per acre during these tight margin times. Below: Todd Kuethe, along with land value analysts from Acres, Aaron Shew and Colson Tester discussed how expanded access to transaction-level data is reshaping farmland markets.



Matt Erickson, agricultural economics and policy advisor for Farm Credit Services of America and former chief economist for the U.S. Senate Committee on Agriculture, Nutrition, and Forestry, discussed how the 2024 election results could shape policy as the new administration takes office in 2025.



## PURDUE FARM MANAGEMENT TOUR & INDIANA MASTER FARMER RECEPTION

The Center did not host the Purdue Farm Management Tour in 2025, electing to pause the event to reassess the format and strengthen future offerings. The Tour is a long-standing program designed to encourage Indiana farmers to develop high-level management knowledge and skills through peer learning and direct engagement with farm operators.



## COMMODITY CLASSIC

DENVER, COLORADO

At Commodity Classic in Denver, Colorado on March 4, 2025, Purdue agricultural economists Chad Fiechter, James Mintert, and Michael Langemeier presented “The Role of Technology in Improving Farm Profitability” at the Learning Center. The session



*Left: A crowd gathers at the Center's booth during Commodity Classic in Denver, Colorado. Below: Chad Fiechter, James Mintert and Michael Langemeier are introduced before a full house during their Learning Center session on the role of technology in improving farm profitability on March 4, 2025.*

examined how emerging technologies influence long-run farm growth and profitability, drawing on insights from farm financial records and results from the Purdue University/CME Group Ag Economy Barometer survey.

The session discussed how technologies vary in effectiveness across operations, the importance of bundling technological tools to realize efficiency gains, and the strategic role of data sharing and proper cost-benefit analysis when adopting new tools. The session highlighted how technology can support managerial decision-making — from precision agriculture adoption to aligning digital tools with long-term farm strategy — and helped producers understand how to evaluate the financial and strategic implications of technology choices on their farms.

The session concluded with a question-and-answer discussion with producers in attendance. Throughout the trade show, the Center's faculty and staff engaged with attendees at the Purdue Center for Commercial Agriculture booth.





# PURDUE COMMERCIAL AGCAST

## OVERVIEW

The Center launched the Purdue Commercial AgCast podcast in April 2020 to expand access to timely farm management insights and extend the Center's reach through on-demand audio and video content. Designed for commercial agricultural producers and agribusiness professionals, the podcast covers a wide range of topics including agricultural outlook, farm management, agricultural finance, policy developments, and insights drawn from the Purdue University-CME Group Ag Economy Barometer. The podcast is hosted by James Mintert, Michael Langemeier, Todd Kuethe, and Chad Fiechter, who welcome guests from across the agricultural sector to share applied research and practical perspectives. Most episodes are also recorded with video and released through the Center's YouTube channel, allowing the Center to meet its audience on platforms where engagement continues to grow. The podcast is available through the Center's website and all major podcast platforms including Apple Podcasts, Spotify, and Google Podcasts.

## QUICK POPULARITY

The most downloaded episode of 2025 was **2025 Cash Rental Rates**, AgCast 195, an annual update that continues to be one of the Center's most anticipated releases each year. The episode drew 844 downloads within the first 60 days of release, reinforcing the continued interest among producers in farmland values, and cash rental rates. In the episode, Todd Kuethe and Michael Langemeier reviewed results from the Purdue Farmland Value and Cash Rent Survey, discussed regional variation across Indiana, and examined how changes in land values, interest rates, and farm income expectations are shaping cash rent decisions for the upcoming year. As in prior years, the combination of timely data, applied interpretation, and practical relevance made the cash rent episode a standout favorite.



Top: Podcast thumbnail of the 2025 Cash Rental Rates. Above Right: YouTube Shorts clip of Joe Suttle episode. Lower left: Jim Jansen joins Michael Langemeier to record a podcast.



**5 YEARS  
LATER**

**203**

**EPISODES**

**67K**

**DOWNLOADS**



**SHORT-FORM VIDEO** became a major focus for the Center in 2025, particularly through YouTube Shorts tied to new podcast episodes and articles. One standout example was a short clip from **Investment Strategies in Ag: A Conversation with Joe Suttles**, which reached 3,792 views and generated 24,281 impressions. In the clip, Suttles pushed back on the common perception that agriculture is “simple,” noting that many outside the industry underestimate the complexity of modern farm businesses. He explained that unlike manufacturing, agriculture operates within systems shaped by weather, seasonality, geography, logistics, and biological science—calling farming “as complicated as it gets.” The short struck a chord with producers by clearly articulating the sophistication of agricultural production systems and validating the expertise required to operate them successfully.



### FAN FAVORITE

Episodes featuring producer voices continued to resonate strongly with listeners. **Pig Farming in Focus: A Conversation with Brian Martin** featured a fifth-generation Indiana hog farmer who shared insights on the evolution of the swine industry, strategic business decisions, labor and disease management challenges, and the role of state-level policy. The episode offered listeners a practical, ground-level perspective on modern livestock production and highlighted the value of experience, adaptability, and leadership in farm management.

## 2025 HIGHLIGHTS

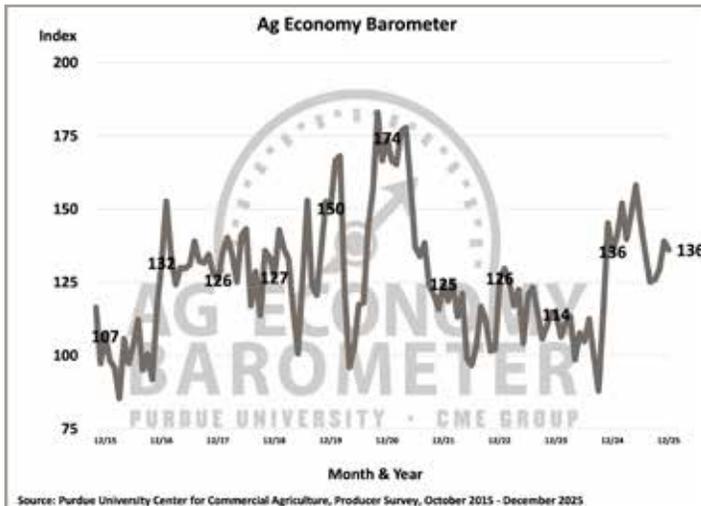
Since launching, the Center has delivered 203 total episodes with more than 66,700 downloads overall. In 2025, the Center released 23 new episodes, generating approximately 7,700 downloads during the year. Most episodes were released simultaneously as audio podcasts and video podcasts on the Center’s YouTube channel. Episodes averaged a combined 446 downloads across podcast platforms and YouTube within the first 60 days of posting. Apple Podcasts remained the most popular listening platform, accounting for 56% of total audio downloads, followed by 31% of listeners accessing episodes directly through the Center’s website. YouTube video views accounted for 53% of total episode consumption. As with prior years, each episode includes detailed show notes posted on the Center’s website, including full audio transcripts, slide decks, and links to resources discussed during the conversation.



**HOSTS: CHAD FIECHTER, TODD KUETHE, JAMES MINTERT, & MICHAEL LANGEMEIER**  
**PRODUCTION & MARKETING: SARAH ZAHN**

# AG ECONOMY BAROMETER

## MONTHLY FARMER SENTIMENT SURVEY ON THE AG ECONOMY



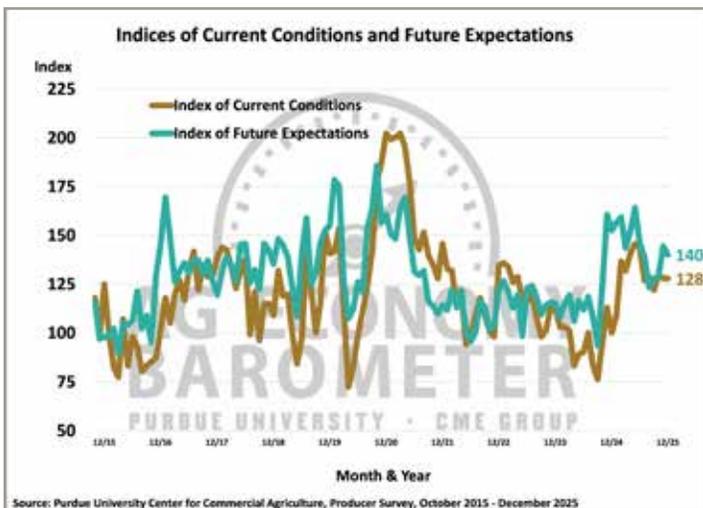
Purdue/CME Group Ag Economy Barometer, Oct 2015-Dec 2025.

The Purdue University/CME Group Ag Economy Barometer is a nationwide measure of U.S. agricultural producers' sentiment regarding both their individual farm operations and the overall health of the U.S. agricultural economy. Each month, the Center surveys 400 commercial-scale agricultural producers from across the United States. Respondents are drawn from a large database of producers, and the monthly survey sample is stratified to reflect agriculture's contribution to total U.S. farm production value across principal crop (corn, soybeans, wheat, and cotton) and livestock (beef, pork, and dairy) enterprises, as estimated by the U.S. Census of Agriculture. Survey results are released on the first Tuesday of each month and include the Ag Economy Barometer along with the Index of Current Conditions, the Index of Future Expectations, the Farm Capital Investment Index, the Farm Financial Performance Index, and both Short- and Long-Term Farmland Value Expectations Indices.

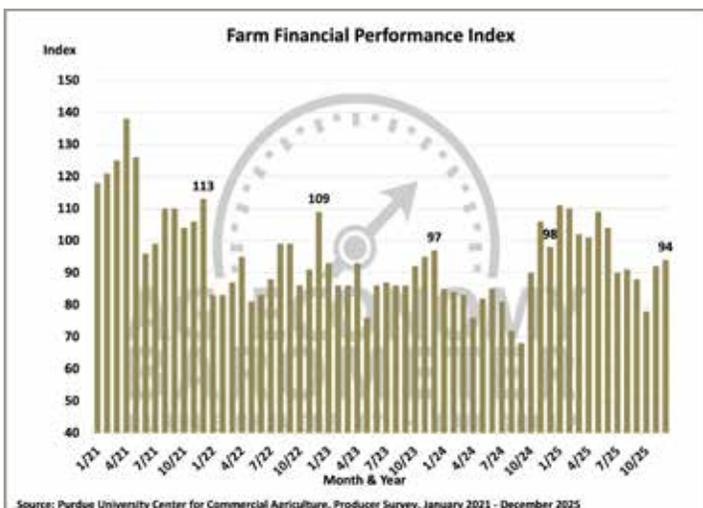
The Center maintains a dedicated Ag Economy Barometer website where users can access the full monthly report, media release, detailed charts, historical data tables, and methodological documentation. Each month, a short video breakdown summarizing the survey results is recorded and shared on the Barometer website, the Center's YouTube channel, and social media platforms. In addition, James Mintert and Michael Langemeier discuss the latest Barometer results in a monthly video episode of the Purdue Commercial AgCast podcast, which is distributed through major

	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
<i>Farmer Sentiment Drifts Lower While Producers Remain Optimistic About The Future</i>	1/7/25	227	173	1527
<i>U.S. Farmers' Retain Optimistic Outlook for 2025 Despite Ag Trade Uncertainty</i>	2/4/25	248	186	1356
<i>Farmer Sentiment Rises as Current Conditions Improve on U.S. Farms</i>	3/4/25	187	254	1579
<i>Producer Sentiment Slips Due to Rising Policy Uncertainty</i>	4/1/25	182	236	1610
<i>Farmer Sentiment Improves as Long-Term Optimism Outweighs Tariff Concerns</i>	5/6/25	197	256	2480
<i>Farmer Sentiment Reaches a Four-Year High in May</i>	6/3/25	193	335	2028
<i>Farmer Sentiment Weakens On Cloudy Trade Outlook</i>	7/1/25	189	279	1312
<i>Farmer Sentiment Weakens, But Farmers Say U.S. Headed in Right Direction</i>	8/5/25	171	337	1276
<i>Farmer Sentiment Weakens as Producer Confidence in Future Wanes</i>	9/2/25	211	362	2366
<i>Farmers Say Current Conditions on U.S. Farms Are Weakening</i>	10/7/25	208	226	1731
<i>Livestock Sector Optimism Fuels a Modest Rise in Farmer Sentiment in October</i>	11/4/25	192	546	1678
<i>Better Outlook for the Future Pushes Farmer Sentiment Higher</i>	12/2/25	179 *	409 *	1842 *

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*Indices of Current Conditions & Future Expectations, Oct 2015-Dec 2025.*



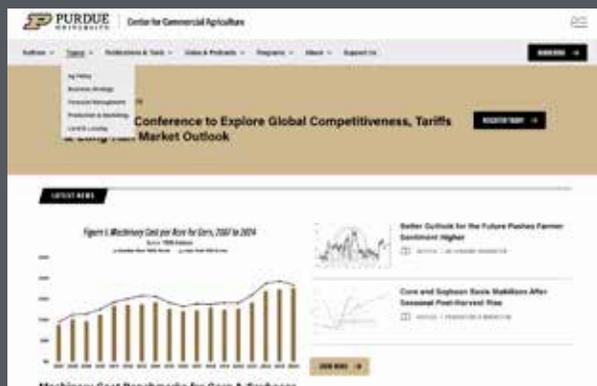
# RESEARCH & PUBLICATIONS

## OVERVIEW

The Center's vision is to be the leading source of management education and knowledge generation for farmers in the business of producing the world's agricultural products. Our research, education, and delivery strive to be world class. Our perspective is global and science-based, but always focused on providing actionable insights for stakeholders in their local setting.

The Center has recategorized its expertise into five primary areas: ag policy, business strategy, financial management, production & marketing, and land & leasing. These categories reflect the depth and breadth of the Center's faculty knowledge and research, ensuring that producers and agribusiness professionals can quickly find resources relevant to their decision-making needs.

In 2025, the Center produced a total of 91 new online resources, including 56 written web articles, 23 podcast episodes, 36 long-form videos and 40 short-form videos. These resources continue to provide timely, research-based information designed to improve farm management decisions and support the business of farming.



Above: On the Center's website, resources are categorized into five topics. Right: Social media video clip from the article "U.S. Soybean Harvest Starts with No Sign of Chinese Buying as Brazil Sets Export Record", by Joana Colussi.

# AG POLICY

## FARM BILL & FOREIGN TRADE

This year, the Center featured seven key publications focused on agricultural policy and foreign trade. On the Purdue Commercial AgCast, Matt Erickson discussed the farm bill development process, the role of the Senate Agriculture Committee, and how producer perspectives shape federal policy, while Nate Kaufman provided insight into the structure of the Federal Reserve System and how regional agricultural conditions inform national monetary policy decisions. Later in the year, agricultural economist and former White House Council of Economic Advisers (CEA) senior economist Joe Balagtas joined Todd Kuethe and Chad Fiechter to share a behind-the-scenes look at economic policymaking in Washington, including his experience advising during the trade war and COVID-19 period and the importance of agricultural expertise in high-level policy discussions. In August 2025, Joana Colussi joined the Center's faculty team and began contributing regular analysis on global agricultural markets, focusing on foreign trade dynamics and the economics of South American crop production. Her articles examined Brazil's expanding acreage and export competitiveness, shifting Chinese soybean demand, and the evolving mix of U.S. corn and soybean export destinations. Together, these resources provide a timely, real-world perspective and actionable insights for navigating an increasingly complex agricultural policy environment.



	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
Understanding Ag Policy: A Conversation with Matt Erickson	4/16/25	283	114	153
Inside the Federal Reserve: A Conversation with Nate Kaufman	7/18/25	194	43	65
U.S. Soybean Harvest Starts with No Sign of Chinese Buying as Brazil Sets Export Record	9/22/25			4846
Brazil Begins Planting with Expected Record Acreage Driven by High Demand but Low Margins	10/20/25			491
D.C. Insights: A Conversation with Joe Balagtas	10/21/25	204	121	140
U.S.-China Soybean Deal: Comparing Past Export Levels and Global Market Impacts	11/14/25			1428
U.S. Corn & Soybean Exports: Diversification Drives Growth in Corn & Cushions Decline in Soybeans	12/17/25			367 *

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# BUSINESS STRATEGY

## LABOR SKILLS, EQUIPMENT & FARM DECISIONS

In 2025, the Center’s business management and strategy publications focused on strengthening farm decision-making in a period of tighter margins and greater uncertainty. Resources addressed contingency planning during cash flow shortages, cost control, and the key factors influencing both near-term performance and long-run growth. Several analyses tied operational decisions directly to profitability, including Indiana farm custom rates and net return comparisons across tillage systems. Technology and capital strategy were also central themes, with work exploring the role of ag technology in improving returns and how investment trends and outside capital are shaping the structure of farm businesses. Publications on farm goals, conservation practice adoption, and producer sentiment further highlighted how strategic alignment, risk management, and expectations influence business resilience. Together, these materials emphasized

## SCAN ME



### '25/26 INDIANA FARM CUSTOM RATES

Custom rates directly affect machinery cost control, enterprise budgeting, and lease negotiations. This annual resource provides benchmark rates producers and landowners can use to evaluate machinery expenses and make more informed management decisions. Scan the QR code to access the full guide.

positioning farm operations for durability, efficiency, and long-term competitiveness in a more complex business environment.

	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
Contingency Planning with Cash Flow Shortages	3/5/25			93
The Role of Technology in Improving Farm Profitability   Commodity Classic 2025	3/12/25		100	96
2025/26 Indiana Farm Custom Rates	4/17/25			2337
Net Return Comparisons between Tillage Systems	5/23/25			114
Farm Goals	7/23/25			47
Adoption of Conservation Practices and Farm Goals	7/29/25			60
Future of Ag Tech: A Conversation with Brant Caley	8/19/25	216	47	29
Factors Impacting Farm Growth	9/3/25			24
Investment Strategies in Ag: A Conversation with Joe Suttles	9/23/25	250		89
Crop vs. Livestock Sentiment: Perspectives from the Ag Economy Barometer	10/6/25			171
Factors Impacting Long-Run Planning	10/24/25			104
Cover Crop Adoption: Results from 5 Years of Ag Economy Barometer Surveys	10/30/25			601
The Right Way to Cut Costs	12/23/25			420 *

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# FINANCIAL MANAGEMENT

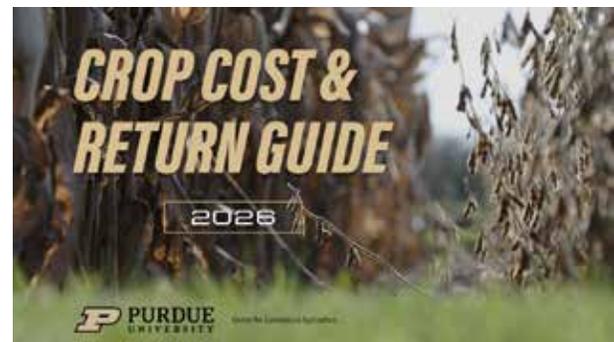
## STATEMENTS & PROFITABILITY ANALYSIS

In 2025, the Center’s financial management publications concentrated on cost control, profitability analysis, and balance sheet resilience during a period of compressed margins and elevated financial risk. Resources examined crop costs, input purchasing decisions, and shifts in corn and soybean profitability, helping producers evaluate enterprise performance under changing price and cost conditions. Several articles focused on deeper financial analysis tools, including decomposition of net worth changes and statement of cash flows, as well as the impact of leverage on rates of return. Broader economic forces were also addressed through work on general inflation, farm input price trends, and the Indiana Farm Income Outlook reports, which provided benchmarks for income expectations. Additional analyses explored financial stress across crop farms, projected net income for a case farm, and cost efficiency comparisons between U.S. and Canadian operations. The **Farm Finance Lab** decision tool further expanded practical application, allowing producers to evaluate financial performance and risk using interactive benchmarks. Together, these resources supported more informed financial planning, improved performance measurement, and stronger risk management in a challenging income environment.



Looking ahead to tighter margins in 2026? The **2026 CROP COST & RETURN GUIDE** provides detailed per-acre cost estimates, machinery assumptions, and return projections for Indiana crop

farms. Use it to evaluate enterprise profitability, build cash flow projections, and stress-test your plans under different price and yield scenarios. Access the guide by scanning the QR code.



	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
Buying Inputs in the Current Business Climate	4/8/25			349
2025 Crop Cost and Return Guide	4/8/25			761
Changes in Corn and Soybean Profitability (Dec '24 - Apr '25)	4/17/25			245
Trends in General Inflation and Farm Input Prices	5/9/25			87
Indiana Farm Income Outlook Report, Spring 2025	5/14/25			113
Decomposition of Changes in Net Worth	5/22/25			68
Cost Efficiency Comparisons of U.S. and Canadian Farms	5/27/25			71
Decomposition of Statement of Cash Flows	6/5/25			38
Impact of Leverage on Rates of Return	7/10/25			107
Financial Stress on Crop Farms: Who Is Most at Risk in the 2024–26 Downturn?	9/3/25			284
Projected Net Income per Acre for West Central Indiana Case Farm	9/10/25			256
2026 Crop Cost and Return Guide	9/16/25			917
Farm Finance Lab (Web Decision Tool)	10/27/26		29	113
Indiana Farm Income Outlook Report, Fall 2025	10/31/25			565

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# LAND MARKETS

## FARMLAND PRICES & RENTS

Land values, cash rents, and lease design remained central decision areas for producers in 2025, particularly as tighter margins increased the importance of aligning rental arrangements with financial risk. The Center’s annual farmland values and cash rent analysis again provided a benchmark for Indiana land markets, examining how values continued to adjust amid pressure from higher interest rates, shifting farm income expectations, and limited land supply. Complementary articles explored broader farmland market trends, regional dynamics, and P/rent ratios helping producers and landowners interpret price signals in the context of longer-term investment performance.

A major focus this year was lease arrangements and decision tools. Multiple resources examined flexible cash lease parameters, compared net returns under

alternative leasing arrangements, and walked through side-by-side flexible lease comparisons. The Center also expanded practical spreadsheet tools, including a long-run cash rent tool, flex lease computation tools, and decision aids for pasture and hay ground leasing. Additional guidance addressed irrigated, pasture, and hay cash rent considerations, as well as when producers may need to reevaluate long-run rental commitments. Conversations with farmland investment professionals further added perspective on how investors evaluate land performance and risk. Together, these resources helped producers and landowners make more informed, financially grounded land and leasing decisions in a period of heightened uncertainty.

	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
Farmland Investments: A Conversation with Kyle Maple and Pete Drost	5/23/25	255	50	158
Pasture & Grass Hay Lease Spreadsheet Tool	7/25/25			87
Leasing Pasture and Hay Ground	7/25/25			275
Flexible Cash Lease Parameters	8/7/25			64
Comparing Net Returns for Alternative Leasing Arrangements	8/7/25			144
Flexible Cash Lease Comparisons	8/7/25			83
Long-Run Cash Rent Spreadsheet Tool	8/13/25			113
Flex Lease Computations Spreadsheet Tool	8/13/25			109
Farmland Prices Increase Despite Downward Pressure, Purdue Ag Econ Report August 2025	8/19/25			2843
2025 Farmland Values & Market Trends	9/9/25	232	509	163
2025 Cash Rental Rates	9/10/25	247	597	435
Irrigated, Pasture & Hay Cash Rent Considerations	9/30/25	193	84	85
Using the Long-Run Cash Rent Spreadsheet: When to Hold Them or Fold Them?	10/31/25			997

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## FIND MORE

Despite headwinds from tighter farm margins and higher interest rates, Indiana farmland values showed continued resilience. This **PURDUE AGRICULTURAL ECONOMICS REPORT** article breaks down statewide and regional land value trends, cash rent movements, and the economic forces shaping today’s land market. The report provides producers, landowners, and lenders with benchmark data and context for evaluating lease rates, purchase decisions, and long-run land investment performance. Scan the QR code to explore the full survey results and analysis.



# PRODUCTION & MARKETING

## CROPS & LIVESTOCK

In 2025, the Center's production and marketing resources focused on helping producers manage price risk, input efficiency, and evolving livestock and feed market conditions. Basis analysis remained a cornerstone of the Center's marketing outlook, with regular updates tracking corn and soybean basis movements across Indiana and the Eastern Corn Belt. These reports tracked seasonal shifts from post-harvest patterns through strengthening basis conditions in spring and early summer, late-season volatility, and early signals for the 2025–26 marketing year. Many of these updates demonstrated how producers can use the Purdue Crop Basis Tool to evaluate storage decisions and hedge timing, reinforcing the value of managing futures price risk and basis risk separately.

Beyond grain markets, the Center expanded production-focused analysis. Resources examined swine feed cost prospects, fluctuations in DDG prices, and machinery cost benchmarks for corn and soybean operations. Additional work explored crop machinery investment trends and labor efficiency benchmarking, helping producers connect operational decisions with cost control and productivity gains. Producer perspectives also remained an important component, highlighted by a featured conversation with Indiana hog farmer Brian Martin, which provided a ground-level look at management, risk, and decision-making in modern livestock production. Together, these resources helped producers navigate market signals while improving operational performance and marketing discipline.



	DATE	PODCAST DOWNLOADS	YOUTUBE VIEWS	WEB PAGEVIEWS
Indiana crop basis to nearby contracts are stable through the first half of January	1/17/25			38
Benchmarking Labor Efficiency and Productivity	2/6/25			400
February Indiana Crop Basis Update & Using the Crop Basis Tool to Plan Storage Hedges	2/14/25			81
Corn and Soybean Basis Strengthen Across the Midwest Amidst Decreasing Prices	3/14/25			202
Trends of Increasing Basis Continue Across the Eastern Corn Belt	4/17/25			92
Corn and Soybean Basis Go Positive as Strengthening Continues	5/16/25			99
Corn Basis Continues to Improve as Soybean Basis Varies	6/13/25			58
Prospects for Swine Feed Costs in the Second Half of 2025	6/13/25			57
Soybean Basis Recovers from Sharp Decreases in June	7/17/25			72
Corn & Soybean Basis Weakens as Focus Shifts to New Crop	8/15/25			142
Crop Basis Review 2024–2025 and Early Indicators for 2025–2026	9/12/25			156
Corn & Soybean Basis Outpace Historical Averages across the Eastern Corn Belt	10/9/25			206
Explaining Fluctuations in DDG Prices	11/5/25			243
Pig Farming in Focus: A Conversation with Brian Martin	11/18/25	230	159	118
Corn and Soybean Basis Stabilizes After Seasonal Post-Harvest Rise	11/21/25			456
Machinery Cost Benchmarks for Corn & Soybeans	12/3/25			580 *
Crop Machinery Investment	12/12/25			330 *
Corn Basis Shows Volatility While Soybean Basis Stabilizes	12/19/25			178 *

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# U.S. CORN & SOYBEAN EXPORTS: DIVERSIFICATION DRIVES GROWTH IN CORN AND CUSHIONS DECLINE IN SOYBEANS

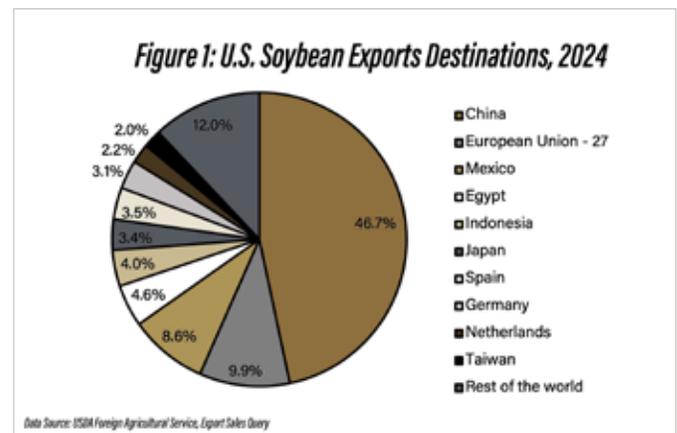
Lourival Monaco, Joana Colussi and Michael Langemeier

The U.S. agricultural export scenario has experienced a transformation in 2025, with diversification of export destinations emerging as an important factor for both the corn and soybean markets. Analysis of USDA export data through October 2025, shows distinct patterns of market evolution with implications for U.S. crop producers and the agricultural economy. While these two major commodities have followed different trajectories, with corn exports expanding and soybean exports contracting, both demonstrate the strategic value of diversified market portfolios rather than keeping a high dependence on a single market.

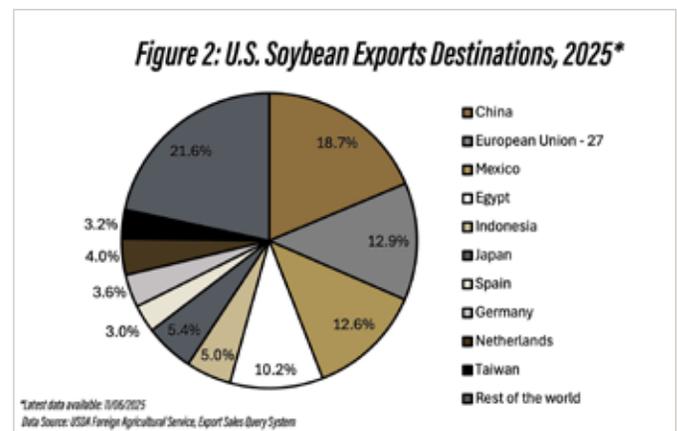
## NEW MARKETS SOFTENS THE IMPACT OF SOYBEAN DECLINING VOLUMES

The biggest change in U.S. soybean exports between 2024 and 2025 has been the diversification of destination markets. While 2025 soybean export totals are tracking below 2024 levels, and given historical seasonal patterns, are unlikely to reach last year's volumes even with November and December data, the diversification has helped moderate what could have been a far more severe reduction. In 2024, China accounted for 46.7% of U.S. soybean exports. The European Union held the second position at 9.9%, followed by Mexico at 8.6% (see Figure 1).

The 2025 export profile demonstrates a restructuring of U.S. soybean export markets. China's share declined dramatically to 18.7%, a reduction of 28 percentage points, while the "Rest of the world" category surged to 21.6%, becoming the largest category (see Figure 2).

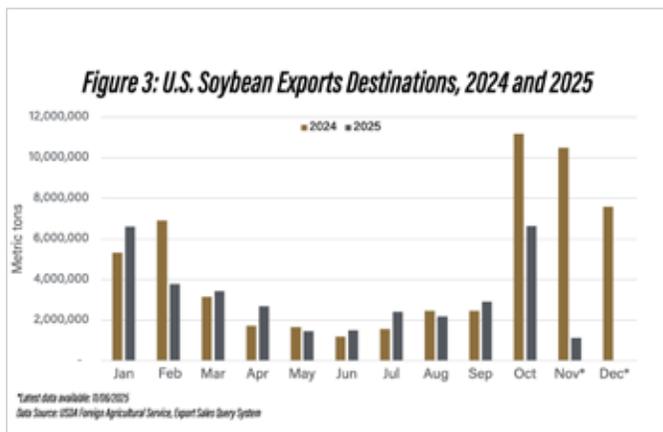


The European Union increased its share to 12.9%, and Mexico expanded to 12.6%. Additional gains came from include Egypt (10.2%), Japan (5.4%), and Indonesia (5.0%).



This shift has proven important as overall U.S. export volumes have declined in 2025, with China reducing its import volumes substantially due to the second round of the trade war (see Colussi & Langemeier, 2025). This heavy reliance on China created vulnerability to market disruptions and policy changes in that single destination.

Total U.S. soybean exports are projected to total 44.50 million metric tons in 2025, representing 38% of total soybean production and a decrease of 13% compared to 2024 (WASDE-USDA, 2025). While some months in 2025 show lower volumes when compared to 2024, the magnitude of decline has been moderated by gains in alternative markets. October 2025 stands out as the month with the largest year-over-year difference, coinciding with the peak of the soybean harvest and zero purchases by Chinese buyers until then (see Figure 3).



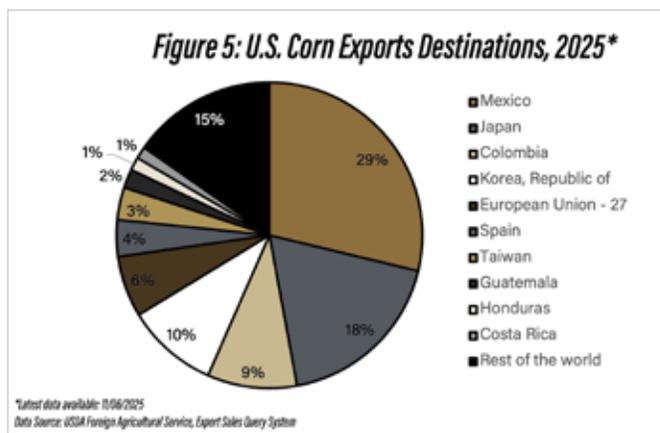
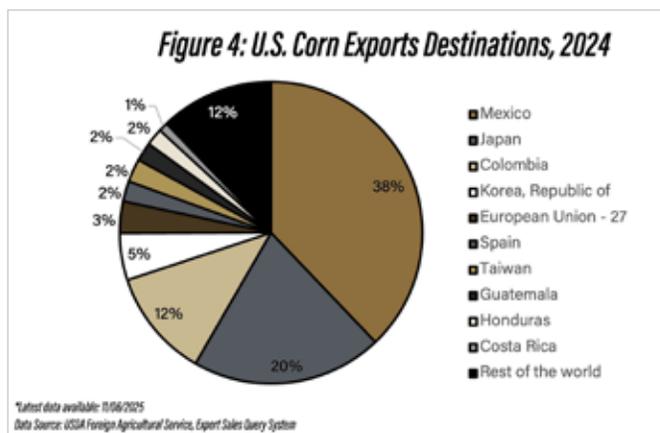
If China reduced its purchases to the same absolute level observed in 2025, but the U.S. market structure remained as concentrated as in 2024, the overall decline would have been catastrophic. Instead, the expansion into Southeast Asia, North Africa, Europe, and Latin America absorbed a substantial portion of the displacement, transforming what could have been a market crisis into a manageable contraction.

### DIVERSIFICATION ENABLES CORN VOLUME GROWTH

The U.S. corn export market presents a contrasting but equally instructive story. Despite reductions in purchases from traditional top markets such as Mexico, Japan, and Colombia, overall export volumes in 2025 have already exceeded 2024 levels, even with data only through early November. This result demonstrates that

diversification can not only cushion declines but also drive growth when market conditions are favorable.

In 2024, Mexico dominated U.S. corn exports with a 38% share, followed by Japan at 20% and Colombia at 12%. The European Union and South Korea accounted for 12% and 5%, respectively (see Figure 4). This distribution reflected relatively stable, long-standing trade relationships, mainly with Mexico under the



United States-Mexico-Canada Agreement (USMCA).

The 2025 export pattern shows Mexico's share declining to 29%, Japan's to 18%, and Colombia's to 9%. However, these reductions in market share, and in some cases absolute volumes, were more than offset by gains in other markets. The "Rest of the world" category increased from 12% to 15%, while the European Union expanded to 6% (see Figure 5).

Total U.S. corn exports are projected to reach 78 million

metric tons in 2025, representing 18% of total corn production and an increase of 8% compared to 2024 (WASDE-USDA, 2025). Monthly export comparisons



illustrate the growth trajectory. Without complete data for November and December 2025, corn exports have already surpassed 2024 levels in most months.

May 2025 showed particularly strong performance, with approximately 8.5 million metric tons exported, compared to 6 million in May 2024. October 2025 reached approximately 8 million metric tons versus 4.5 million in October 2024. These gains reflect strong demand across a more diversified export market, combined with a record U.S. corn crop exceeding 426 million metric tons (USDA-WASDE, 2025).

### FINAL CONSIDERATIONS

The contrasting trajectories of corn and soybean exports in 2025 reinforce the dual nature of market diversification as both a defensive and offensive strategy. For soybeans, diversification has functioned primarily as a buffer, mitigating the impact of reduced Chinese demand and preventing a potential market collapse. The insight is not that diversification prevented a decline in total volumes, but rather that it prevented a collapse that would have occurred had the market remained as concentrated as it was in 2024.

For corn, diversification has served as an engine of growth, enabling total volumes to expand despite weakness in traditional markets. The expansion across different markets suggests that U.S. corn has captured market share through competitive pricing and reliable supply. By establishing stronger commercial

relationships with diverse markets, U.S. exporters have laid the groundwork for future growth that is less dependent on any single buyer.

In both cases, corn and soybean markets, diversification has improved outcomes relative to what would have occurred under concentrated market structures. For soybeans, this means a manageable decline rather than a crisis. For corn, this means robust growth rather than modest gains. However, building market presence in new destinations requires time, investment in relationships, adaptation to local preferences and standards, and often infrastructure development.

*Scan the QR code to find this article, U.S. Corn & Soybean Exports: Diversification Drives Growth in Corn and Cushions Decline in Soybeans and other related foreign trade and crop marketing resources.*



SCAN ME

### REFERENCES

Colussi, J., M. Langemeier. [“U.S.–China Soybean Deal: Comparing Past Export Levels and Global Market Impacts.”](#) Center for Commercial Agriculture, Purdue University, November 14, 2025.

Colussi, J., M. Langemeier. [“U.S. Soybean Harvest Starts with No Sign of Chinese Buying as Brazil Sets Export Record.”](#) Center for Commercial Agriculture, Purdue University, September 22, 2025.

USDA. 2025. World Agricultural Supply and Demand Estimates (WASDE). December 2025. U.S. Department of Agriculture, Office of the Chief Economist. Available at: <https://www.usda.gov/oce/commodity/wasde/wasde1225.pdf>

# CROP MACHINERY INVESTMENT



SCAN ME

Michael Langemeier

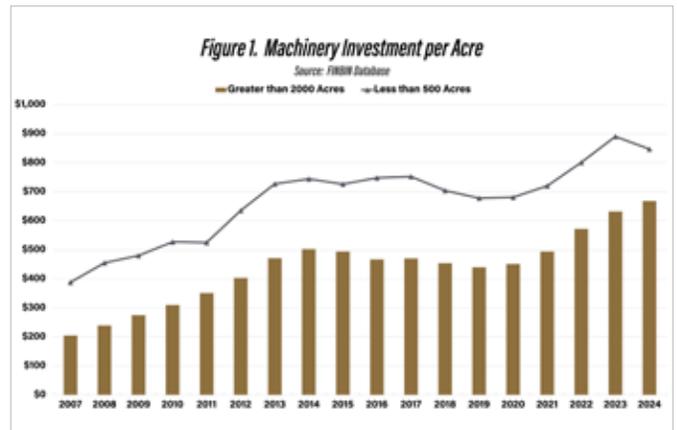
A [previous article](#) discussed crop machinery costs and investment (Langemeier, 2024). Crop machinery investment is computed by dividing total crop machinery investment (i.e., investment in tractors, combines, and other machinery) by crop acres or harvested acres. In regions where double cropping is prevalent, using harvested acres give a more accurate depiction of machinery investment. This article examines crop machinery investment and net annual investment per acre by crop farm size.

2019 to \$502 in 2014. Since 2021, average machinery investment per acre for the largest farm size category has increased 35%. There was a significant difference in machinery investment per acre for farms with less than 500 crop acres and farms with greater than 2000 crop acres over the 2007 to 2024 period. The average difference over the period was \$229, suggesting that there are strong economies of scale related to machinery investment per acre.

**Table 1. Machinery Investment per Acre by Farm Size Category, Crop Farms**

Crop Acres	2024	2020 to 2024	2007 to 2024
Less than 500 Acres	847	788	668
500 to 1000 Acres	873	779	637
1000 to 2000 Acres	807	676	548
Greater than 2000 Acres	668	563	439

Source: FIBSIN Database, University of Minnesota



## CROP MACHINERY INVESTMENT

Table 1 presents average crop machinery investment per acre by farm size category for 2007 to 2024, 2020 to 2024, and 2024. Machinery investment per acre for the largest farm size category (i.e., greater than 2000 acres) is substantially lower than machinery investment per acre for the other farm size categories. It is thus important for farms to benchmark with farms that are similar in size to their own operation. For farms with greater than 2000 acres in 2024, average machinery investment per acre was \$668. For farms with less than 2000 acres, average machinery investment per acre was over \$800.

Figure 1 illustrates average machinery investment per acre for farms with less than 500 acres and farms with greater than 2000 acres from 2007 to 2024. From 2014 to 2021, for the largest farm size category, average machinery investment ranged from \$440 in

## NET ANNUAL INVESTMENT

Net annual investment per acre by farm size category is presented in table 2. Net annual investment is computed by adding machinery and titled vehicle purchases and subtracting machinery and titled vehicle sales. Thus, net investment refers to investment in machinery and equipment, and excludes building and land purchases and sales. Even though absolute investment in machinery and equipment is much higher for larger farms, net investment per acre tends to decline with farm size.

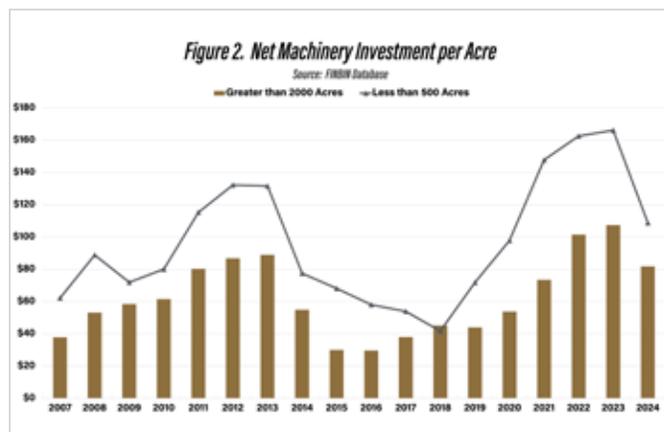
Net machinery investment per acre for farms with less than 500 acres and for farms with greater than 2000 acres are illustrated in figure 2. Net machinery

investment closely follows net cash income. In years with relatively higher net cash income (e.g., 2011-2013 and 2022-2023), net machinery investment tends to be higher, and vice versa. Net machinery investment per acre for the large farm size category was over \$100 in 2022 and 2023. During these same two years, net machinery investment was over \$160 per acre for the small farm size category. There was significant difference in net investment per acre for farms with less than 500 crop acres and farms with greater than 2000 crop acres over the 2007 to 2024 period. On average, small farms spent \$96 per acre on machinery and equipment while large farms only spent \$63 per acre, a difference of \$33 per acre. As with the results for machinery investment per acre, the results for net investment per acre suggest that there are strong economies of scale related to net investment per acre. The large difference in net investment over time translates into large differences in economic depreciation, interest, and machinery costs per acre between small and large farms.

**Table 2. Net Annual Investment per Acre by Farm Size Category, Crop Farms**

Crop Acres	2024	2020 to 2024	2007 to 2024
Less than 500 Acres	109	137	96
500 to 1000 Acres	70	96	77
1000 to 2000 Acres	75	91	75
Greater than 2000 Acres	82	84	63

Source: FINBIN Database, University of Minnesota



## SUMMARY

This article examines crop machinery investment and net annual investment per acre for various crop farm sizes. Larger farms tend to have lower benchmarks with regard to crop investment per acre and spend less on a per acre basis on machinery and equipment. The large differences in crop machinery investment and net investment per acre between small and large crop farms suggest that there are substantial economies of size regarding machinery and equipment costs.



Social media video clip from the article "Crop Machinery Investment". On YouTube, this Short received over 1k views, several views and awareness gained outside our standard web and email list reach.

## CITATIONS

Center for Farm Financial Management, University of Minnesota, [FINBIN web site](#), accessed October 14, 2025.

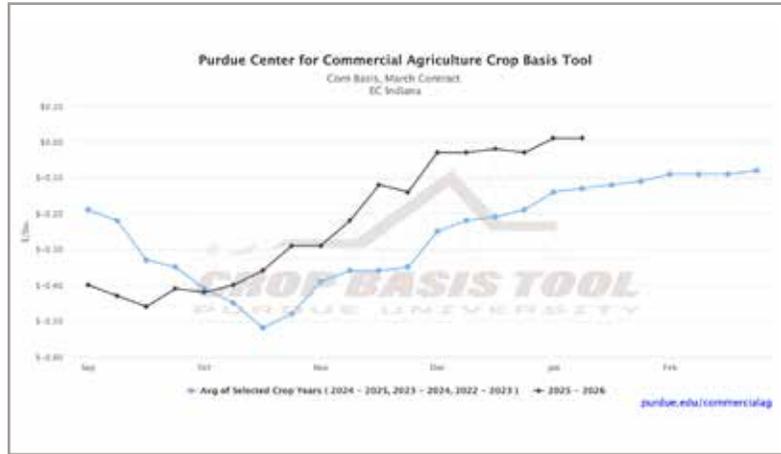
Langemeier, M. "[Benchmarking Crop Machinery Cost and Investment](#)." Center for Commercial Agriculture, Purdue University, December 20, 2024.



## CROP BASIS TOOL

The Center's Crop Basis Tool remains a key resource for producers and grain industry participants, enabling analysis of weekly nearby and deferred basis data for corn and soybeans across Indiana, Illinois, Iowa, Michigan, and Ohio. Using daily cash price data from roughly 2,000 buyers provided by DTN, the tool calculates regional average basis using Wednesday cash and futures prices. Users can view state-level Ethanol Plant Basis, Soybean Processor Basis, and Ohio River Basis, providing insight into local and export market dynamics.

Since its launch at the Top Farmer Conference in January 2018, the Crop Basis Tool has become an invaluable resource in the Eastern Corn Belt. It supports decision-making through current and historical basis information, has served as the foundation for numerous in-person workshops on commodity marketing, has become a reoccurring monthly article written by Josh Strine, and is used in the Department of Agricultural Economics undergraduate commodity marketing courses. In 2025, the Crop Basis Tool was used by nearly 2,000 people.



Purdue Crop Basis Tool, Corn March Contract for East Central Indiana, January 2025.

## CROP BUDGETS



The Purdue Crop Cost and Return Guide allows producers to project financial outcomes for the upcoming crop year. Prepared by Purdue faculty Michael Langemeier, Shaun Castell, Dan Quinn, Tony Vyn, and Bill Johnson, the tool evaluates up to three full-season crops and the wheat double-crop soybean system. Users can estimate gross revenue, costs, net returns, and breakeven prices per acre and per unit. The 2026 guide includes updated input prices, machinery costs, and yield assumptions to help farmers plan for the upcoming year. Usage statistics for 2025 were 14,500 page views on the guide 2,900 spreadsheet downloads.

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### 2025 Purdue Crop Cost & Return Guide March 2025 Estimates

Both product prices and input prices may have significantly changed since these estimates were prepared.

Table 1. Estimated per Acre Crop Budgets for Low, Average, and High Productivity Indiana Soils

	Low Productivity Soil					Average Productivity Soil					High Productivity Soil				
	Cont. Corn	Rot. Corn	Rot. Beans	Wheat	DC Beans	Cont. Corn	Rot. Corn	Rot. Beans	Wheat	DC Beans	Cont. Corn	Rot. Corn	Rot. Beans	Wheat	DC Beans
Expected yield per acre <sup>2</sup>	196	166	51	71	36	183	196	60	84	42	213	227	70	98	49
Harvest price <sup>3</sup>	\$4.20	\$4.20	\$9.90	\$5.20	\$9.90	\$4.20	\$4.20	\$9.90	\$5.20	\$9.90	\$4.20	\$4.20	\$9.90	\$5.20	\$9.90
Market revenue	\$665	\$697	\$505	\$369	\$356	\$769	\$819	\$594	\$437	\$416	\$895	\$953	\$693	\$510	\$485
Less variable costs <sup>4</sup>															
Fertilizer <sup>5</sup>	\$210	\$192	\$74	\$108	\$51	\$221	\$203	\$85	\$133	\$58	\$234	\$216	\$97	\$159	\$66
Seed <sup>6</sup>	102	102	74	44	86	124	124	74	44	86	124	124	74	44	86
Pesticides <sup>7</sup>	125	119	75	40	58	125	119	75	40	58	125	119	75	40	58
Dryer fuel <sup>8</sup>	47	37	N/A	N/A	4	55	44	N/A	N/A	5	64	51	N/A	N/A	6
Machinery fuel @ \$2.75	20	20	12	12	9	20	20	12	12	9	20	20	12	12	9
Machinery repairs <sup>9</sup>	45	45	40	40	25	45	45	40	40	25	45	45	40	40	25
Hauling <sup>10</sup>	16	17	5	7	4	19	20	6	9	4	22	24	7	10	5
Interest <sup>11</sup>	29	27	16	14	13	31	29	16	15	13	31	30	17	17	13
Insurance/misc. <sup>12</sup>	50	50	40	25	5	50	50	40	25	5	50	50	40	25	5
Total variable cost	\$644	\$609	\$336	\$290	\$255	\$690	\$654	\$348	\$318	\$263	\$715	\$679	\$362	\$347	\$273
Contribution margin <sup>13</sup> (Revenue - variable costs) per acre	\$11	\$88	\$169	\$79	\$101	\$79	\$165	\$246	\$119	\$153	\$180	\$274	\$331	\$163	\$212

<sup>1</sup>Estimated yields and costs are for yields with average management for three different soils representing low, average, and high productivity. The high productivity soils represent soils capable of producing corn and soybeans with yields about 20% higher than average soils. Low productivity soils represent soils capable of producing corn and soybeans with yields about 20% lower than the average soils.

<sup>2</sup>These yields assume average weather conditions and timely plant/harvest dates, except soybean double-crop yield, which is based on a July 1 planting date. Rotation corn, rotation soybean, and wheat yields for average soils are based on the long-run trends in state average yields reported by the Indiana office of the National Agricultural Statistics Service. Continuous corn yields are 94% of



## AG JOBS DASHBOARD

The Ag Jobs Dashboard provides a real-time view of the agricultural job market across the United States. Users can examine job postings, salaries, and skill requirements across various categories in the agricultural sector. The system identifies emerging workforce trends and aligns labor market data with industry needs, helping producers, managers, and workforce developers make informed decisions. The dashboard is updated continuously with the latest job market information.

Area	Land Class	Corn Bu/A	Land Value						Land Value/br			Projected Land Value	
			June 2024	Dec 2024	June 2025	6/24-6/25	6/24-12/25	12/24-6/25	2024	2025	% Change	Dec	% Change
			\$/A	\$/A	\$/A	%	%	%	\$	\$	%	\$	%
North	Top	230	14,222	15,278	15,389	8.2	7.4	0.7	61.84	66.91	8.2	15,750	2.3
	Average	198	11,250	12,333	12,333	9.6	9.6	0.0	56.72	62.18	9.6	12,438	0.8
	Poor	168	8,625	9,056	9,222	6.9	5.0	1.8	51.41	54.97	6.9	9,188	-0.4
Northeast	Top	227	14,386	15,852	15,909	10.6	10.2	0.4	63.36	70.07	10.6	15,940	0.2
	Average	199	11,727	12,887	13,791	17.6	9.9	7.0	59.00	69.38	17.6	13,627	-1.2
	Poor	171	9,300	11,100	11,032	18.6	19.4	-0.6	54.49	64.63	18.6	10,982	-0.5
W. Central	Top	240	13,941	15,063	14,388	3.2	8.0	-4.5	58.17	60.04	3.2	14,350	-0.3
	Average	210	11,512	12,927	11,731	1.9	12.3	-9.3	54.88	55.92	1.9	11,636	-0.8
	Poor	180	9,432	10,268	10,135	7.5	8.9	-1.3	52.35	56.26	7.5	10,092	-0.4
Central	Top	227	14,600	15,748	15,548	6.5	7.9	-1.3	64.46	68.64	6.5	15,578	0.2
	Average	199	12,282	13,451	13,192	7.4	9.5	-1.9	61.87	66.46	7.4	13,155	-0.3
	Poor	170	9,833	10,756	10,567	7.5	9.4	-1.8	57.76	62.07	7.5	10,543	-0.2
Southwest	Top	229	16,078	14,000	14,233	-11.5	-12.9	1.7	70.13	62.09	-11.5	14,067	-1.2
	Average	189	11,578	10,504	10,825	-6.5	-9.3	3.1	61.37	57.38	-6.5	10,533	-2.7
	Poor	155	7,644	7,288	7,488	-2.1	-4.7	2.7	48.0	48.0	-2.1	7,488	3.0
Southeast	Top	214	11,000	10,250	10,417	-5.3	-6.8	1.6	51.0	51.0	-5.3	10,417	2.0
	Average	183	9,250	8,250	8,167	-11.7	-10.8	-1.0	51.0	51.0	-11.7	8,167	6.0
	Poor	156	6,500	6,333	6,083	-6.4	-2.6	-3.9	41.0	41.0	-6.4	6,083	1.0

## INDIANA FARMLAND VALUES & CASH RENTAL RATES



The Purdue Farmland Value and Cash Rent Survey is conducted annually in June. Respondents include farm managers, rural appraisers, farmland brokers, agricultural loan officers, farmers, and Farm Service Agency (FSA) county office directors. These professionals provide estimates of market value for poor-, average-, and top-quality farmland in the prior December, June, and a forecast for the upcoming December. Productivity is assessed through long-term corn yields for top, average, and poor-quality farmland, and respondents also estimate values for land transitioning out of agriculture and recreational land. The Indiana farmland values page on the website was viewed 6,800 times in 2025 with 1,800 downloading the full PAER report from the Center's webpage.

Statewide average farmland prices once again reached record highs in 2025. Top-quality farmland averaged \$14,826 per acre, up 3.0% from June 2024, while average- and poor-quality land rose to \$12,254 and \$9,761 per acre, increases of 5.4% and 7.6%, respectively. Regional trends were mixed. In the Southwest and Southeast, farmland values fell across all three quality grades, offsetting early 2025 gains, while the highest values were observed in the Northeast region, with top-quality land nearing \$16,000 per acre. Land transitioning out of production declined 5.3% to \$29,043 per acre, and recreational land values increased 18.0% to \$9,542 per acre.

Respondents noted a combination of downward and upward pressures on farmland values. Current farm incomes and crop prices put downward pressure, while strong livestock markets helped support the land market. Interest rates continued to weigh on values, though slightly less than in previous years. Conversion to residential, commercial, or industrial uses remained the strongest positive influence on land values.

Statewide cash rents rose modestly. Top-quality land increased 1.7% to \$318 per acre, average-quality land increased 1.6% to \$264, and poor-quality land rose 1.5% to \$207 per acre. Cash rents fell across the Southwest and Southeast but remained relatively stable as a share of land value.



## INDIANA FARM CUSTOM RATES

The biennial Indiana Farm Custom Rates survey collects estimates of market rates for custom work from farmers, farm owners, custom operators, and professional farm managers. The 2025 survey, published in March, reports rates for land preparation, fertilizer and chemical application, planting and harvesting, machinery rental, grain hauling, and mowing/baling work. The tool helps producers benchmark services and plan contracts. Usage data for the farm custom rates in 2025 totaled 11,000 page views and file 1,300 downloads.

## WAYS WE SHARE

# 249K

**TOTAL PAGEVIEWS IN 2025**

## WEBSITES

In 2025, the Center redesigned its main homepage to create a more modern, news-focused layout highlighting new articles, resources, videos, and decision tools. Visitors are encouraged to explore the updated site, <https://purdue.edu/commercialag>. The Center's Purdue Agricultural Economics Report (PAER) continues to be hosted on the site alongside publications, recorded programs, presentations, and tools. The main website averaged 9,285 active visitors per month (16,000 pageviews) with a total of nearly 193,000 pageviews in 2025.



The Purdue University/CME Group Ag Economy Barometer website also saw strong engagement, averaging 1,877 active users per month and over 56,000 pageviews in 2025. Media coverage amplified the survey's reach, with an estimated 5.3 million audience impressions through 5,851 media outlets covering the monthly press releases.

## PODCASTS

The Purdue Commercial AgCast delivered 23 new episodes in 2025, totaling 7,400 downloads from 5,600 unique listeners. Episodes averaged 209 downloads in the first 60 days. Apple Podcasts remained the top listening platform, accounting for 56% of audio downloads. Show notes, full audio transcriptions, slide decks, and related resources continue to be posted alongside each episode on the Center's website.



## The Right Way to Cut Costs

Table 1. Marginal Benefit and Cost Associated with a Reduction in Seeding Rate for Corn

Base Scenario
Seeding Rate = 33,685 seeds per acre
Seed Cost per 80,000 Seeds = \$300
Corn Price = \$4.00 per bushel
Alternative
Seeding Rate = 28,685 seeds per acre
Seed Cost per 80,000 Seeds = \$300
Corn Price = \$4.00 per bushel

It is natural for a business to think about cutting costs when margins are tight. Is there a right way to think about cutting

## EMAILS

The Center's e-newsletter evolved in 2025 from a monthly newsletter to a more timely, on-demand approach. Every time a new resource or article is released, subscribers receive a dedicated email—sometimes daily, averaging 3.5 emails per week. This ensures producers and agribusiness personnel receive actionable, current insights when they are most relevant. The email drops reached 8,589 recipients with a 40% average open rate and a 5.3% click-through rate.



Purdue Commercial AgCast

Purdue Center for Commercial Agriculture

### Ratings & Reviews

5.0

out of 5



10 Ratings

Tap to Rate:



A must listen!



4y ago

PNW

Great and informative podcast.

# SOCIAL MEDIA

Social media continues to play a critical role in sharing the Center’s resources and engaging new audiences. In 2025, posting frequency increased with content shared daily across X/Twitter, Facebook, and **LinkedIn**—the latter being a new addition that has proven effective for professional outreach. The combination of expanded email drops and social media posting in October and November significantly improved website visits, reach on socials, and video engagement.



# 1167

## YOUTUBE SUBSCRIBERS

During 2025, 76 new videos were added to the Center’s YouTube channel. Across all short- and long-form videos, the channel logged 51,348 views and 761 watch time hours in 2025, gaining 91 new subscribers.



# SHORTS IMPACT

Measuring audience reach by total **Views** for the entire year of 2025, your Shorts content was the dominant force for your channel.

Your Shorts content drove **85%** of all your channel’s views in 2025, contributing significantly to your overall audience reach.

Across all your content formats in 2025, you generated a total of **55,902 views**. Here is the breakdown by content type:

- **Shorts Views:** 47,541 (85.04% of total views)
- **Long-form Video Views:** 8,361 (14.96% of total views)



# YOUTUBE

Podcasts, informational videos, and highlight clips are shared widely through the Center’s YouTube channel. In 2025, short-form videos became a major strategy, typically releasing 1–4 clips from long-form videos or using voice-over B-roll to highlight key takeaways from written articles. This approach dramatically expanded reach and impressions. Across all short- and long-form videos, the channel logged 51,348 views and 761 watch time hours in 2025, gaining 91 new subscribers.

## COUNCIL MEMBERS

# CCA INDUSTRY COUNCIL



# CCA FARMER COUNCIL

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- JOHN HALCOMB
- SAM HALCOMB
- JOHN HALCOMB
- DAVID HARDIN
- AARON HOWELL
- LEVI HUFFMAN
- LISA KOESTER
- KYLE LENNARD
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- JOHN NIDLINGER
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- KIP TOM
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**Bernie Engel**  
Glenn W. Sample Dean  
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University



**Chad Fiechter**  
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for Commercial Agriculture  
& Assistant Professor,  
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Economics, Purdue  
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**Morgan French**  
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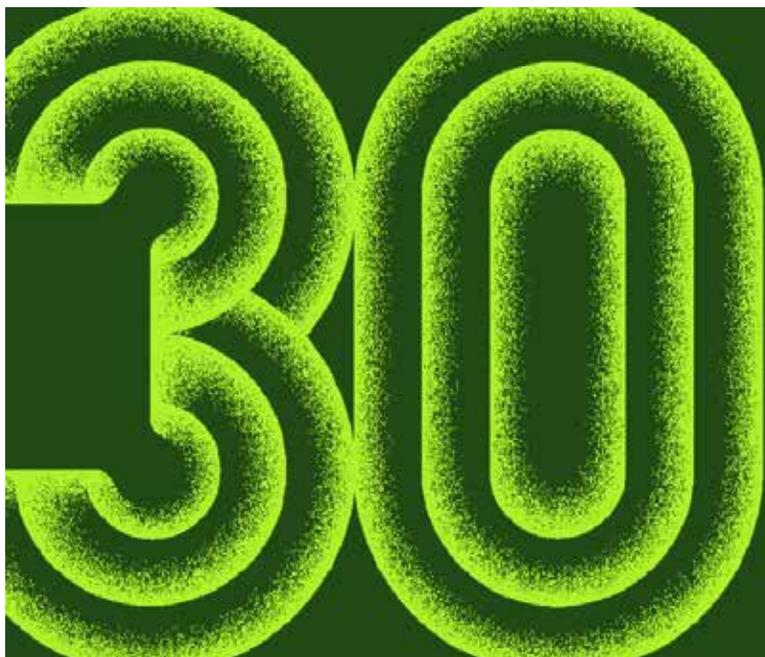


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