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Nutrien Ag Solutions is Australia's Most Trusted Agribusiness Brand for the first time

Roy Morgan has announced Nutrien Ag Solutions is Australia's Most Trusted Agribusiness Brand. This is the first win for Nutrien Ag Solutions, which also won the Agribusiness Products and Services category to cement the company as one of Australia's leading agribusinesses.

There were six repeat winners across the 8 categories included in the annual awards including **Zoetis** (Animal Health), **Bendigo Bank** (Agribusiness Banks), **Norco** (Farmers Co-op), **GrainCorp** (Grain Company), **Meat & Livestock Australia** (Industry Group) and **Ridley** (Stock Feed) which all backed up wins in last year's Trusted Agribusiness Brand Awards.

The Trusted Agribusiness Brand Awards are based on interviews with over 1,000 Australians farmers interviewed as part of Roy Morgan's annual Farmer Agribusiness Brand Trust survey.

In addition, first-time winner **Nufarm** was awarded the Most Trusted Chemicals and Fertilisers brand.

These eight brands have had outstanding years with market-leading levels of high trust, and exceedingly low, or negligible, levels of distrust.

All winning brands have consistently outperformed their key rivals in their respective categories during the last 12 months. There were over 70 brands measured as part of the study involving surveys with over 1,000 Australian farmers conducted in July and August 2025.

The winners of the Roy Morgan Trusted Agribusiness Brand Awards for 2025 are:

Agribusiness Products and Services
Animal Health
Agribusiness Banks
Chemicals and Fertilisers
Farmers Co-op
Grain Company
Industry Group
Stock Feed

Nutrien Ag Solutions (NEW WINNER)
Zoetis
Bendigo Bank
Nufarm (NEW WINNER)
Norco
GrainCorp
MLA (Meat & Livestock Australia)
Ridley

'Best of the Best' Most Trusted Agribusiness Brand for 2025: Nutrien Ag Solutions

Roy Morgan's Trusted Agribusiness Brand Awards recognise the exceptional levels of trust of the eight winning brands across a range of different industries and services including Animal Health, Agribusiness Banks, Chemicals and Fertilisers, Farmers Co-op, Grain Companies, Industry Groups, Stock Feed, and Agribusiness Products and Services generalists.

Of the eight winning brands, the company with the highest net level of trust (that is total trust less total distrust) is crowned as the ultimate winner - the 'Best of the Best' Most Trusted Agribusiness Brand.

For the first time the winner of this highest acclaim is **Nutrien Ag Solutions**.

Nutrien Ag Solutions' success is due to five factors: strong customer relationships, good customer service, it's quality and high standards, support for the industry and farmers and its face-to-face service and staffed & accessible stores.

Roy Morgan CEO Michele Levine congratulates Nutrien Ag Solutions on their dual victories:

"Nutrien Ag Solutions has been a key player in the Australian agricultural industry for over 180 years, stretching back to Frederick Dalgety in western Victoria in 1840.

"Although its predecessor companies have a long history, Nutrien Ag Solutions is a relatively new name in the Australian agricultural industry following the merger of Ruralco and Landmark in 2019 and under the banner of Canadian agricultural powerhouse the Nutrien Limited group.

"Since 2019 Nutrien Ag Solutions has gone from strength to strength in the agribusiness industry and with over 4,000 employees working in more than 700 locations has this year been recognised as the 'Best of the Best' Most Trusted Brand in Agribusiness in Australia for the first time.

"As well as being the Most Trusted Brand in Agribusiness overall, Nutrien Ag Solutions is the most trusted brand for the important sub-category of 'Agribusiness Products and Services'. Nutrien Ag Solutions provides market leading services for Livestock, Wool, Water, Insurance, Finance, Real Estate, Digital Ag solutions and more for Australians working in all parts of the agricultural industry."

Nutrien Ag Solutions awarded 'Best of the Best' Most Trusted Agribusiness Brand for 2025



Caption: Roy Morgan congratulates Nutrien Ag Solutions on winning the 'Best of the Best' Award as the '2025 Most Trusted Agribusiness Brand in Australia'.

While winning the Best of the Best Award, **Nutrien Ag Solutions** is also the **Most Trusted Agribusiness Products and Services brand**. In a category with 27 key brands in the running, these businesses have incredibly diverse operations covering rural services, real estate, insurance and more.

The placegetters in this category include last year's winner **Elders** (2nd) followed by **CRT** (3rd).



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Farmers interviewed in the study explained the reasons for their high trust of Nutrien Ag Solutions:

"My experience with them has always been positive."

"Helpful staff and agents that are active in their communities."

Finalists for the **Animal Health** category are **Pastoral Ag** and **Zoetis**. As one of the world's largest animal health companies and supplier of vet and livestock producers across Australia, **Zoetis** is the clear winner as the most trusted brand in Animal Health. A typical comment from respondents included *"Zoetis is a well-known brand, and we use their drugs on our animals. All seems to be good so far"* and *"We use Zoetis and have had no issues."*

Of the 9 **Agribusiness Banks** measured, **Bendigo Bank**, **Rabobank** and **NAB** have been shortlisted, with **Bendigo Bank** again emerging as the Most Trusted Agribusiness Bank for a third year in a row. Farmers appreciated **Bendigo Bank's** consistent community focus *"They're our local community bank and give back to the community"* and *"Bendigo Bank have local and rural branches. They have decent customer service in person and they're Aussie owned."*

In the tightly contested **Chemical and Fertiliser** category, the finalists **Bayer**, **Incitec Pivot**, and **Nufarm** performed strongest among the 19 contending brands. In a close finish, leading fertiliser manufacturer and distributor **Nufarm** has won the Most Trusted Chemical and Fertiliser brand for the first time, deposing previous winner Bayer. Farmers interviewed spoke on their positive interactions with the company: *"I have had positive dealings with this company (Nufarm)"* and *"I've found their (Nufarm's) products work."*

The winner of the **Most Trusted Farmers Co-op** is again **Norco**, beating **Dairy Farmers Group** and **CBH Group**. Indicative comments by respondents about the 190-farm-strong dairy co-op include: *"Norco are local and I'm aware of the co-operative structure. I know farmers who deal with them (Norco) and seem happy with them"* and *"Norco have a wide range of products at reasonable prices suited to our operations."*

Internationally active in over 50 countries, **Graincorp** is once again the **Most Trusted Grain Company** in Australia, coming out ahead of **AWB** and **CBH Group**. In explaining their reasons for trusting, respondents said of **Graincorp**: *"Graincorp have good company morals and supply good products and resources"* and *"They're a well-recognised Australian company that works hard for Australian farmers."*

MLA (Meat & Livestock Australia) has again won the title of Australia's **Most Trusted Industry Group**, ahead of runner-up, **Dairy Australia** and third-placed **AWN (Australian Wool Network)**. Interviewed farmers praise the marketing and research body for red meat: *"MLA seem to be working hard for the benefit of livestock producers"* and *"The industry body (MLA) are doing good things for the industry."*

The **Most Trusted Stock Feed Brand** in Australia is **Ridley** – for a second straight year, beating finalists **Coprice** and **Laucke Mills**. A household name for farmers and animal lovers, Ridley boasts over 70 years of experience in Australia. Respondents noted of **Ridley**: *"I've used their (Ridley's) products many times and they have good customer service when there was an issue"* and *"Ridley's staff have always tried to fulfil my feed orders no matter how urgent the order."*

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

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Roy Morgan Trusted Agribusiness Brand Awards

The Roy Morgan Trusted Agribusiness Brand Awards bring together outstanding companies and brands in Agriculture to celebrate and recognise the unmatched levels of trust these organisations hold when compared to their key competitors in their respective categories.

In July and August 2025, over 1,000 Australian farmers completed Roy Morgan's Farmer Agribusiness Brand Trust 2025 survey, providing insight into farmers' perceptions of, and experiences with key agribusiness brands including trust and distrust. Farmers from a range of farms participated in the survey – Beef, Cropping, Sheep (meat), Sheep (wool), Horticulture, Dairy and other farm types, small farms to those over 25,000 hectares, annual revenue from under \$100,000 to over \$5 million.

The Roy Morgan Trusted Brand Awards have been awarded to eight leading brands from this 2025 survey, and all eight 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 most trusted agribusiness brands are those with the highest Net Trust Scores derived from the percentage of respondents who distrust each brand subtracted from the percentage of respondents who trust each brand when respondents were shown a list of agribusiness brands.

Roy Morgan Agribusiness Brand Trust Report 2025

The Roy Morgan Agribusiness Brand Trust Report details insights into farmer perceptions of key agribusiness brands including:

- The biggest challenges for farmers currently
- Brand awareness
- Net Trust/Distrust Scores and rankings of over 70 agribusiness brands*
- Which agribusiness brands farmers trust and distrust
- Why farmers trust and distrust these brands
- Which agribusiness brands farmers use and would consider
- Likelihood to recommend brands (Advocacy / Net Promoter Score)
- Agri-finance products owned
- Main financial institution
- Likelihood to continue banking with main financial institution
- Analysis overall, as well as by farm type, size, revenue, and state
- Comparison to previous results, where available.

The report includes an Executive Summary, charts, tables, and commentary summarising key findings, with examples of reasons farmers trust and distrust specific brands, and their biggest challenges – in their own words.

To learn more about Roy Morgan's Agribusiness Most Trusted Brand Awards, and the 2025 Agribusiness Brand Trust Report please contact:

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Trust and Distrust are monitored for the following key brands for the 2025 Agribusiness Trust Awards and Agribusiness Brand Trust Report:

Agribusiness Bank

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

Agribusiness Products and Services

AACo, Ag n Vet, Ace Ohlsson, AG Warehouse, AIRR, , AL Chalmers and Sons, B and W Rural, BN Proud, CRT, Cudgegong Rural Supplies, Delta Agribusiness, DJ Growers, Eastern Rural, Elders, Emms Mooney, EPG Seeds, Grovers Rural Supplies, Kerr and Co., Inghams Enterprises, Kerr and Co, Livestock Consulting, Northern Rural Supplies, NRI, Nutrien Ag Solutions, Sufarm, Wesfarmers, YP Ag

Animal Health

Pastoral Ag, Zoetis

Chemical and Fertiliser

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

Farmer's Co-Op

CBH Group, Fonterra, Norco

Grain Company

AWB Limited, CBH Group, GrainCorp

Industry Group

Dairy Australia, MLA (Meat & Livestock Australia), AWN (Australian Wool Network).

Stock Feed

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

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 of 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. The 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

