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Waratah Fencing is Australia's Most Trusted Agribusiness Brand

Roy Morgan has announced Waratah Fencing is Australia's Most Trusted Agribusiness Brand for 2026. Waratah also won the Hardware and Equipment category to cement the company as one of the leading brands in Australian farming.

There were five repeat winners across the 8 categories included in the annual awards including **Zoetis** (Animal Health), **Bendigo Bank** (Agribusiness Banks), **GrainCorp** (Grain Company), **Meat & Livestock Australia** (Industry Body) and **Nutrien Ag Solutions** (Agriculture Services Provider) 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.

Barastoc was awarded the Most Trusted Feed and Nutrition brand for the first time. **Bayer** was most trusted in the Chemical and Fertiliser category, having previously won in 2024.

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. There were over 60 brands measured as part of the study involving surveys with over 1,000 Australian farmers conducted in July and August 2026.

The winners of the Roy Morgan Trusted Agribusiness Brand Awards for 2026 are:

Agriculture Services Provider	Nutrien Ag Solutions
Animal Health	Zoetis
Agribusiness Banks	Bendigo Bank
Chemicals and Fertilisers	Bayer (NEW WINNER)
Hardware and Equipment (NEW CATEGORY)	Waratah (NEW WINNER)
Grain Company	GrainCorp
Industry Body	MLA (Meat & Livestock Australia)
Feed and Nutrition	Barastoc (NEW WINNER)

'Best of the Best' Most Trusted Agribusiness Brand for 2026: **Waratah**

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 Agriculture Services Providers, Animal Health, Agribusiness Banks, Chemicals and Fertilisers, Feed and Nutrition, Grain Companies and Industry Bodies.

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.

The winner of this highest acclaim is **Waratah**.

Waratah's success is to the consistently high quality of its products that farmers have come to rely on.

Roy Morgan CEO Michele Levine congratulates Waratah on their victory:

"Waratah has been a trusted name in Australian agriculture for more than 140 years and has played an important role in helping generations of Australian farmers build and protect their properties.

"Established in 1884, this year Waratah has been recognised as the 'Best of the Best' Most Trusted Brand in Agribusiness in Australia. This achievement reflects the confidence Australian farmers place in the brand, its longstanding commitment to quality, and its contribution to the agricultural industry over many generations.

"As well as being the Most Trusted Brand in Agribusiness overall, Waratah stands out as a brand that has consistently supported Australian producers with dependable fencing products, practical innovation and a deep understanding of the challenges faced by rural and regional communities."

Waratah awarded 'Best of the Best' Most Trusted Agribusiness Brand for 2026



Caption: Roy Morgan congratulates Waratah on winning the 'Best of the Best' Award as the '2026 Most Trusted Agribusiness Brand in Australia'.

While winning the Best of the Best Award, **Waratah** is also the **Most Trusted Hardware & Equipment brand**. The placegetters in this category include **John Deere** (2nd) followed by **Gallagher** (3rd).

Farmers interviewed in the study also explained the reasons for their high trust of Waratah, for example:

"Have good products, have stood the test of time."

"Experience using their high-quality products."

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 *“Sound products that work.”* and *“Make excellent products.”*

Of the 9 **Agribusiness Banks** measured, **Bendigo Bank**, **NAB** and **Rabobank** have been shortlisted, with **Bendigo Bank** again emerging as the Most Trusted Agribusiness Bank for a fourth year in a row. Farmers appreciated **Bendigo Bank’s** consistent customer care. *“Have been with them for many years. Much more personal experience than the big banks we’ve used. Had some good staff.”* and *“Everything with Bendigo. Really look after the farmer.”*

In the tightly contested **Chemical and Fertiliser** category, the finalists **Bayer**, **Nufarm**, and **Incitec Pivot** performed strongest among the 19 contending brands. In a close finish, leading fertiliser manufacturer and distributor **Bayer** has won the Most Trusted Chemical and Fertiliser brand again, deposing previous winner **Nufarm**. Farmers interviewed spoke of their positive interactions with the company: *“Have used products with success over years. (Bayer)”* and *“Supplier of good products.”*

In the important **Agriculture Services Provider** category, the finalists **Nutrien Ag Solutions**, **Elders** and **CRT** stood out among 12 providers. **Nutrien Ag Solutions** won this category for a second straight year, slightly ahead of long-standing Australian provider **Elders**, and **CRT**. Reasons for trust in Nutrien included: *“They have good staff and are knowledgeable in different products.”* and *“Supplies most of my fencing and chemical inputs. The staff are service oriented.”*

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**: *“Massive and highly organised.”* and *“Massive international and logistics footprint.”*

MLA (Meat & Livestock Australia) has again won the title of Australia's **Most Trusted Industry Body**, 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 Feed & Nutrition Brand** in Australia is **Barastoc**, beating finalists **Ridley** and **Cobber** – all three companies are part of parent brand **Ridley**. A household name for farmers and animal lovers, Barastoc boasts decades of experience in Australia. Respondents noted of **Barastoc**: *“We use several of their products and the products are consistently good.”* and *“Well known and respected provider of animal feed.”*

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 2026, over 1,000 Australian farmers completed Roy Morgan's Farmer Agribusiness Brand Trust 2026 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 2026 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 2026](#)

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 60 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 2026 Agribusiness Brand Trust Report please contact:

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Trust and Distrust are monitored for the following key brands for the 2026 Agribusiness Trust Awards and Agribusiness Brand Trust Report:

Agribusiness Bank

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

Agriculture Services Providers

AgNVet, AG Warehouse, AIRR, CRT, Delta Agribusiness, Elders, McGregor Gourlay, Muirs, Norco, Nutrien Ag Solutions, Pursehouse Rural, Tuckers.

Animal Health

Pastoral Ag, Zoetis

Chemical and Fertiliser

4Farmers, Adama, BASF, Bayer, Corteva, CropSmart, CSBP, FMC, Impact Fertilisers, Incitec Pivot, Kenso, Monsanto, Nufarm, Optifert, Ozcrop, Syngenta, Titan Ag, Vicchem, Wesfarmers.

Grain Company

AWB Limited, CBH Group, GrainCorp

Industry Body

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

Feed & Nutrition

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

Hardware & Equipment

Datamars, Farmbot, Gallagher, John Deere, Te Pari, Waratah.

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

