



Seed & Planting 2026 Investment Snapshot and Outlook

By Ben Gist, Vice President, Intelligence

Executive Summary

Farmers are preparing to reinvest. After years of consolidating and managing risk, operations with growth potential are stepping forward with plans to expand land, upgrade equipment, and adopt technology. These choices will shape the competitive landscape in 2026 and beyond.

Key Findings and What They Mean

Investment is linked to technology adoption

Farms planning to invest in 2026 score 9% higher on Farm Journal's Tech Adoption Index than those staying put.

What it means for ag tech marketers: Technology openness is becoming a clear growth signal, even in segments that have historically been slow to adopt.

Growth operations are buying land

Growth-predicted farms are twice as likely to plan land purchases (25% vs. 17%).

What it means for land brokers, lenders, and input suppliers: Land purchases are the leading indicator of where expansion dollars will flow.

The productivity gap is widening

Farms with an expansion mindset generate 50% more revenue per acre than operations holding steady.

What it means for agronomists and equipment providers: High-performing farms will continue to outpace peers, creating demand for scalable technology, inputs, and services.

No investment among at-risk farms

Farms at risk of consolidation report no plans for land investment.

What it means for consultants and retailers: These operations may require a different approach—solutions that focus on stability and risk reduction rather than growth.



Investment Priorities Heading Into 2026

Producers say once debt is addressed, their top priorities will be:

Land
acquisition

Equipment &
machinery
upgrades

Technology
enhancements

Building
workforce
stability

Secondary insights show rising interest in automation, biologics, and precision systems among farms considering niche investments.

Actions and Recommendations

For suppliers and marketers:

- **Segment by growth signals.** Use tech adoption scores and land purchase intent to identify forward-looking farms.
- **Tailor value propositions.** Expansion-minded farms are seeking scalable solutions. Steady or risk-prone operations need proven, low-risk ROI.
- **Follow the land.** Land acquisition is a strong predictor of operations ready to scale.

Turn your insights into action with Intelligence

Gain full access to Farm Journal's proprietary 2026 Seed & Planting dataset, including Tech Adoption and Growth/Finance indicators. Use these insights to refine your sales strategy and target the right operations with the right solutions.

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