An Rialálaí Agraibhia
Agri-Food Regulator



Agri-Food Regulator Primary Producer Survey 2026

November 2026

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Section #1

Executive Summary

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Agri-Food Regulator

Executive Summary

1. **Awareness has been established but understanding remains limited.**
3 in 4 respondents are aware of the Agri-Food Regulator giving an indication that awareness is now well established across the industry. However, detailed understanding of the organisation's role, responsibilities and available supports is less developed, highlighting an opportunity to build deeper familiarity and engagement with primary producers.

2. **Widely used agricultural channels remain critical to engagement.**
Farming print media, specialist agricultural websites and farming organisations continue to be the primary sources of information for producers. These sector channels are also the key drivers of awareness of the Regulator, reinforcing their importance in future communication and engagement activity.

3. **The Regulator is most strongly associated with enforcement and supplier protection.**
Producers most strongly associate the Regulator with supplier protection and enforcement of Unfair Trading Practices, with around six in ten recognising these responsibilities. In contrast, awareness of the confidential complaints process remains significantly lower (33%), suggesting that important supports and protections are not yet fully understood.

4. **Website engagement remains limited despite positive user experiences.**
Only 9% of producers have visited the Agri-Food Regulator website, indicating significant scope to increase awareness and usage of its online resources. However, feedback from dashboard users is positive, with 71% reporting that the tools meet their needs.

Section #2

Background & Methodology

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Survey Background

- An Rialálaí Agraibhia (Agri-Food Regulator) is an independent statutory Office established under the Agricultural and Food Supply Chain Act 2023.

- The Agri-Food Regulator is concerned with promoting fairness and transparency in the agri-food supply chain. Its statutory remit focuses on business-to-business relationships within the supply chain.

- The Agri-Food Regulator conducted this survey to better understand primary producers' awareness and engagement with the Agri-Food Regulator.

Survey Methodology

- The survey was live from 9th August to 18th September 2026.
- The Regulator made the survey link available on its website and promoted the survey through social media and print media in addition to circulation through mailing lists and events attended.
- The Regulator has undertaken an annual survey of primary producers since establishment.
- 501 primary producers completed the survey.

Section #3

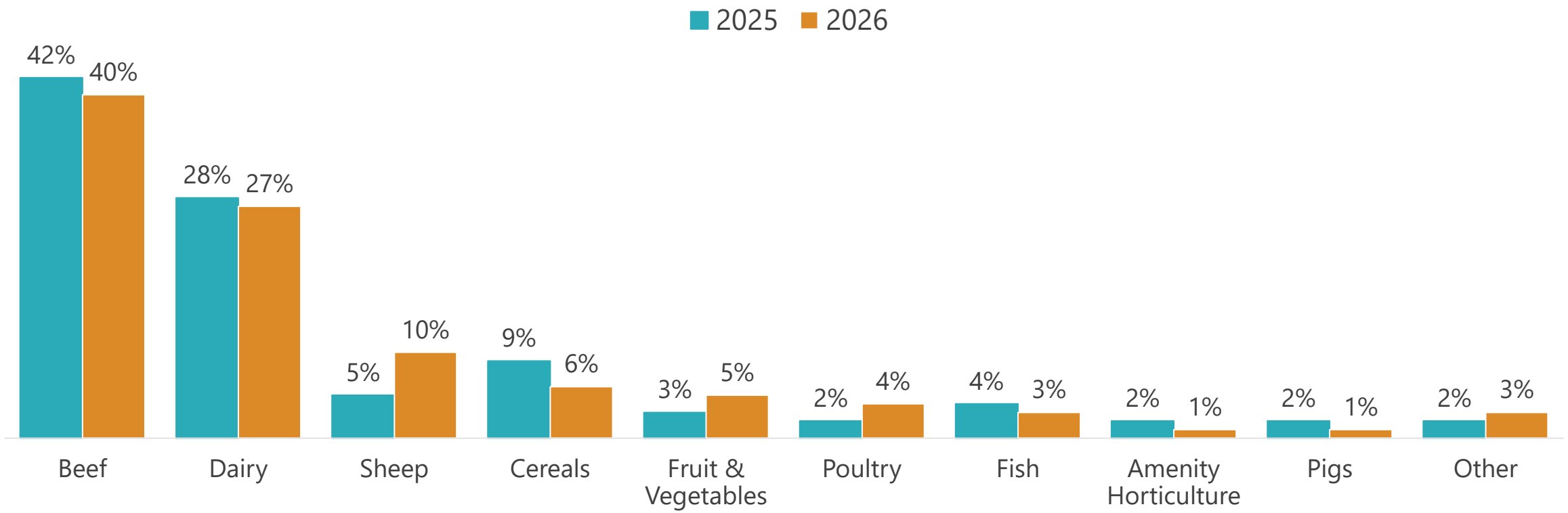
Profile of Sample

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Agri-Food Regulator

Producers in the beef, dairy and sheep sectors are the highest respondents

Beef and dairy continue to account for two-thirds of primary producers surveyed, with sheep showing the most notable growth in 2026.

Primary Producer Sector – Main Operation

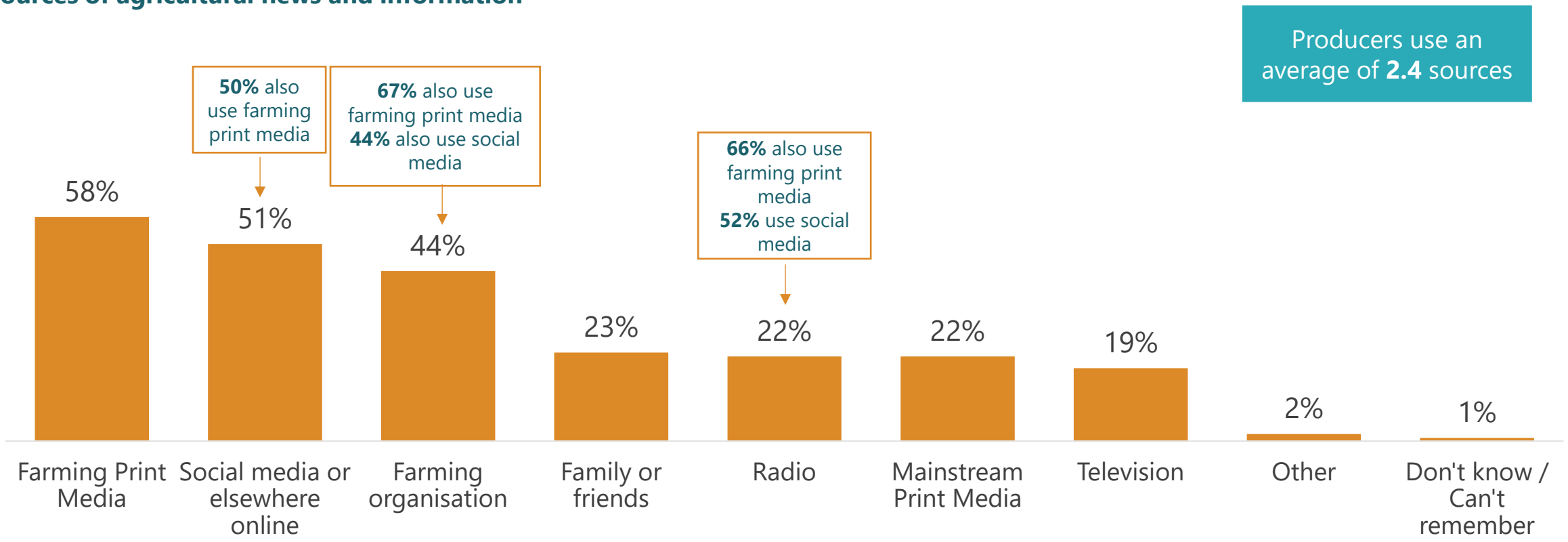


Q.1 Which of the following sectors do you work in? If you work in more than one, please select the one where your main operations are.
Base: All primary producers (n=501)

Producers draw on multiple channels for agricultural news and information

Producers use an average of 2.4 sources, with farming print media (58%) and social media (51%) emerging as the most widely used channels.

Sources of agricultural news and information



Q.12 Where do you get most of your daily agricultural news and information? Please select all that apply.
Base: All primary producers (n=501)

Section #4

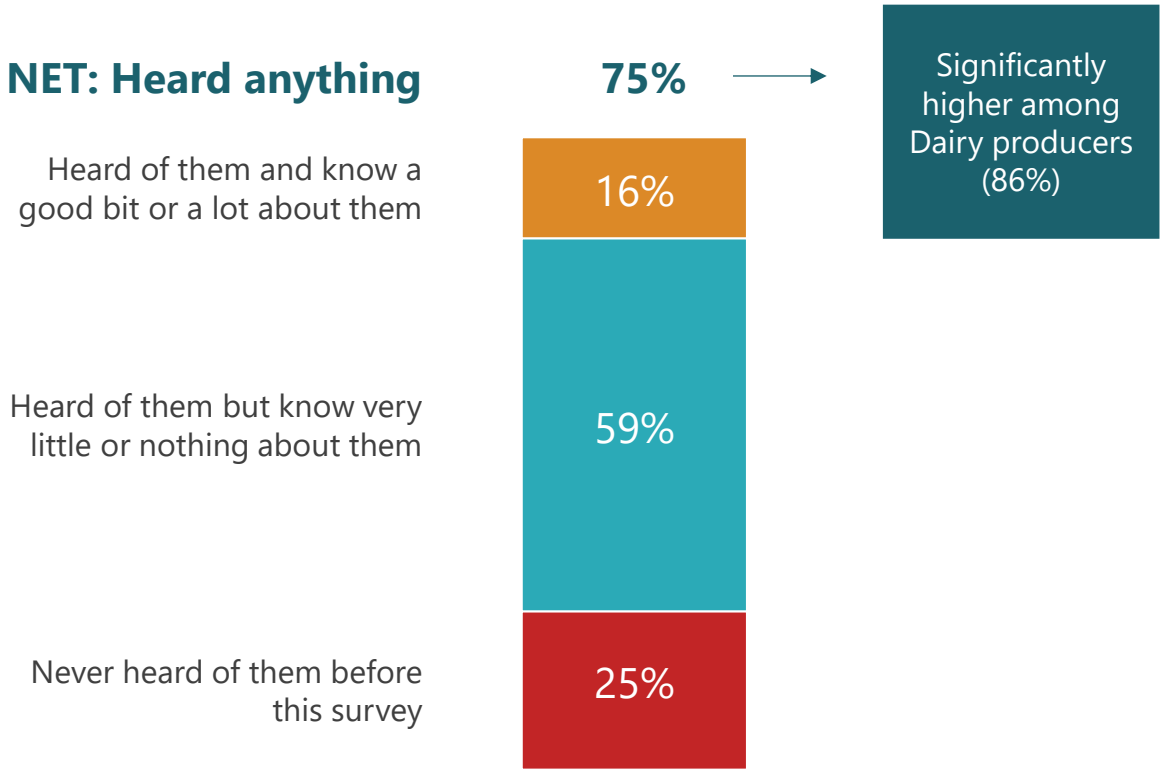
Awareness of the Agri-Food Regulator

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Agri-Food Regulator

Awareness of the Regulator is high but further engagement on its functions is required

Three-quarters of producers have heard of the Agri-Food Regulator, but most who have heard of them know very little or nothing about its role (59%), while 1 in 4 have never heard of the organisation.

Awareness of the Agri-Food Regulator

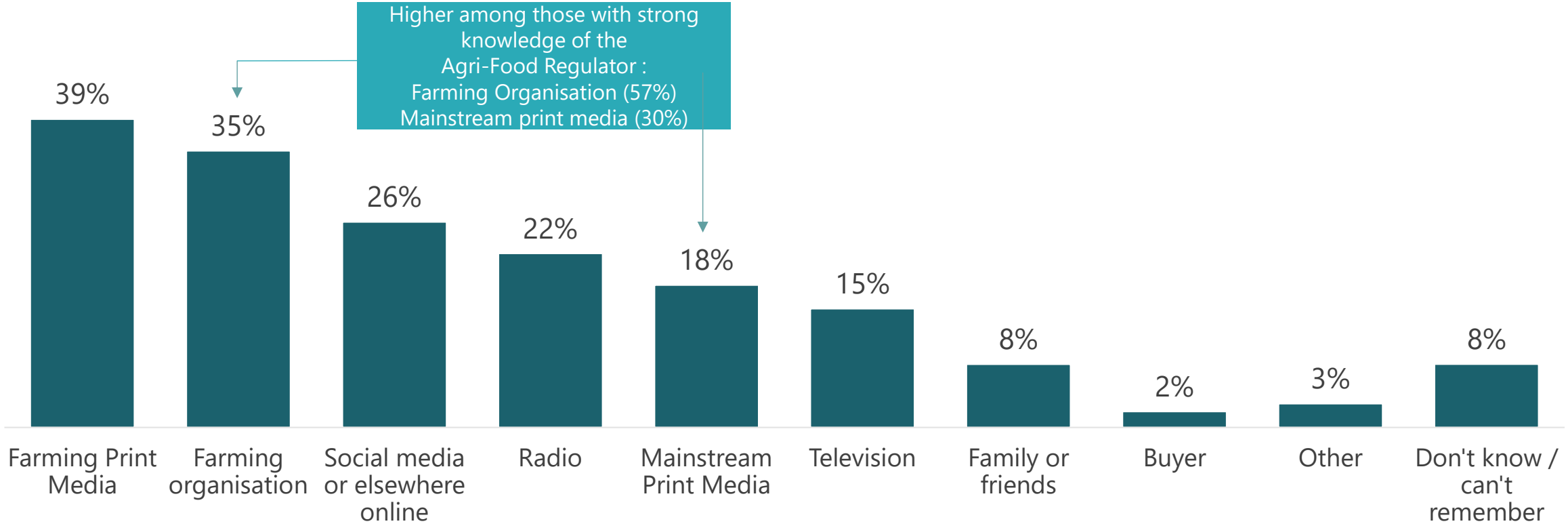


Q.2 Which of the following applies to your awareness of the Agri-Food Regulator?
Base: All primary producers (n=501)

Farming media and organisations are the primary drivers of awareness

Farming print media (39%) and farming organisations (35%) are the main sources of awareness of the Agri-Food Regulator, well ahead of buyers and family/friends.

Source of Awareness of the Agri-Food Regulator

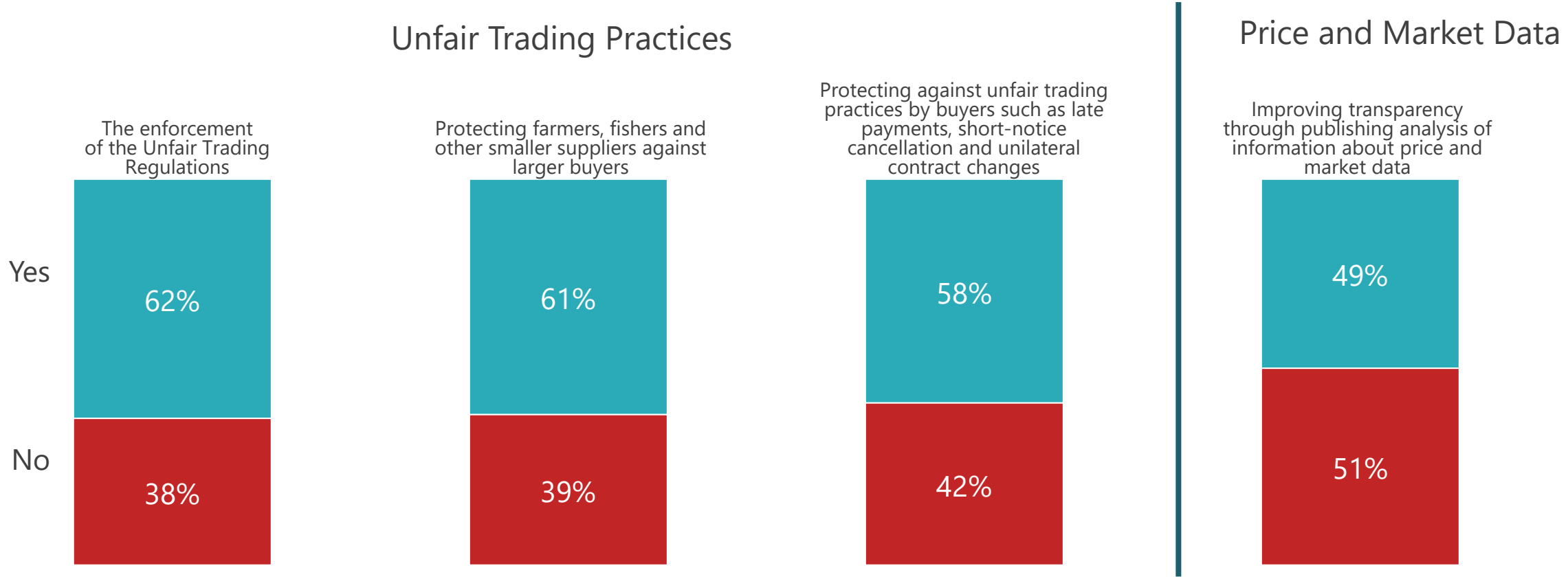


Q.3 Where have you heard about the Agri-Food Regulator before? Please select all that apply
Base: All primary producers aware of Agri-Food Regulator (n=373)

The Regulator is primarily recognised as an enforcement body rather than a source of market information

While most producers are aware of the Regulator's role in protecting suppliers and enforcing regulations, awareness of its market transparency role is lower.

Understanding of the Agri-Food Regulator's functions

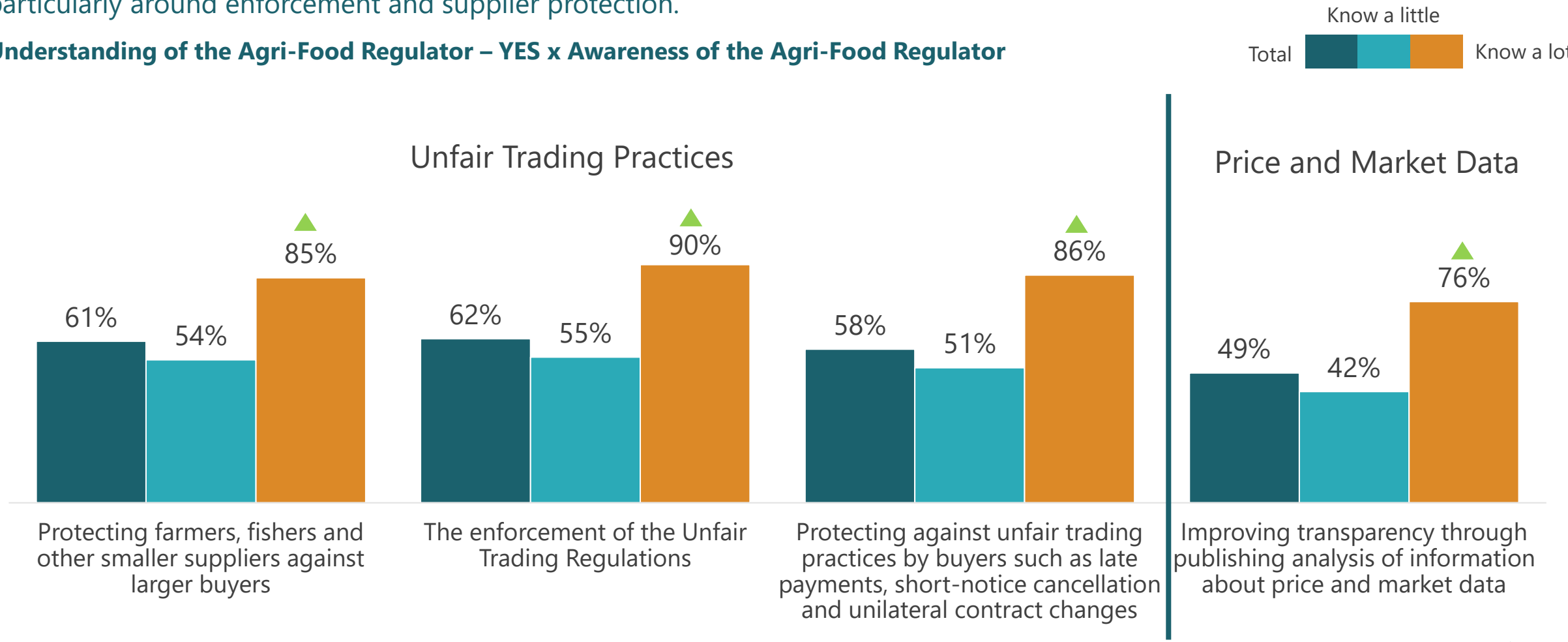


Q.4 Before today, did you know that the Agri-Food Regulator has responsibility for the following areas
Base: All primary producers aware of Agri-Food Regulator (n=373)

Those most familiar with the Agri-Food Regulator have a much stronger understanding of its responsibilities

Producers who know a lot about the Agri-Food Regulator show consistently higher understanding across all responsibilities, particularly around enforcement and supplier protection.

Understanding of the Agri-Food Regulator – YES x Awareness of the Agri-Food Regulator



Q.4 Before today, did you know that the Agri-Food Regulator has responsibility for the following areas
Base: All primary producers aware of Agri-Food Regulator (n=373); Those who know a little or nothing (n=294); Those know a good bit or a lot (n=79)

Section #5

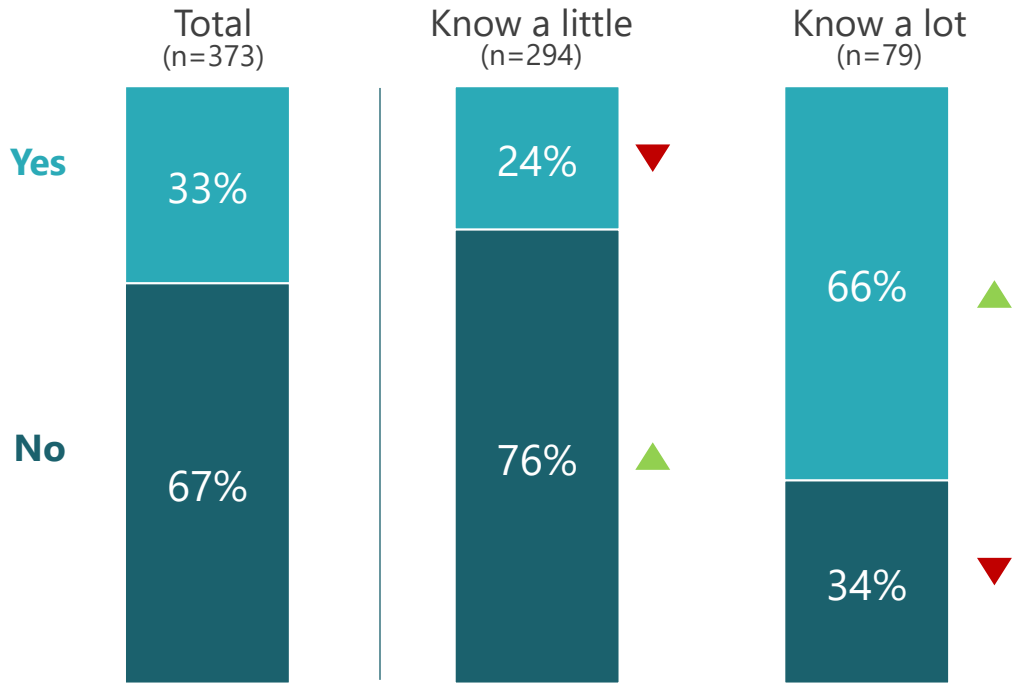
Engagement with the Agri-Food Regulator

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Awareness of the confidential complaints process remains limited

Producers with a stronger understanding of the Agri-Food Regulator are far more likely to be aware that concerns can be raised confidentially.

Awareness of the Confidential Complaints Process



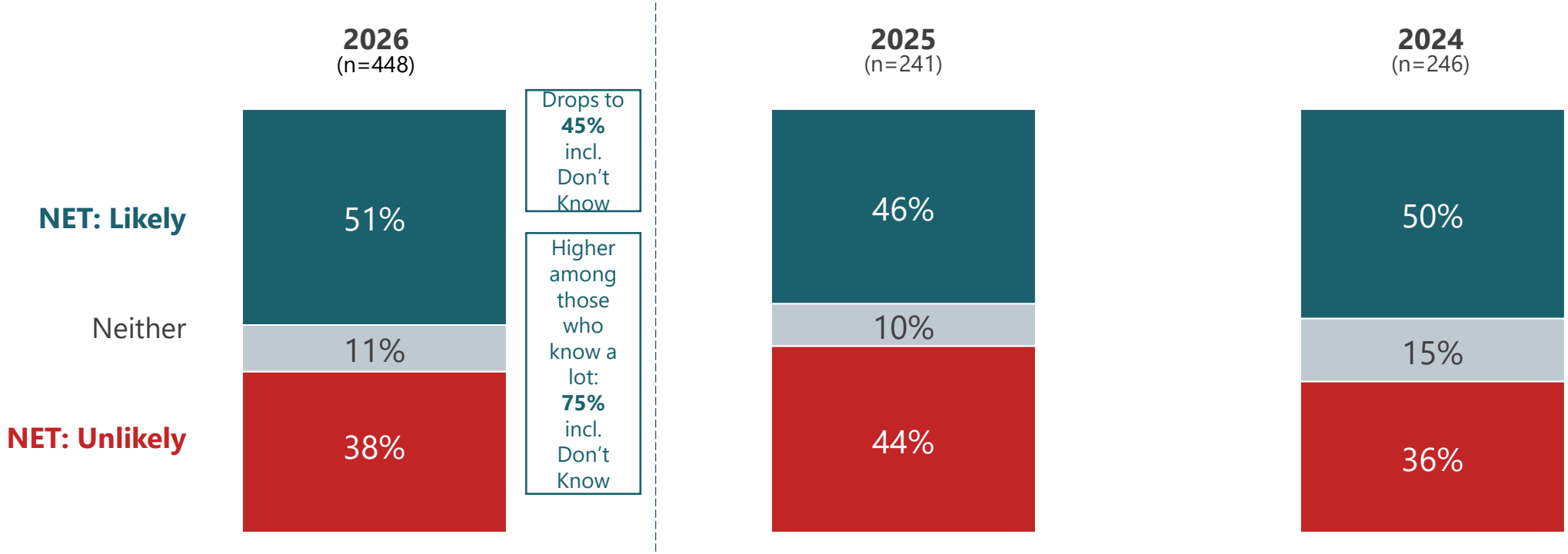
Q.6 Are you aware that the Agri-Food Regulator operates a confidential complaints process regarding the Unfair Trading Regulations?
Base: All primary producers aware of Agri-Food Regulator (n=373)

▲ Significantly higher vs total
▼ Significantly lower vs total

Producers are more likely than unlikely to report an unfair trading practice

While 51% would be likely to make a complaint, more than one-third would remain unlikely to report an issue.

Likelihood to make a complaint about an unfair trading practice *(excl. don't know)*

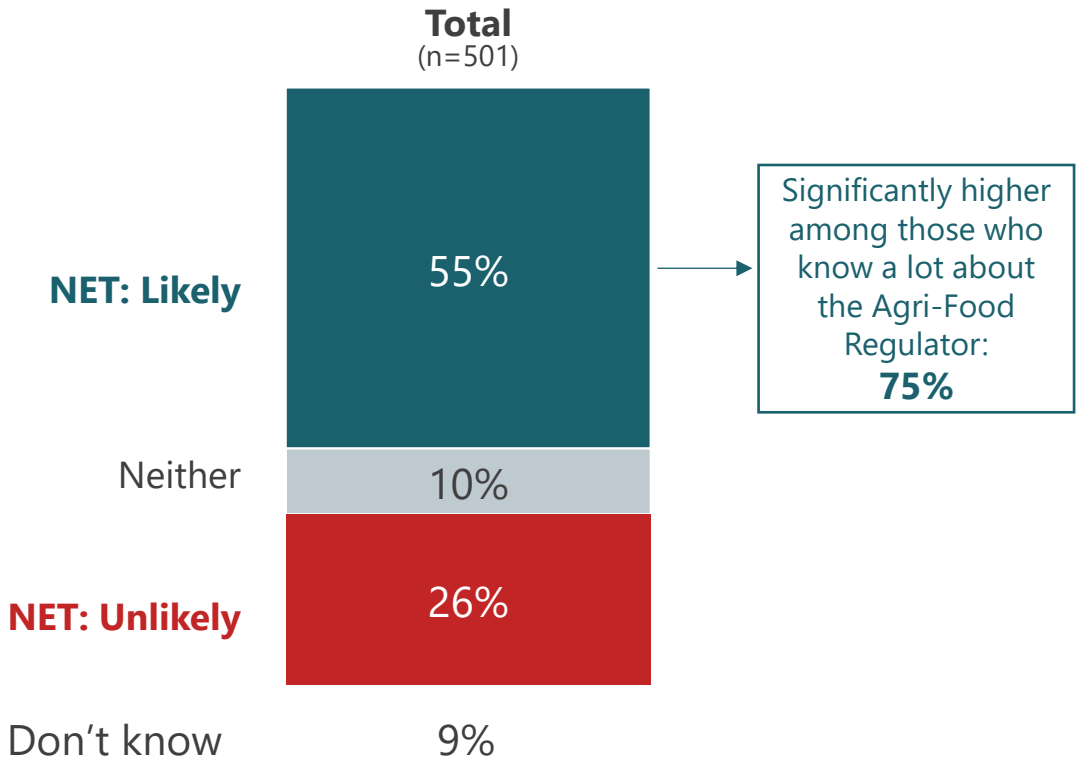


Q.5 The Unfair Trading Regulations protect farmers, fishers and other smaller suppliers of agricultural and food products against larger buyers by providing protection against 16 specific unfair trading practices or UTPs, such as late payments, short-note cancellations and unilateral contract changes. If you were subject to a UTP, how likely or unlikely would you be to make a complaint to the Agri-Food Regulator?
Base: All primary producers excl. DK (n=448)

Producers are slightly more likely to seek guidance than make a complaint

Likelihood to contact the Regulator for guidance (55%) is significantly higher than willingness to make a formal complaint (45% *incl. DK*), suggesting guidance may provide an accessible route to engagement.

Likelihood to contact the Agri-Food Regulator for UTP Guidance



Q.7 If you needed more information about unfair trading practices (UTPs), how likely or unlikely would you be to contact the Agri-Food Regulator for guidance?
Base: All primary producers (n=501)

Increasing awareness and engagement with the website and dashboards remains a key challenge

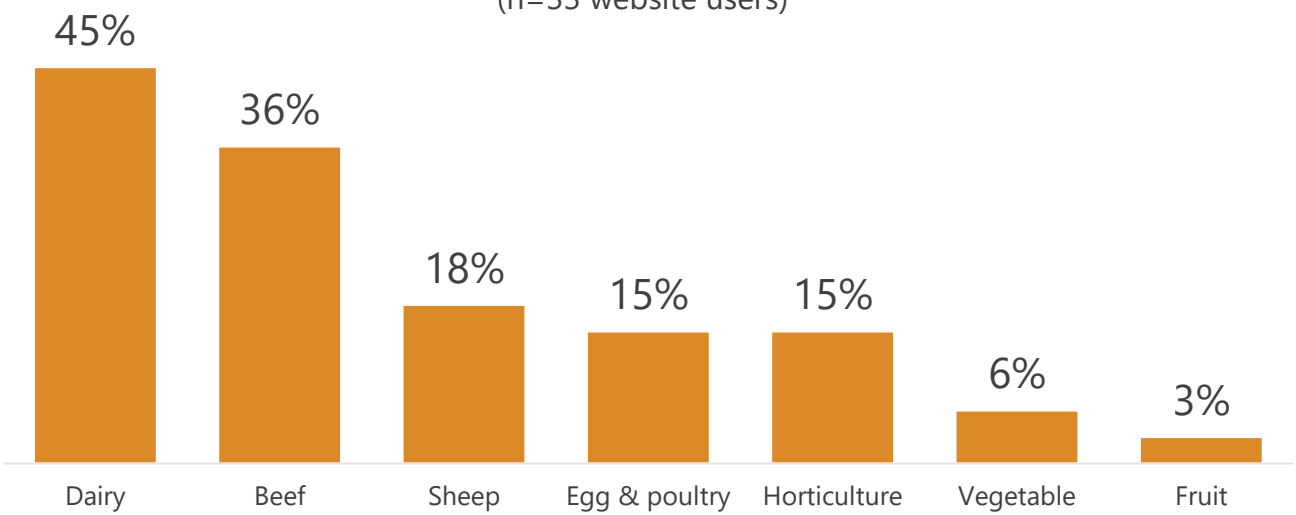
Website visitation remains low at 9%, although dashboard users generally report that the tools meet their needs.

Website and Dashboard Usage

Incidence of visiting the Agri-Food Regulator website
(n=373, all aware of the Agri-Food Regulator)

9%
have visited

Sector dashboards used on the Agri-Food Regulator website
(n=33 website users)*



DK/ Can't Remember	3%
Did not access any of these	3%

Dashboard(s) met user needs
(n=31 dashboard users)*

71%
claim needs were met

Q.8 The Agri-Food Regulator's website features interactive price and market data dashboards on seven sectors, including beef, dairy, sheep, egg & poultry, vegetable, fruit and horticulture. Have you visited the site to explore or utilise any of the information available?
Base: All primary producers aware of Agri-Food Regulator (n=373)
Q.9 What sector dashboard(s) did you use on the Agri-Food Regulator's website? Please select all that apply. Base: All aware of Agri-Food Regulator who have visited the Agri-Food Regulator website (n=33)
Q.10 Did the sector dashboard(s) meet your needs? Base: All who used any sector dashboards (n=31) *Caution: Small base size

Section #6

Ongoing focus for the Agri-Food Regulator

Looking Ahead: Ongoing Focus for the Agri-Food Regulator

1. Facilitating increased understanding by producers of the Regulator's functions
2. Increasing visibility of producer rights, protections and supports
3. Strengthening engagement through widely used agricultural channels
4. Driving greater use of the Regulator's website, dashboards and resources

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Agri-Food Regulator

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