

# Using market research as basis for investment strategies.

Workshop “Increasing farm income and resilience through imaginative and targeted RPD  
programming”

03/29/17, Désirée Handke

# Facts & figures

## dlv Deutscher Landwirtschaftsverlag



# Facts & figures dlv Deutscher Landwirtschafts- verlag



Distributed  
units\*  
275.000

\*Publication frequency of the mentioned publications.  
Source: dlv Deutscher Landwirtschaftsverlag, Media Kit 2017

# Facts & figures dlv Deutscher Landwirtschafts- verlag



**agrarheute.com has the highest  
media reach in agri business!**

Source: dlv Deutscher Landwirtschaftsverlag, Media Kit 2017

# Introduction of agri EXPERTS



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- agri EXPERTS is the **research unit of dlv Deutscher Landwirtschaftsverlag** and was **established in May 2015**.
- agri EXPERTS's **USP** lies in bringing **market research and media reach** together. Find out more about your customer's needs with agri EXPERTS.
- FYI:
  - Our media reach allows us to **operate time- and cost-efficiently**.
  - In line with your objectives we offer the following research methods: **CAWI, paper and pencil, CATI and CAPI**.

# Introduction of agri EXPERTS

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- To reach the required target audience we rely on two strong pillars in our product offering:
  1. Our **media reach**
    - ✓ FYI: agrarheute.com has 7.6 Mio page impressions per month.
  2. Our **Access Panel** with more than 1.200 registered farmers.
    - ✓ FYI: During the registration process farmers have to complete a detailed questionnaire. Therefore we are always able to extract information such as “size of farm”, “mainly part of production”, “region” et cetera.
      - Farmers are mostly located in Germany, Austria and Switzerland
      - Longitudinal sections are possible and one of our advantages
- FYI:
  - In addition to that it is always possible to get in touch with another target audience e. g. via existing email-contact-details or additional communication channels.

# Research topics since 2015





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## 2015

1. Grain marketing, n = 45
2. Data Management, n = 181
3. Cultivation of grain in 2016, n = 244
4. Milk crisis, n = 374
5. Young farmers, n = 237
6. Agritechnica, n = 387
7. Commission processing, n = 395
8. Meat market, n = 295

## 2016

1. Minimum wage, n = 147
2. Expectations of 2016, n = 328
3. Seeds, n = 395
4. Future of farming, n = 492
5. Regional and direct selling, n = 183
6. Harvester, n = 306
7. Smart-Farming, n = 213
8. Steering technique, n = 237
9. Grain marketing, n = 191
10. Renewable energy, n = 115
11. Insurances, n = 139
12. Cultivation of grain in 2017, n = 296

# Research topics since 2015

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## 2017

1. Expectations of 2017, n = 409
2. Manure spreaders technology, n = 387
3. Structural change of agricultural engineering, n = 470
4. Vending machines, n = 124
5. Living on a farm, n = 351
6. Bullying, n > 400 (*still live*)
7. Wishes from politics, n > 520 (*still live*)
8. Organic manure processing, *coming*

# Using market research as basis for investment strategies



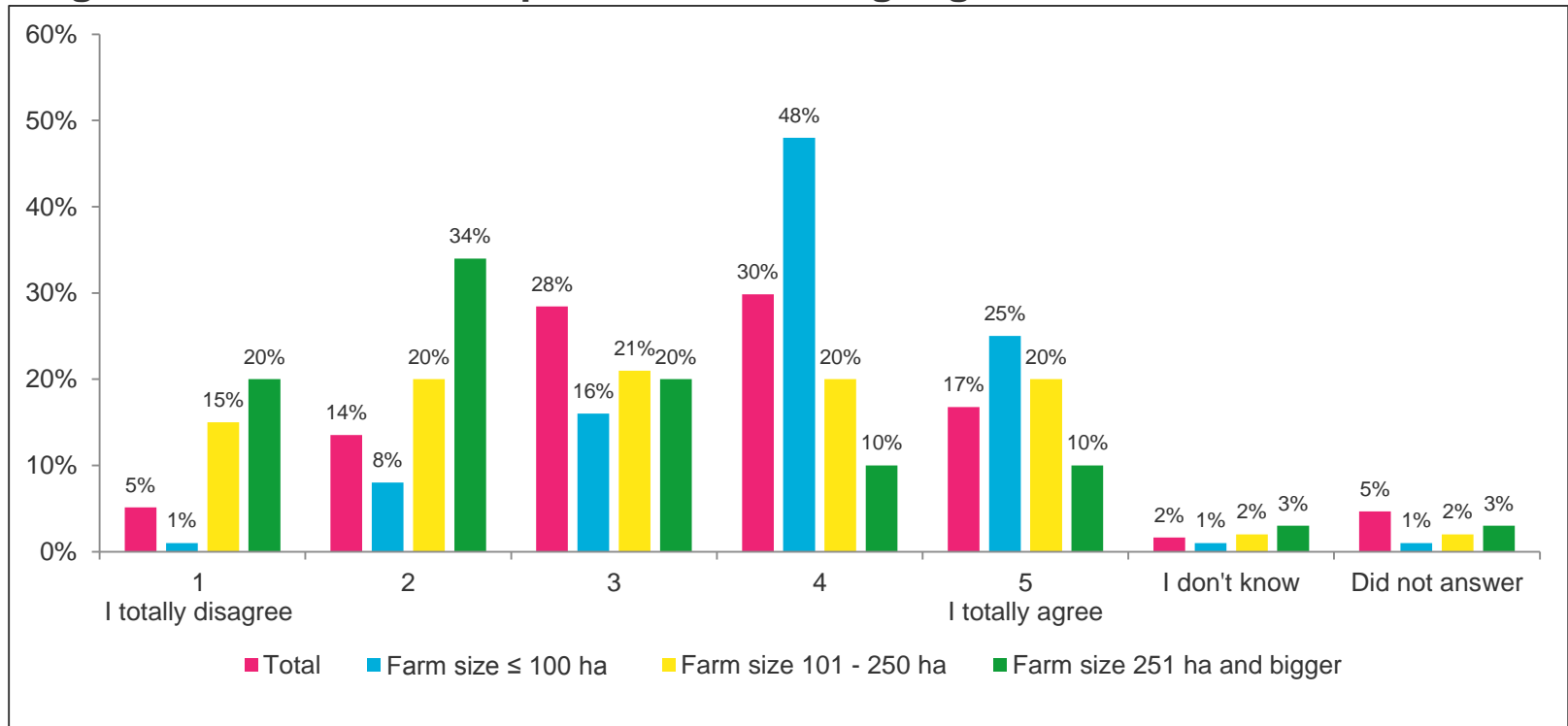
# Using and explaining market research as basis for investment strategies

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- Besides research topics: every participant has to fill in some structural data as farm size, branches, number of animals, region, conventional / organic alignment, number of employees, job position etc.
- agri EXPERTS' statistical interpretations include descriptive, bi- or multivariate evaluations
  - content always depends on requirement

# 1. Farm resilience

- How much do you agree to the following statements? Farmers in the neighborhood should cooperate to be strong together.

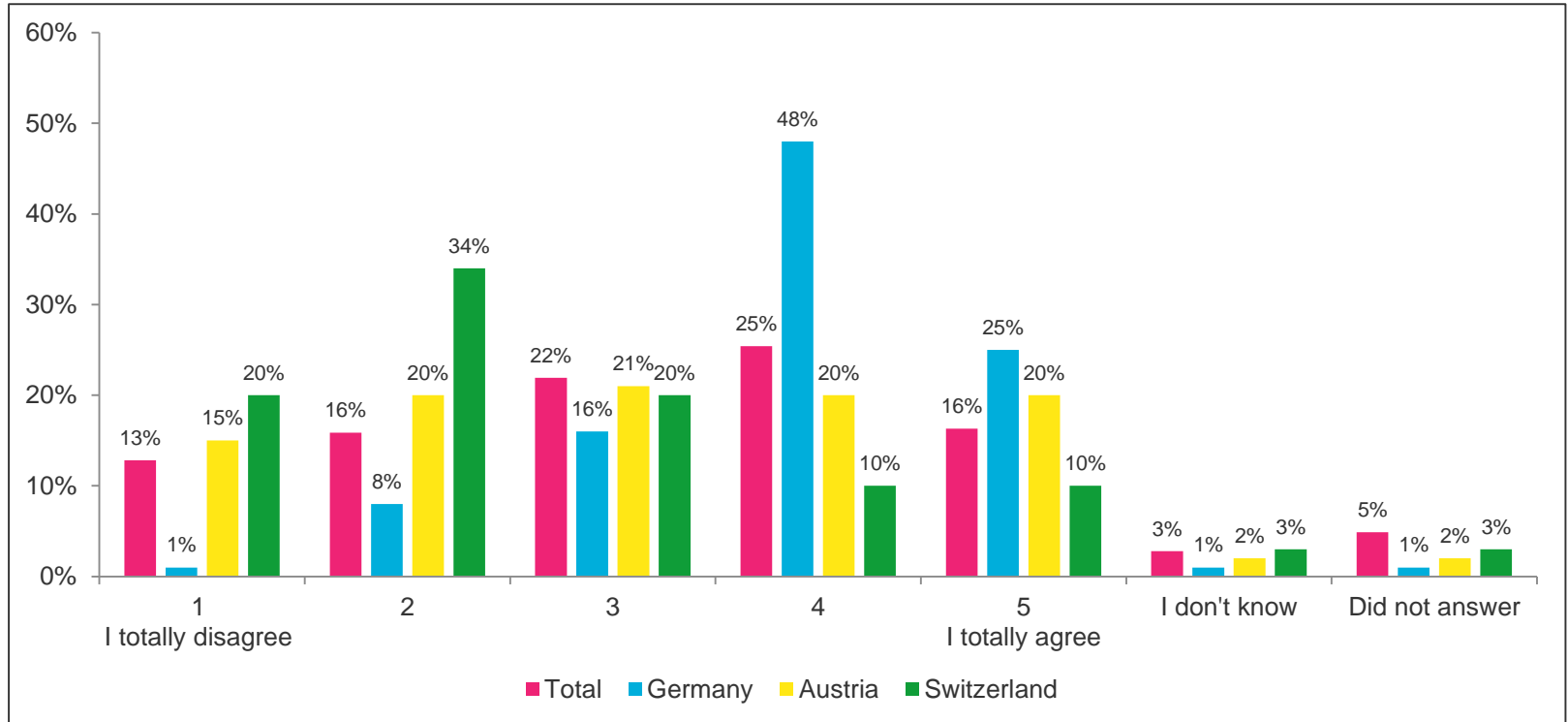


agri EXPERTS 2016, Future of farming, n = 492

Note: All data about farm size are imaginary and created only for this presentation

# 1. Farm resilience

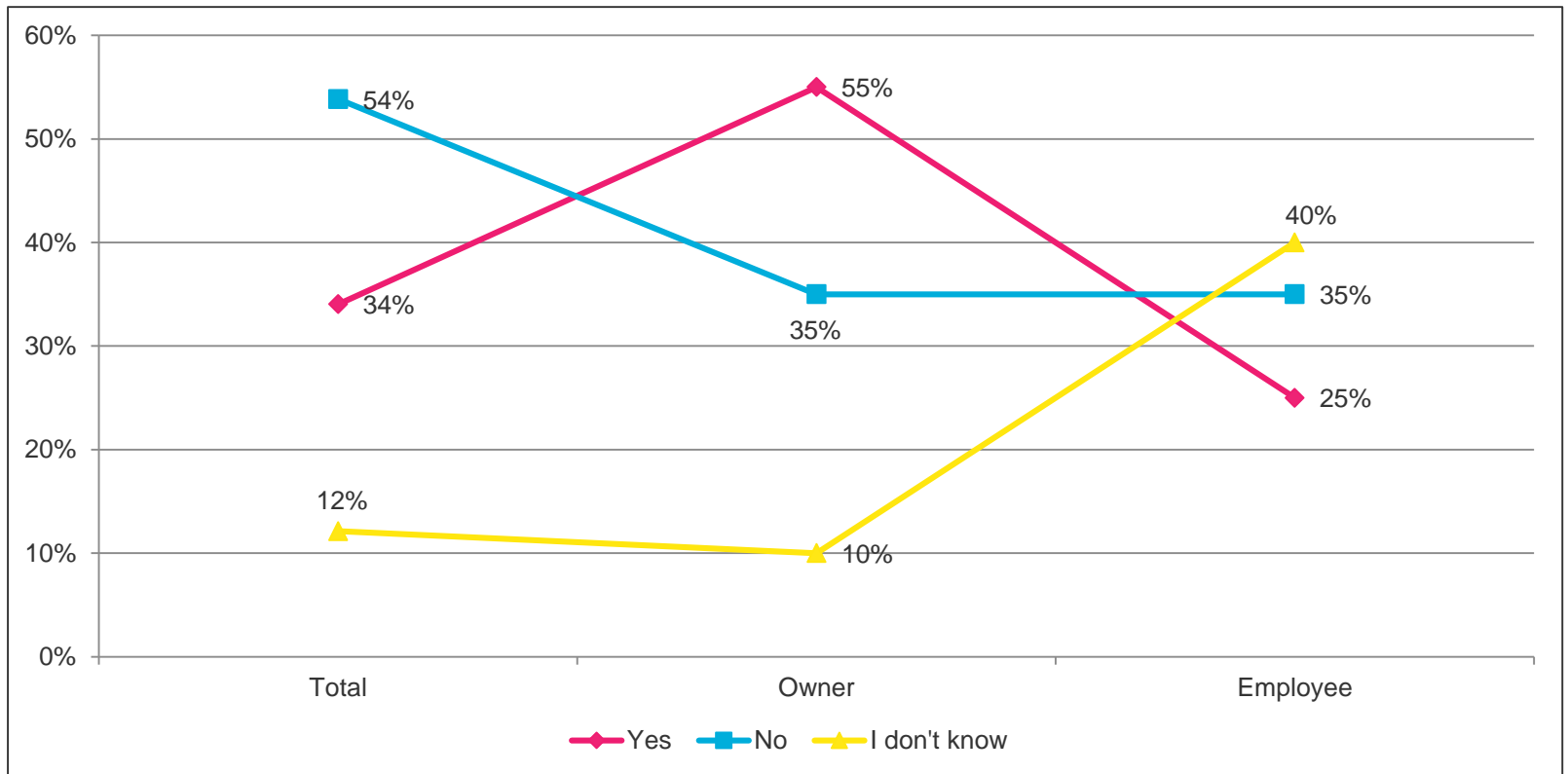
- How much do you agree to the following statements? Farmers who do have the same system of values should build an own label to market their products.



agri EXPERTS 2016, Future of farming, n = 492  
 Note: All data about farm size are imaginary and created only for this presentation

# 1. Farm resilience

- Do you think that political stabilization actions are useful?

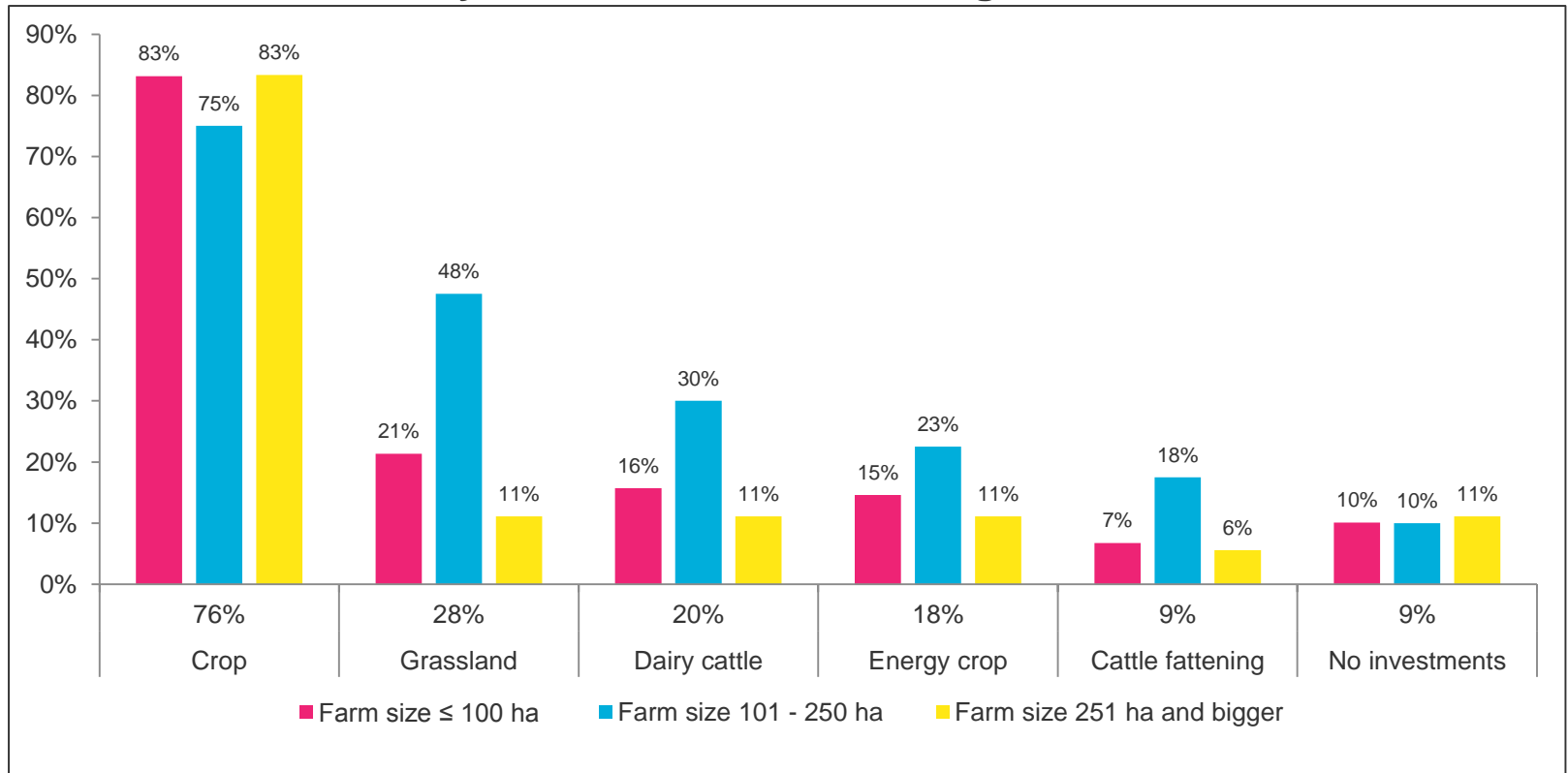


agri EXPERTS 2016, Future of farming, n = 429

Note: All data about position are imaginary and created only for this presentation

## 2. Investment strategy

- In which branches will you invest in smart farming?

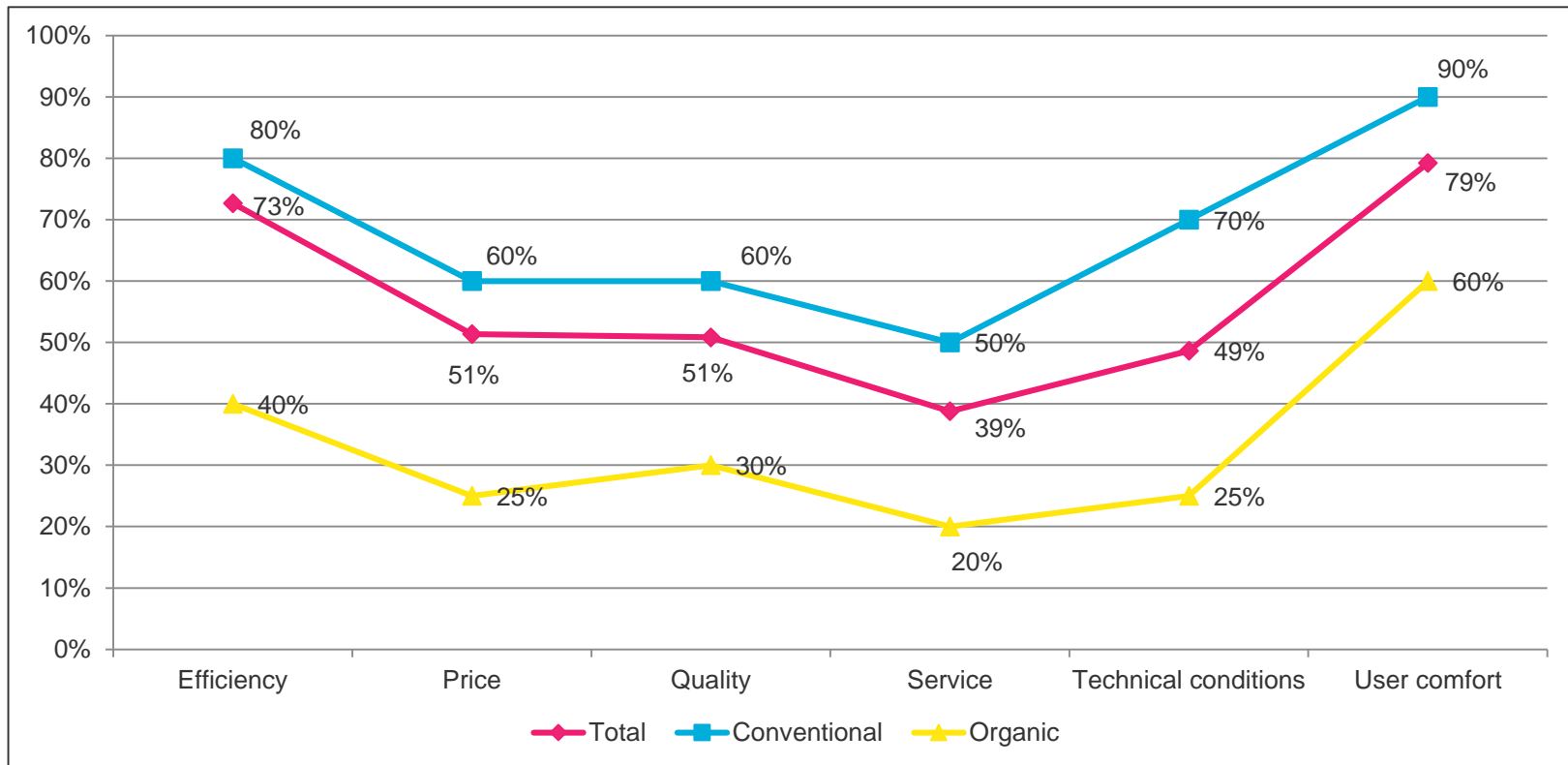


agri EXPERTS 2016, Smart farming, n = 189, multiple answers  
 Note: All data about farm size are imaginary and created only for this presentation



## 2. Investment strategy

- Which aspects are important for buying smart farming software?

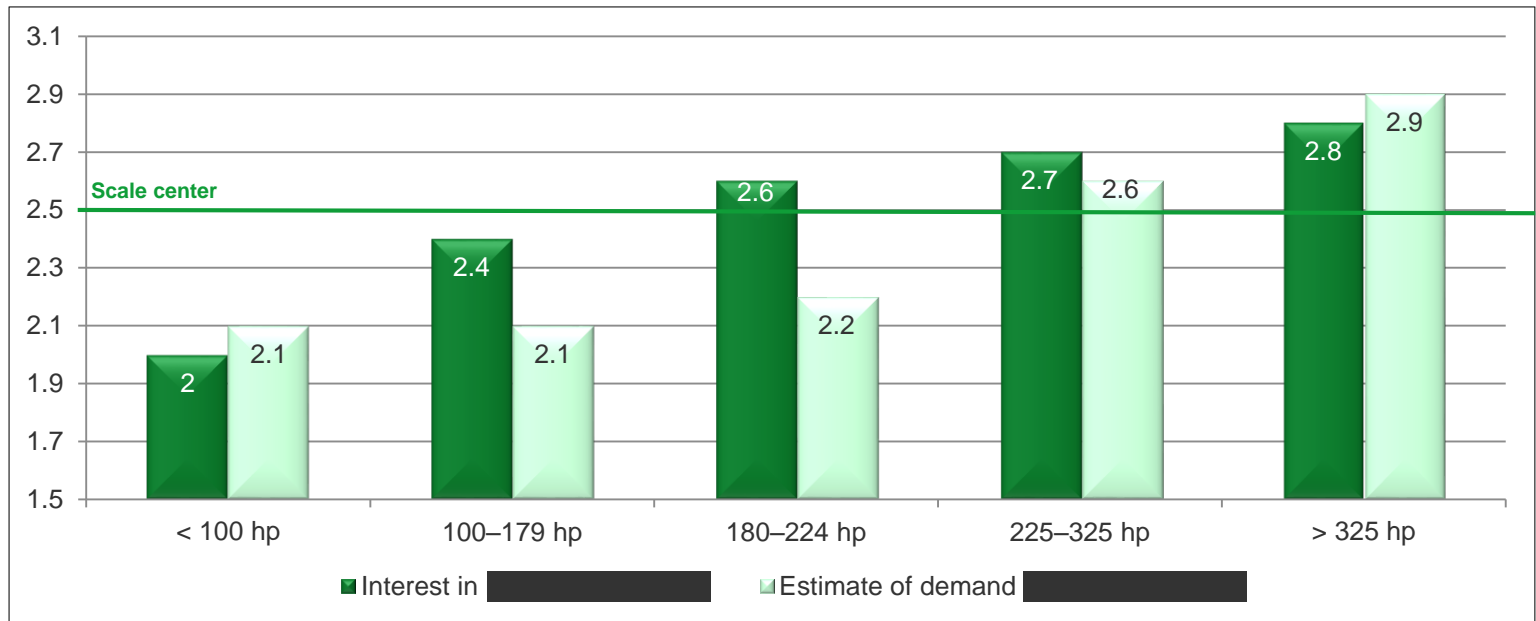


agri EXPERTS 2016, Smart farming, n = 189, multiple answers

Note: All data about conventional and organic are imaginary and created only for this presentation

## 2. Investment strategy

- Are there significant differences between interest in ... and estimate of demand for ... in dependency of participant's largest tractor horsepower class?



agri EXPERTS 2016, on behalf of "John Doe", n = 1.055

Note: 5-point Likert scale: (Strongly) disagree  $\triangleq$  1 + 2; Undecided  $\triangleq$  3; (Strongly) agree  $\triangleq$  4 + 5; "Don't know" excluded

Note:  $p < 0,001$ ; ANOVA

# Talking about needs



# Talking about needs

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- **Program authorities**

- Is there a need of information beside FADN data to create new EAFDR-Measure packages?
- How important are trends for your work?

- **Farmers**

- Are you missing promotions for important topics?
- Is it difficult to find data / information / knowledge to apply for EAFDR-Measure packages?
- Would you like to share your thoughts and expertise with others?



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## Contact details

Désirée Handke, Product Manager agri EXPERTS, [desiree.handke@dlv.de](mailto:desiree.handke@dlv.de)