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## **MSSA PRESS RELEASE: COMMERCIAL FARMER STUDY 2014**

According to Schalk van Vuuren, the commercial farmer demographic profile, by primary and secondary farming activity changed slightly during 2014 in comparison with 2013 study, but some interesting trends are emerging.

Stock farming (beef) is still the major farming activity that farmers engage in. The report estimates a total of 24 795 farmers, but it is supported by a growing section of diversified secondary farming activities. Stock farming (beef) is the main farming activity of an estimated 13 184 farmers and for 11 611 have stock farming (beef) as a secondary farming activity. Summer crops is the 2<sup>nd</sup> leading farming activity that farmers engage in, with an estimated 5 297 primary farmers and 4 236 secondary farmers. The report also shows that there are an estimated 2 788 dairy farmers of which 1 976 have it as a core farming activity and 821 as a secondary farming activity.

Most farmers have a tertiary education and 1 out of 3 is graduates. The largest number of active farmers obtained their agricultural related qualifications through The University of Stellenbosch followed by The University of Pretoria and Free State.

Sole ownership (58.2%) is still the dominant way to administer commercial farming in South Africa. However, the percentage of private companies, has increased in the past five years from 5.6% in 2009 to 12.5% in 2014.

For the past 17 years it has been a benchmark study of great value for the farming sector of South Africa. The results are obtained by using participants own questions, consequently it is of more relevance to them. Recent funders where: Old Mutual, Santam, Veeplaas and CNH Industrial.

“We used the results from our own questions as strategic planning input for our agricultural business” - Santam.

“It really gave us new insight in our agricultural business” - Old Mutual.

“The study confirmed the market share of agricultural machinery” - CNH Industrial

“The results mirror on different levels, what is happening in the agricultural sector, however there are also some significant surprises and exceptions that stimulates new strategic thinking processes” - Veeplaas

To participate in the 2015 study please contact Schalk Van Vuuren at 012 346 0718 or [mssa2@mssa-research.co.za](mailto:mssa2@mssa-research.co.za).

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