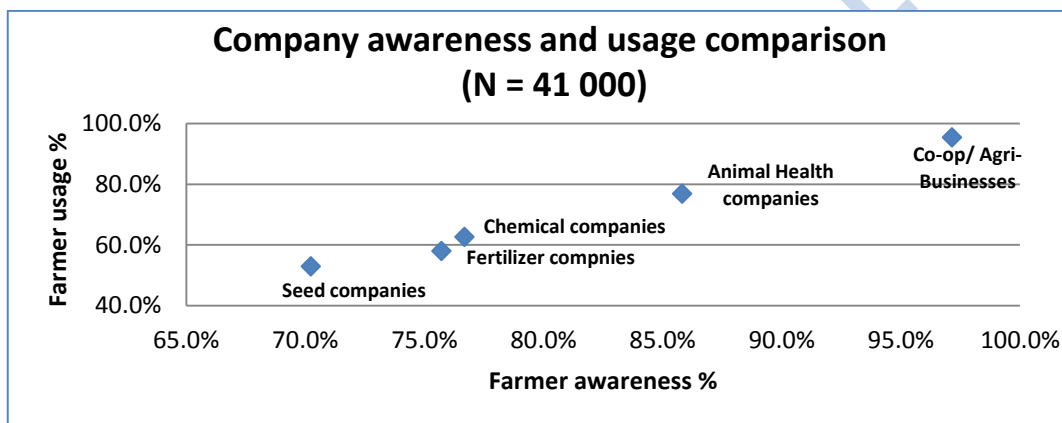


## Awareness of Agri-Businesses amongst commercial farmers, a leading indicator of customers

MSSA (Marketing Surveys & Statistical Analysis) recently made available a series of reports about the relationships between awareness and usage (being a customer or client) of Agri-Businesses. The findings are based on 2014 Commercial Farmer study of MSSA. Major companies, in selected industries were researched by MSSA. The companies covered were:

- Animal Health companies
- Seed companies
- Fertilizer companies
- Chemical companies and
- Co-ops/ Agri-Businesses

The next graph shows that marketing actions, creating awareness, relate to farmers using agribusinesses in the industries researched.



The user percentages, estimate the number of farmer customers/clients making use of the industry companies.

For each of the industries, a report is available showing the ranking of companies' awareness and usage. The reports also show the role of advertising, in creating amongst others, awareness and usage of a company.

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