



MSSA PRESS RELEASE: RESEARCH REPORT ON COMMERCIAL FARMER TON FERTILIZER BOUGHT 2015/16

From a recent study by Marketing Surveys & Statistical Analysis (MSSA) as part of their annual Commercial Farming Study, an insight research report was compiled about the Agriculture Fertilizer market. The report discusses the profile of the farmers that bought fertilizer as well as the hectare they planted for different crops. The report also uses 2014/15 survey results to compare the estimated ton of fertilizer bought. The research report is available at cost from MSSA.

The results show that Summer Crop farmers, as expected, bought the most, followed by Beef farmers (with their secondary activities). However, some primary or main Beef farmers also need fertilizer and should not be overlooked when marketing is planned. *This is also true for other stock farmers.*

The profile of the farmers is defined by using the following demographics identified in the study: age; turnover; farm size; main type of farming; province and critical challenges they face. This information will assist the reader in *developing target markets and their approach to marketing activities.*

The media used and magazines farmers prefer to read, are both discussed and can be used for *identifying media touch points for future advertising purposes.*

The average ton per farmer is estimated for 2014/15 and 2015/16. It was found that there was a reduction of 3.8% tons bought per farmer from 2014/15 to 2015/16.

The relationship between hectare planted and fertilizer bought is analysed and found to be correlated. From this, expected tons bought can *be predicted using a regression line, for future applications.*

To participate in the 2017 Commercial Farmer Study, please contact Schalk Van Vuuren at 012 346 0718 or mssa2@mssa-research.co.za.

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