

## **MSSA PRESS RELEASE: November 2018**

### **WHERE COMMERCIAL FARMERS BUY THEIR ANIMAL HEALTH PRODUCTS**

In a recent study completed by Marketing Surveys & Statistical Analysis (MSSA) during 2018 amongst a sample of commercial farmers a high percentage 83.2% of farmers buy animal health products. They buy mostly their animal health products at agriculture businesses (Agribusiness or Co-ops-69%). The rest buy from, representatives (3.9%) and agents (2.4%), direct from the supplier (manufacturer) (3.8%) and private (4%). The percentages are based on MSSA estimation of 39 000 commercial farmers in South Africa.

The top brands farmers buy animal health products from during 2018 (multi-response) are:

- Bayer Animal Health (55%);
- Virbac (53%);
- Afrivet (38%);
- MSD Animal Health (33%);
- Swavet (32%);
- Zoetis (31%)
- OBP (29%);
- Ciplamed (24%)
- Ceva (12%)
- Merial (11%)

Marketing research can support your business to grow, by right from the beginning using market research, to gather the basic information to shorten the experience curve as you go along in your business activities. This will enable you and your business to take informed decisions. Perform better than your competitors and reduce business risks. It will enable your business to optimize its results and empower its business plans. You will be able to spot sales opportunities, identify current and upcoming problems in your industry. It will also eliminate guesswork when planning a new marketing initiative and improve customer service levels.

The study “Farmer Trends” is an annual research study undertaken by MSSA amongst commercial farmers. Different participants fund the study and the study covers many perceptions and attitudes of farmers about key products and brands they buy.

**Contact MSSA (Schalk van Vuuren-0832529176)** for Farmer Trends (start in March 2019). Share your questions with other participants or subscribe to the Commercial Farmer Syndicated Study. Start at June/July 2019, submit a min of 10 questions not to share.