



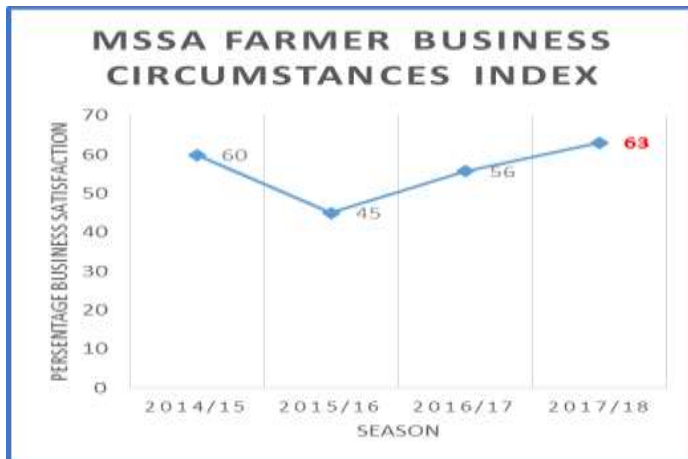
Marketing Surveys and Statistical Analysis

Insight that counts

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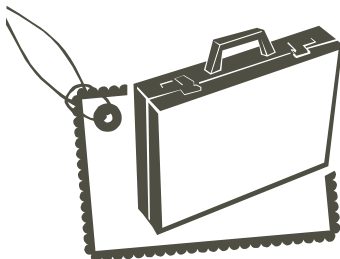
Farmer Circumstances Index for the past seasons and the expected 2017/18 season, For Commercial Farmers in South Africa

Marketing Surveys & Statistical Analysis (MSSA), as part of their annual Commercial Farming Study 2017, released its annual Business Circumstances Index of farmers during January 2018 in a short Insight report. At a special price. The graph below shows the interpretation of farmers who participated in the study, their business circumstances they experienced, as well as their expectations for the next season (shown in red).



Further analysis of the Business Circumstances Index, shows significant geographical regional differences for each province. The Free State and Gauteng recorded the highest percentage in comparison to the North West and the Western Cape with the lowest percentage for the 2016/17 season. The Western Cape had the lowest business circumstances expectation of all provinces for the 2017/18 season, measuring only 34%. The research report also focuses on the main farming sectors' business circumstances for the past 3 years as well as the expectations for the next season

Contact Schalk van Vuuren for more information of the report at 012 346 0718 or mssa2@mssa.co.za



MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted several syndicated surveys in which some of South Africa leading companies such as **Santam, Momentum, Old Mutual, Telkom, Mutual & Federal, FNB** and **Standard Bank**, amongst others, have participated.

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers, located throughout South Africa, using world-class statistical software, MSSA offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as the business sector.

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