

## GLOBAL AGRICULTURAL INSIGHTS

by interviewing farmers &  
industry stakeholders worldwide



# About us

## COLLECTING IMPARTIAL DATA FROM FARMERS

and translate it into reliable,  
customized client solutions



With 25 years of experience, Kleffmann Group has become the leading global specialist provider of agricultural market research services. As a full service research agency, we are able to provide our clients with key information and insights on multiple agricultural sectors.

**Business units:**



**Agricultural Sectors:**



Seed



Crop Protection



Livestock & Animal  
Health



Ag Machinery



Horticulture



AgriMore

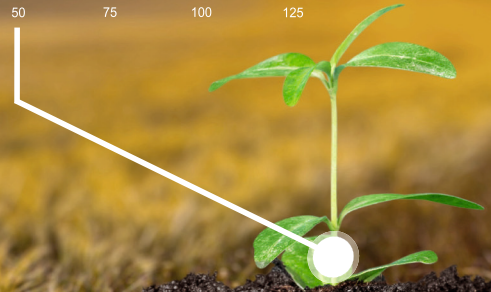
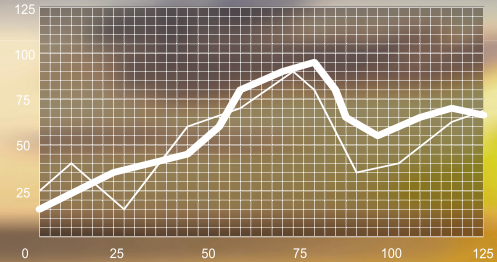
- research based on the largest comprehensive worldwide database of farmers
- global network
- > 200.000 interviews p.a.
- insights of the global agricultural market
- experienced & highly qualified employees



# amis® Farmer Panel Research

## ANNUALLY REPLICATED FARMER BASED STUDIES

collecting data on all  
major crops







Kleffmann Group conducts Farmer based surveys which are repeated each season, known as „Panels“. Each panel usually profiles a single crop - crop by crop approach.

The panels provide data which can be analysed across the lifecycle of the crop from, seed characteristics and treatments, planting, inputs which include crop protection and fertilizers, as well as demographic insights.

### Farmer based Panels



**amis®seed & crop protection**



**amis®fertilizer**



**amis®seed treatment**

### On a global level Kleffmann Group panels provide :



70% of global seed market



international compatibility of data



52% of global crop protection market



qualitative & quantitative information



400 panels p.a.



data consolidated in Kleffmann4you

### Distributor based insights

#### amis®Trend

Provides insights of domestic crop protection markets. Specifically focusing on emerging markets and their distribution structures.

# AdHoc RESEARCH

## INDIVIDUAL SHORT TERM STUDIES

tailored to your  
information needs





The application of specific market research methodologies to a particular client need.

- broad variety of study types & analytical methods
- tailored to clients' specific needs
- qualitative & quantitative research
- deep insights of changing agricultural market

## Repeated studies:



### KG Omnibus

Offers a cost efficient possibility to cover different topics in a large survey among farmers. The Omnibus' target group ranges from arable- to special crop and livestock farmers or has a focus on ag machinery. The survey is run several times a year.



### New Media Tracker

Dealing with general and operational internet usage of farmers in different countries worldwide e.g. apps, e-commerce, mobile devices, social media and automatic control of systems.



### DLG Trend Monitor

Points out the actual mood of farmers with regard to business climate, investment propensity, and trends in EU countries.

## AdHoc Solutions:



How is your brand and portfolio perceived and how to adjust it to the requirements of the market?



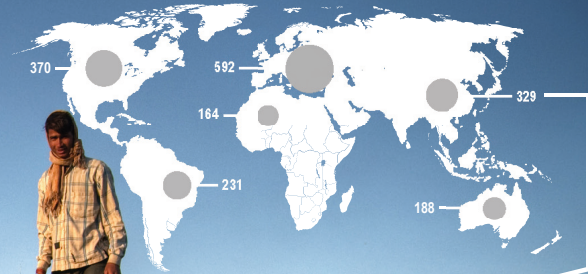
Which distributors are relevant for your business and how to create the best win-win solution?



What does the farmer need and how can your business fulfil these needs?



## INDIVIDUAL ANALYSES OF THE GLOBAL AGROCHEMICAL AND SEED MARKET for strategic planning process





amis®AgriGlobe® is a comprehensive business intelligence tool that enables users to analyse and visualise data for individual strategic planning processes. The innovative new software platform facilitates client analysis and allows direct comparisons of different markets.



farmer-based data from 75 countries



combined data of KG & external knowledge

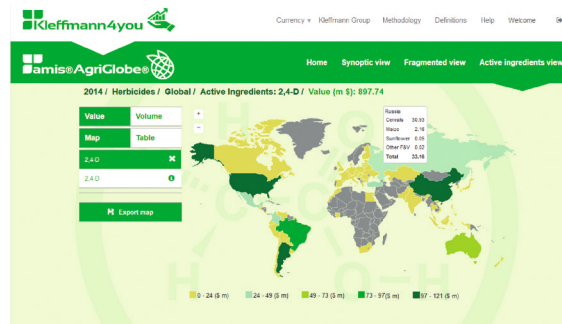


consolidated agrochemical & seed database



intuitive online software tool

## Browser based software:

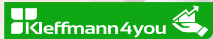
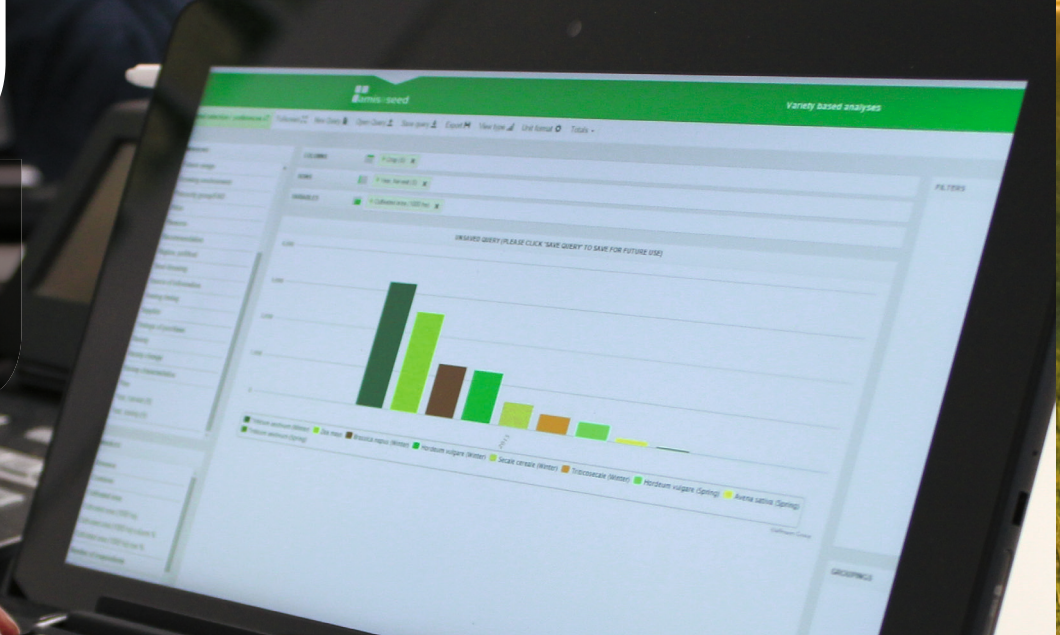


2014 / Europe / Hungary / Cereals / Herbicides / Active Ingredient Data

Active Ingredient Data	Active Ingredient	Active Area Treated (000 ha)	Active Volume (000 kg)	Active Value (5 m)
Product Data	Tribenuron	588.45	16.09	3.44
License Holder Data	Thifensulfuron	294.90	13.89	3.13
Back to country	Florasulam	246.29	1.00	2.67
Export data	Fluroxypyr	367.26	36.63	2.46
	Amidosulfuron	277.89	4.17	2.40
	Iodosulfuron	303.73	1.29	2.89
	Transsulfuron	104.66	1.07	1.69
	Glyphosate	58.92	98.34	1.20
	Metsulfuron	229.04	1.83	1.03
	Trifluralin	63.58	2.57	0.69
	<b>Top Ten Total</b>	<b>2 534.61</b>	<b>176.89</b>	<b>20.80</b>
	<b>Grand Total</b>	<b>3 171.71</b>	<b>363.61</b>	<b>26.53</b>
	<b>Top Ten in %</b>	<b>80%</b>	<b>48%</b>	<b>78%</b>

## INTUITIVE BROWSER BASED BI & DATA MINING SOFTWARE

for individual requests to  
analyse and visualise data



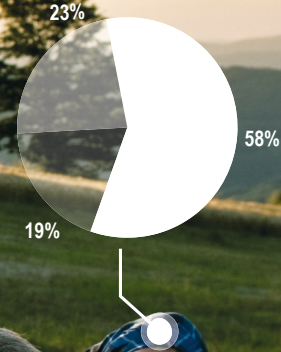
is a browser based software solution which provides you the possibility to use it from any location with internet connection. Via this online tool the user is able to create individual tables and cross tabulations. It has been designed to “host” a variety of applications for all three business units: amis®, AgriGlobe® & AdHoc.



# Farmer Solutions

## FUNDAMENTAL RELATIONSHIPS WITH FARMERS

are the key to improve  
the agricultural market



Our farmers provide us with crucial information to provide transparency of the agricultural market dynamics. A good relationship with the farmer is essential for the daily work of Kleffmann Group and for every personal or telephone interview our interviewees receive either information or gratuities in return.

As a member of the ADM, BVM we agree to country-specific data protection laws. As an ESOMAR member we agree to abide by the ICC/ESOMAR Code of Conduct and disciplinary procedures.



# KLEFFMANN GROUP

more than facts

## Contact us at:

Kleffmann Group

Mühlenstr. 1

59348 Lüdinghausen

Germany

+49 (0) 2591 9188 - 0

[contact@kleffmann.com](mailto:contact@kleffmann.com)

[www.kleffmann.com](http://www.kleffmann.com)

