

# Social Media

Usage level  
Topics  
Preferred Influencer

Kynetec –  
Trusted Farm  
Information

# Study Snapshot – Farmer Community Survey

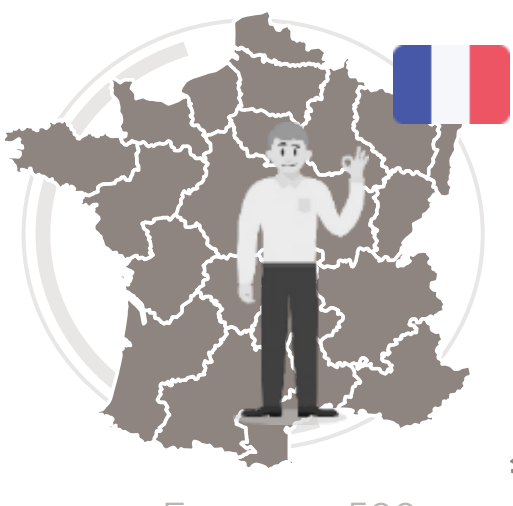
## Methodology and Scope



USA n=772



UK n=913



France n=500



Germany n=743

2928

Total number of interviews conducted



The project has been conducted **online** based on our farmer panels in the USA, France and Germany. In the UK we did a Hybrid approach (341 online & 572 telephone).

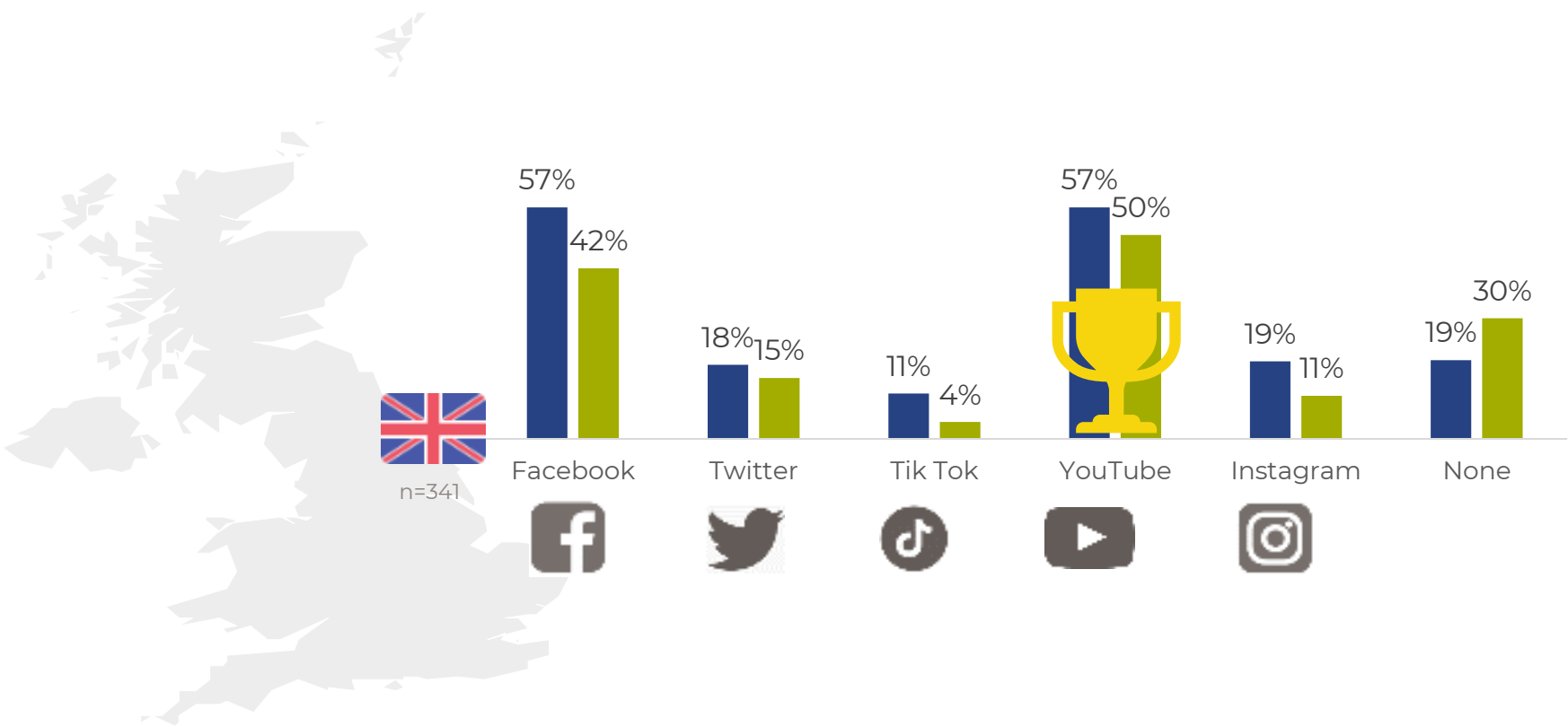


All respondents participated on a voluntary basis and will receive this report as a thank you for their contribution.

# Social Media Usage among Farmers | Overview

More than two-third of the UK online respondents are active on some social media platform. YouTube is most used for agricultural content in all countries, followed by Facebook.

■ General Social Media Usage ■ Business Social Media Usage



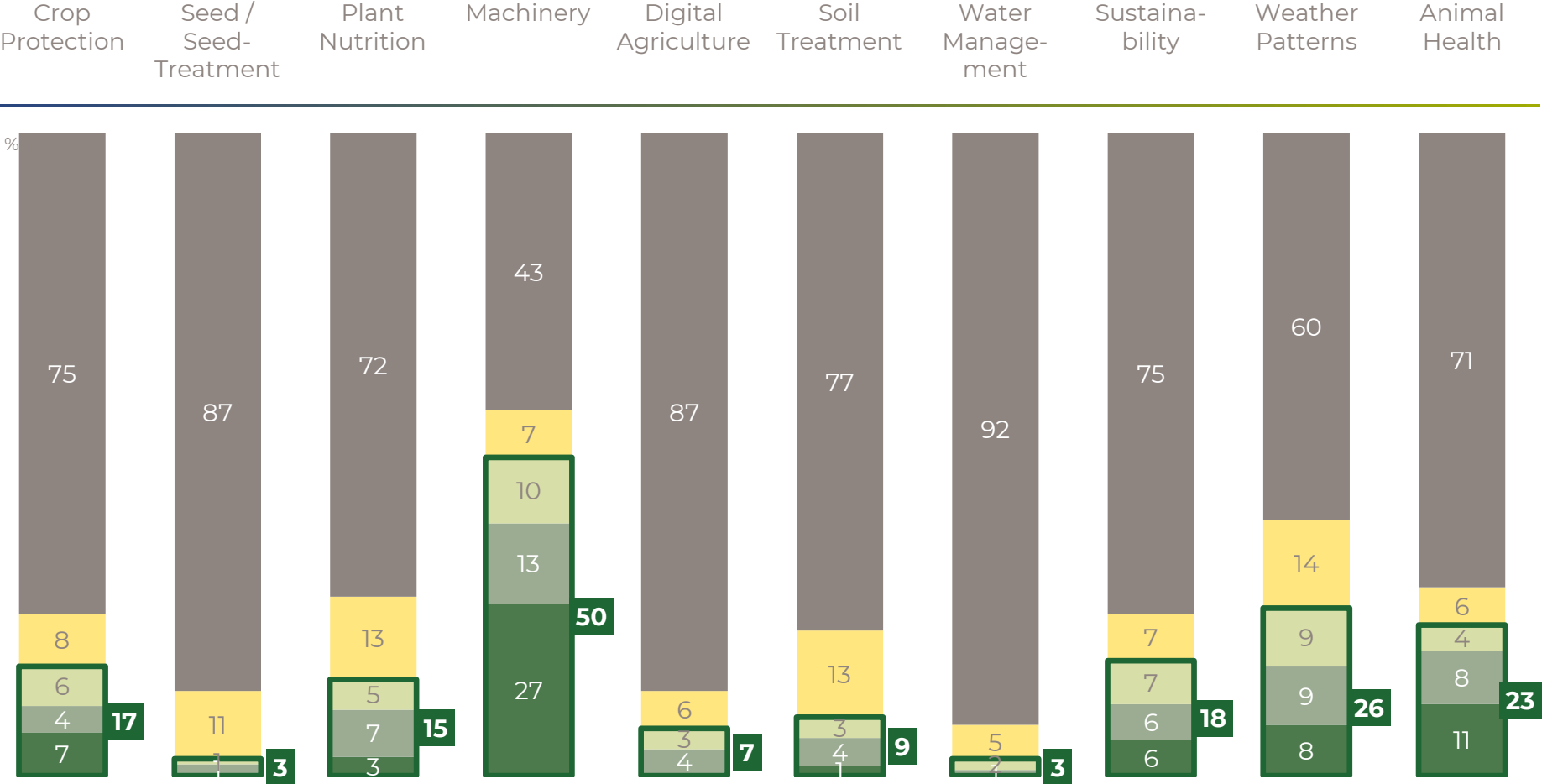
Base: All UK online completes (n=341) | What social media apps do you use? | Which social media apps do you use for agricultural content?

# Topics in Social Media | UK Ranking



Ranking of topics

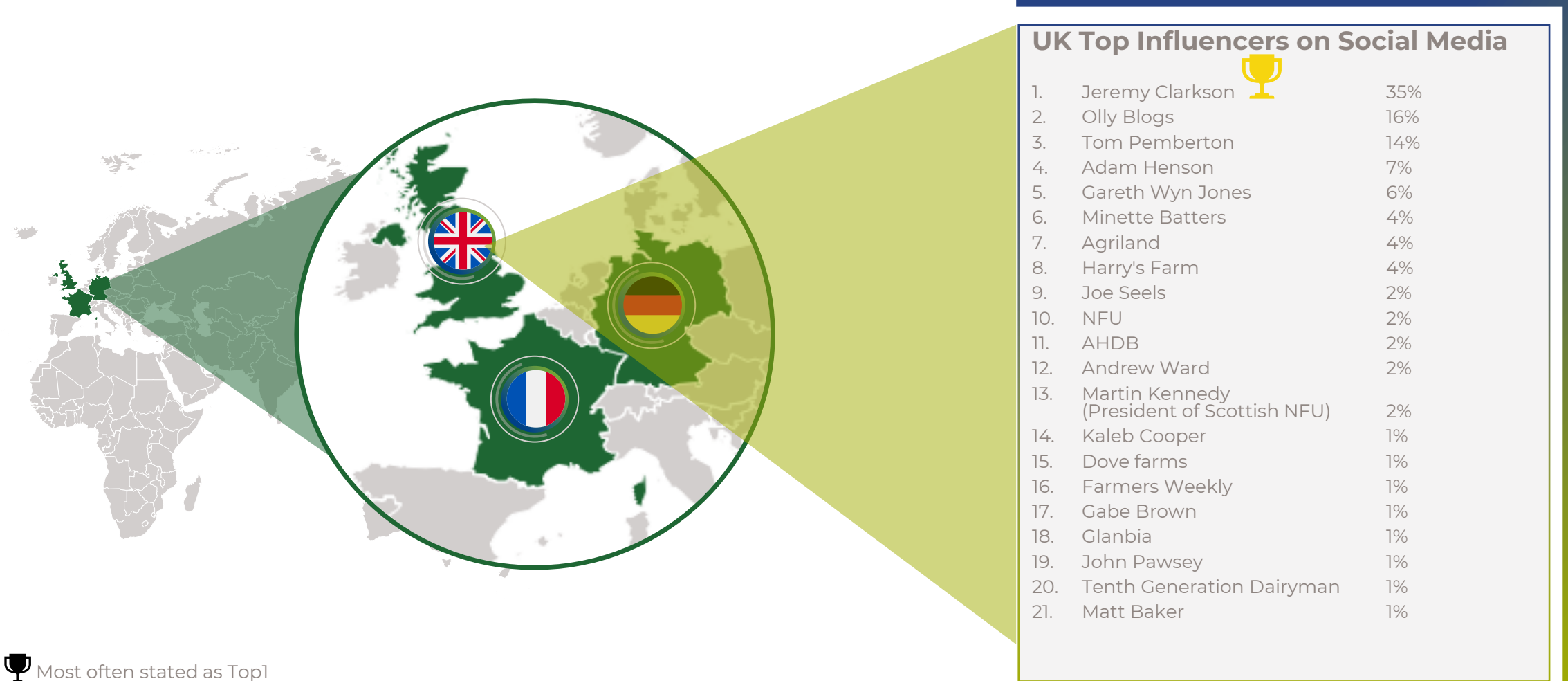
- Not selected / No social media
- Other Ranks
- 3.Rank
- 2.Rank
- 1.Rank
- TOP 3



Base: All UK online completes (n=341) | Based on the previous question, which ones are you most interested in? Please rank your TOP 3 topics .

# Preferred Influencers | UK

Jeremy Clarkson, Olly Harrison & Tom Pemberton are the most mentioned UK influencers.



🏆 Most often stated as Top1

Base: UK Social Media Users with Preference (n=73 online +158 telephone)) | Who do you consider to be the top 3 Agricultural Social Media Influencers for your country?

# This is some of the **UK farmers** feedback ...

It keeps me **in touch**. I find some of the surveys quite challenging and **interesting**.

It all hopefully goes to the **greater good** in enabling research to be pointed in the right direction. I.e. it is all for our own benefit and for that of the industry as a whole. The **vouchers** make it worthwhile tool

I am spreading slurry with an umbilical slurry system traveling at 2.2 kph across a field, doing your survey is keeping me **entertained for ten minutes**.

It makes a bit of **variety in a normal working day**

It is important to be involved in research so that you **help provide accurate data so informed decisions** can be made. You can't moan that things aren't right in the world and then never take the time to help inform those making the decisions.

It hopefully gives a **voice to farmers** that I think are sometimes ignored in the world of business and to highlight the hard work that farmers do to produce a necessity in the world that is **FOOD**.

"I like to talk to you all as **you're all so nice**, and research is always a good thing!"

I like to **give my point of view** as I don't think that the **decisions being made represent the grass roots**.



Base: All UK farmers (n=913) | What would you say is your main driver to answer our questions?



# This is some of the **UK farmers** feedback ...

Unknown to some, the Nation's farmers have been giving feedback to Kynetec's National Farm Research Unit based in Suffolk since 1994.

[National Farm Research Unit from Kynetec \(nfru.co.uk\)](https://nfru.co.uk)

I appreciate being part of the panel because **one day I would like to say to the next generation I helped create something special for everyone to benefit from.**

If it can **help our supply industry be more efficient** in following market trends from a typical farmer user. I get to see an **insight of the way the market is moving** and sometimes highlights something I haven't heard of

Any research relies upon information - however small that information maybe. So perhaps my miniscule **input could help something somewhere**

I find the **vouchers** useful and a valued reward for my time. The **questions are insightful** and leads to where and what others may be thinking of in agriculture. I do **enjoy the process of completing the questionnaires** but do struggle to find the time.

Things will not **improve for customers** unless we have a voice. I appreciate the **chance to have my say.**

Research is **important to shape things for the future**



Base: All UK farmers (n=913) | What would you say is your main driver to answer our questions?

kynetec

The background of the slide is a close-up photograph of rice stalks with golden-brown grains and green leaves, slightly out of focus. In the bottom right corner, there is a large circular graphic. The circle has a white outline and is filled with a gradient from dark blue at the bottom to light green at the top. The text "Thank you" is centered within this circle in a white, bold, sans-serif font.

**Thank you**