

# Dedicated consulting for the agribusiness sector



## Informa Agribusiness Consulting

From inputs through producers and food manufacturers, to transport, bio-energy and policy, we are the only specialist agribusiness consulting group covering the whole value chain. Our timely, customized projects are backed up by trusted proprietary data, authoritative analysis and forecasts, helping you make critical decisions to seize key investment opportunities.

## Market Research

Decision making is always accompanied with uncertainties, and therefore, risks. Market research helps to reduce the level of uncertainty by taking facts, figures, and raw data and converting them into information that is useful to you as a decision maker. Market research is the foundation block in successful sales, marketing, and decision making in the agricultural sector.

Informa Agribusiness Consulting provides market research services that are agribusiness focused. With 16 years of experience, global research, over 20 ag economists on staff, and very strong insight and data support, we have proven ourselves successful. Some of the reasons for our success in market research include:

- ▶ The largest data bank of farmer contacts, not only for major crops, but also for specialty crops
- ▶ A highly representative data bank of livestock farmers backed by reliable global livestock reports
- ▶ A data base of 1.5+ million farmer contacts
- ▶ Global database on crop protection and seed markets for the major commodity crops
- ▶ Market research capabilities in 26 countries
- ▶ Workshops to aid clients in making sound decisions based on research findings



## Success stories

---

### M&A for ag retail operations

A full-service project that included market research, consulting services and due diligence, supporting a global player in providing inputs, technologies and services to farmers. Project objectives included quantifying and characterizing the ag retail sector in North and South America, as well as identifying and profiling leading ag retail operations for eventual merger and acquisition efforts. The project resulted in final discussions with 10 potential M&A ag retail operations in each country.

---

### Study of new GMO sugarcane

A market research project that included in-depth and quantitative interviews with 40 major sugarcane mills. The study objectives were to better understand farmers' concerns, likes, and dislikes regarding new GMO sugarcane, present alternative GMO solutions to farmers and identifying the best value proposition, and quantifying the "sweet spot" pricing for GMO sugarcane utilizing the price sensitivity model methodology. The results of the study led to approval of the GMO trait in June 2017; Commercialization to follow in 2017/18.

---

### Study on entire value chain for biopesticides

A market research study that focused on the entire value chain for biopesticides – from farm level use through to industry players and the government role in the industry. This effort included desk research, in-depth interviews with major players in the value chain and over 100 interviews with farmers to better understand their likes and dislikes regarding biopesticides as well as brand awareness of the major biopesticide products currently marketed. Based on the results of this effort, our client – an important player in the crop protection industry – requested a detailed analysis of potential merger and acquisition candidates.

---

### Study of newly launched corn hybrid

A quantitative market research study was conducted with 600 corn farmers to better understand the performance of a newly launched corn hybrid. This study included several corn-growing regions and indicated to the client (a major corn hybrid company) several performance problems with their corn hybrid in specific regions, enabling the client to adjust their pricing strategy according to each of the regions included in the study. Other topics included in brand perceptions, company image and a series of questions relating to decision-making and purchasing habits for hybrid corn.

---

## Some of our consultants

### North America:

Crystal Carpenter  
+1 (901) 766 4610  
crystal.carpenter@informaecon.com

### South & Central America:

Richard Brostowicz  
855 41 447  
richard.brostowicz@informa.com

### Europe & Africa:

Eddie Oliver  
+44 (20) 701 75956  
edward.oliver@Informa.com

### Asia:

Alena Barford  
+852 2234 2919  
alena.barford@informa.com

## Find out more about how we can help you compete.

Together with our clients, we have made a real impact in the agribusiness industry over the last few decades. Today, agribusiness is an increasingly volatile environment and the need to keep pace has never been higher.

Get in touch to see how we can help you compete and grow.

[agribusinessintelligence.com/consulting](http://agribusinessintelligence.com/consulting)  
[consulting@agri.informa.com](mailto:consulting@agri.informa.com)

**Agribusiness Consulting**   
Agribusiness intelligence | informa