
CROP INPUT MARKET RESEARCH

October 2021



METHODOLOGY

- An audience of 74,321 farmers
- Invited by email to quantitative online 15 - question survey

Invite

Collect

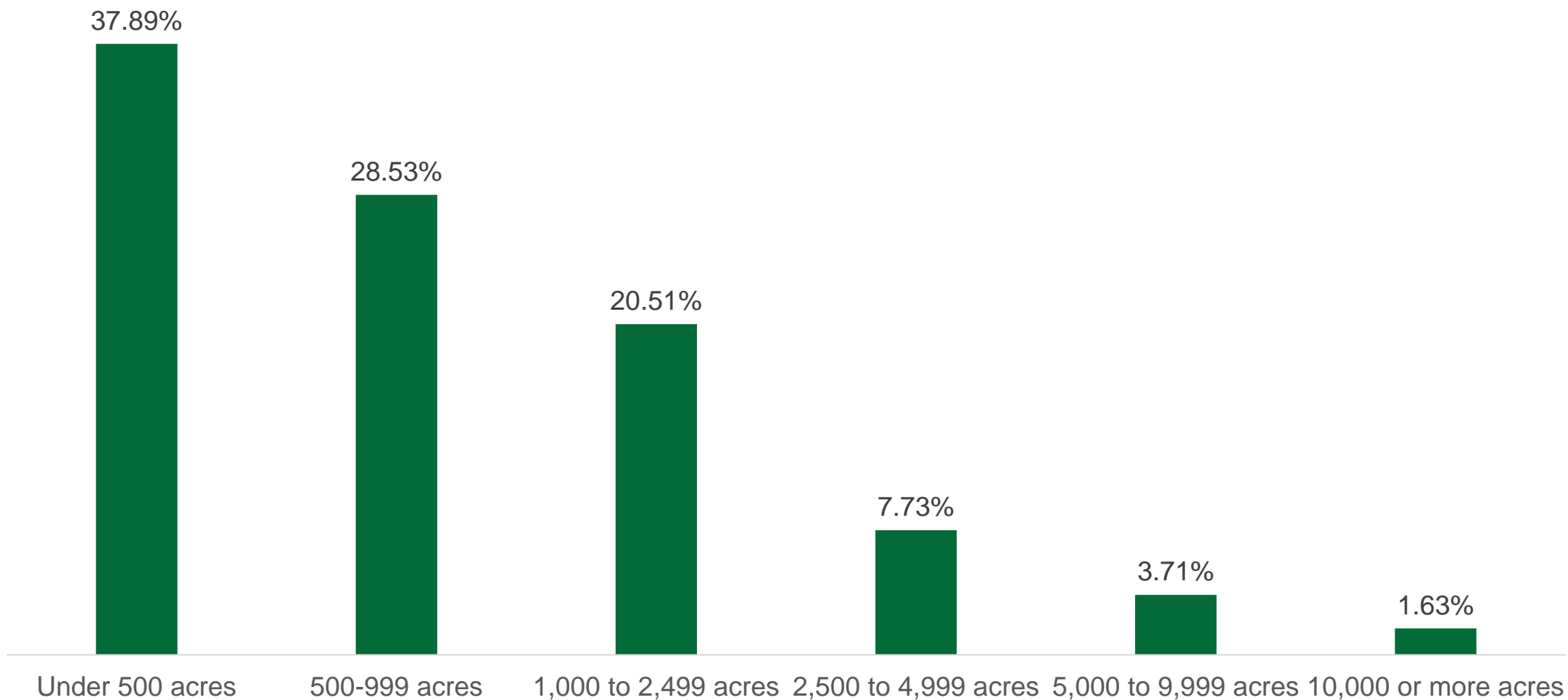
- Collected responses from September 6, 2021, to October 12, 2021.
- 931 total respondents
 - Hosted in Key Survey

- Data analyses was conducted using Key Survey, Excel and SPSS

Analyze

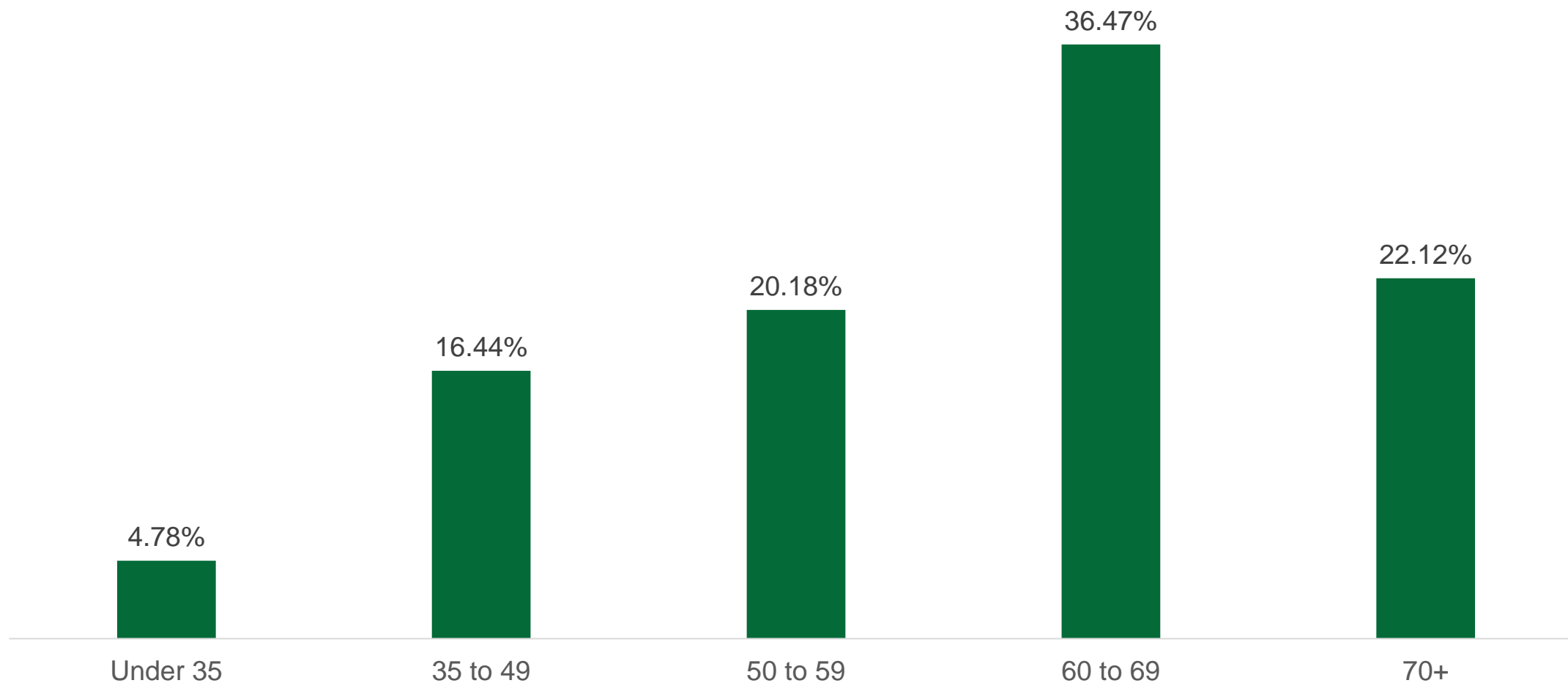


MAJORITY OF RESPONDENTS FARM UNDER 500 ACRES



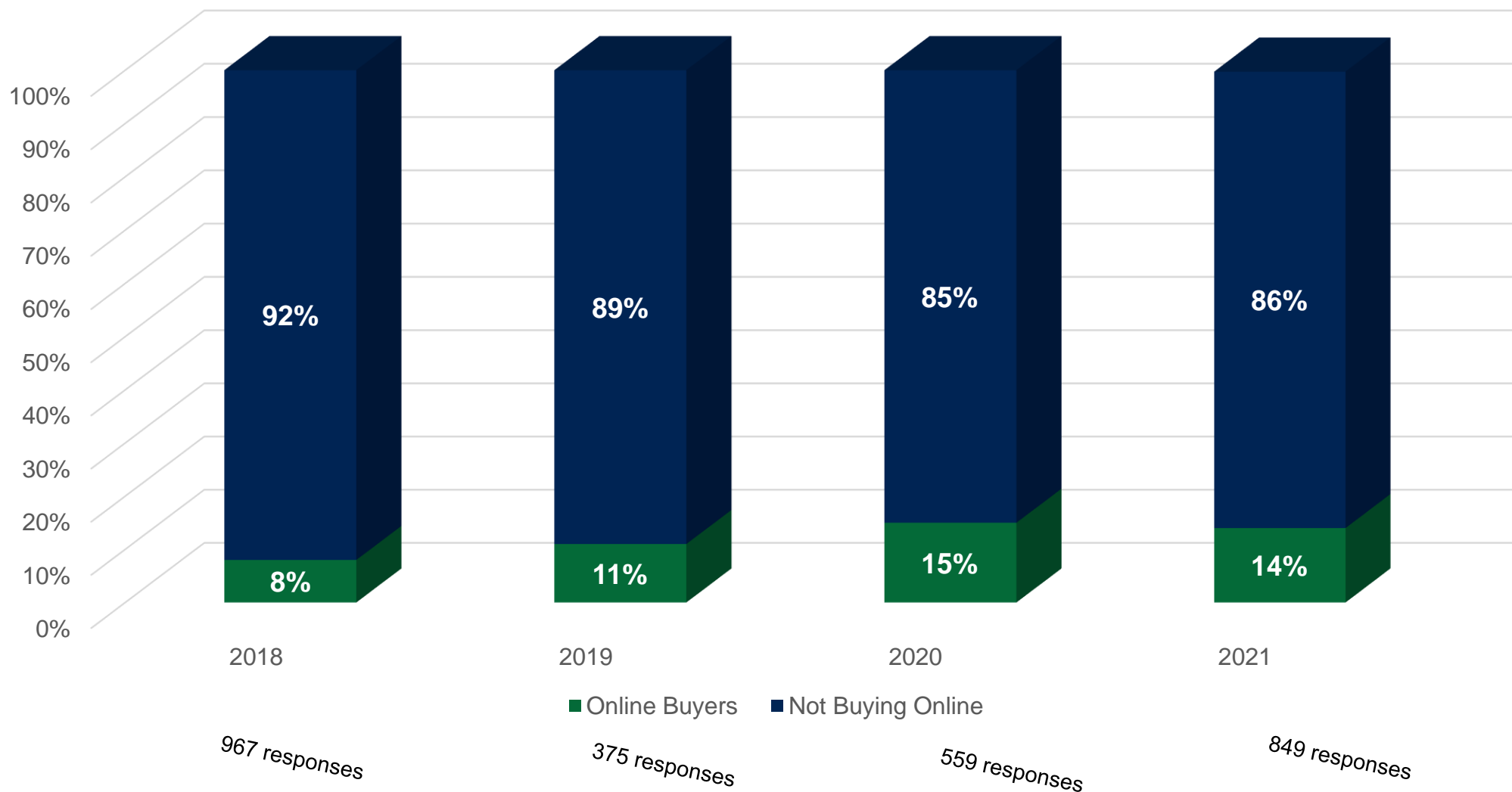


MOST PARTICIPANTS RANGE FROM AGES 60-69





ONLINE BUYERS OVER 4 YEARS





WHAT DOES IT MEAN TO YOU TO BUY ONLINE?

(multiple responses)

Purchase via a website/grower portal
offered by a retailer

55%

63%

Purchase via an e-commerce site
or marketplace

38%

51%

Have an adviser enter an order online

6%

12%

Research products on the internet, and
then call to order

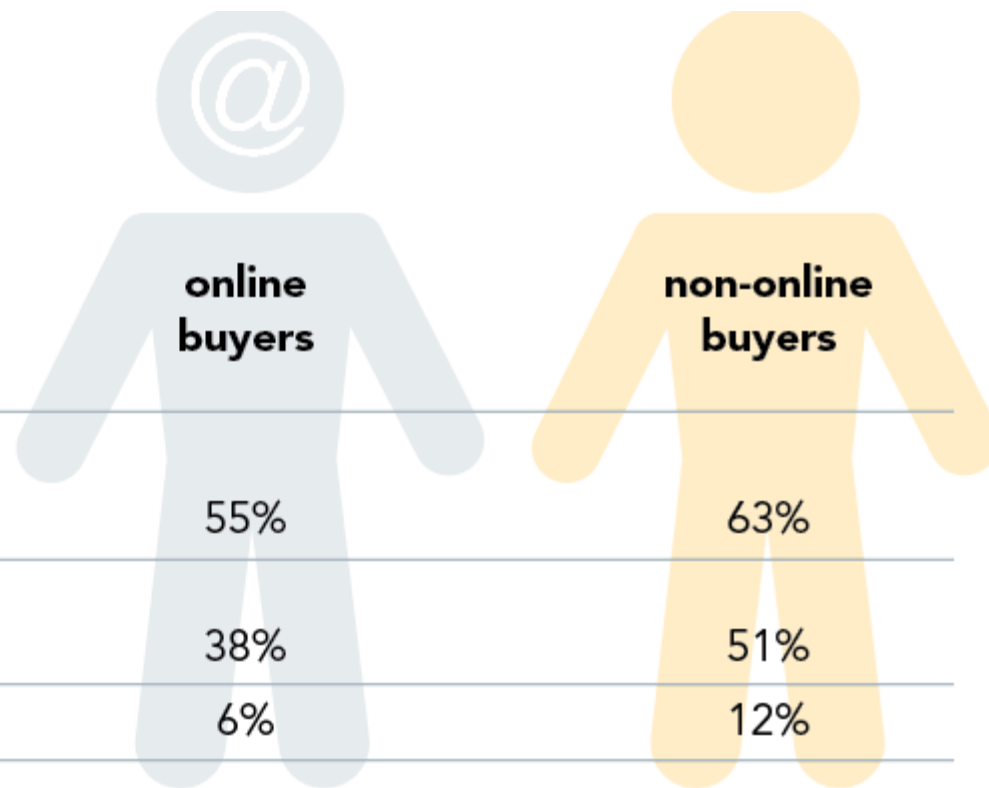
34%

36%

Other

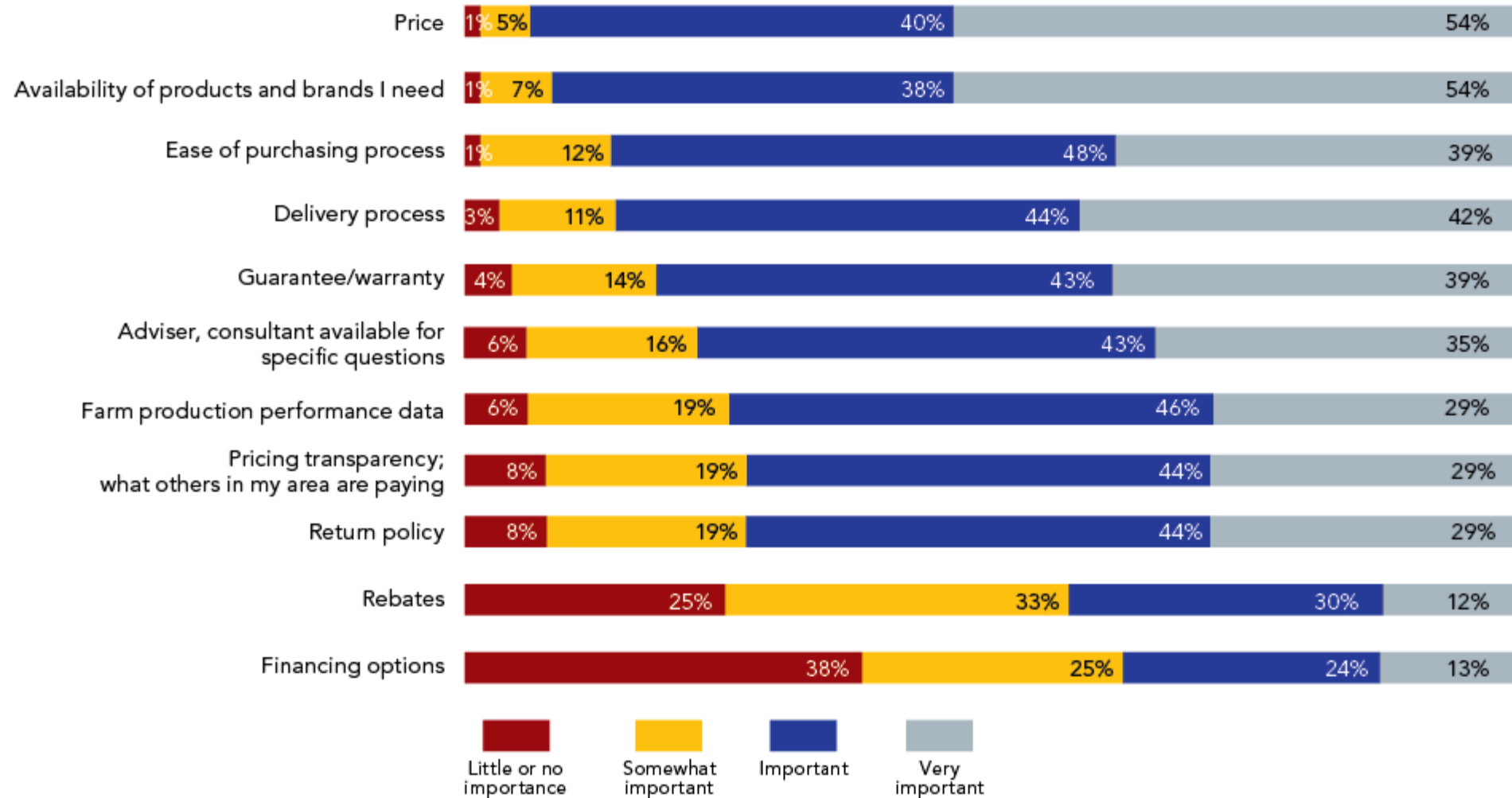
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8%





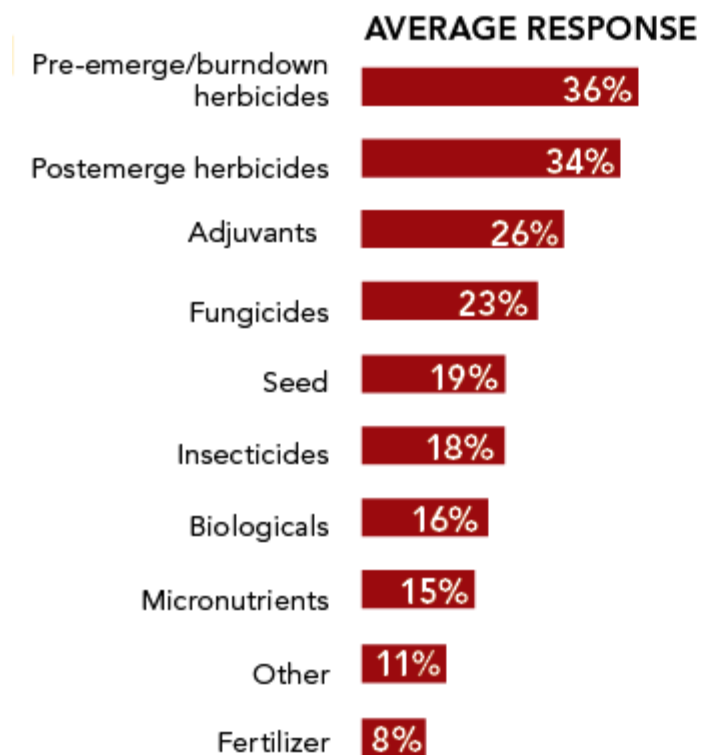
WHEN PURCHASING CROP INPUTS, HOW IMPORTANT ARE...





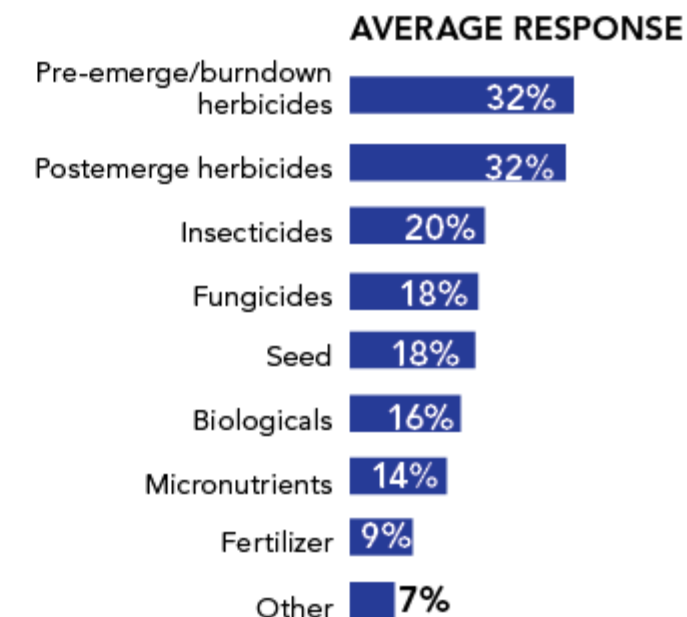
WHAT ARE THEY BUYING ONLINE?

FOR THE 2021 CROP, WHAT PERCENT OF THE FOLLOWING PRODUCTS DID YOU BUY ONLINE?



84 respondents

FOR THE 2022 CROP, WHAT PERCENT OF THE FOLLOWING PRODUCTS DO YOU PLAN ON BUYING ONLINE?



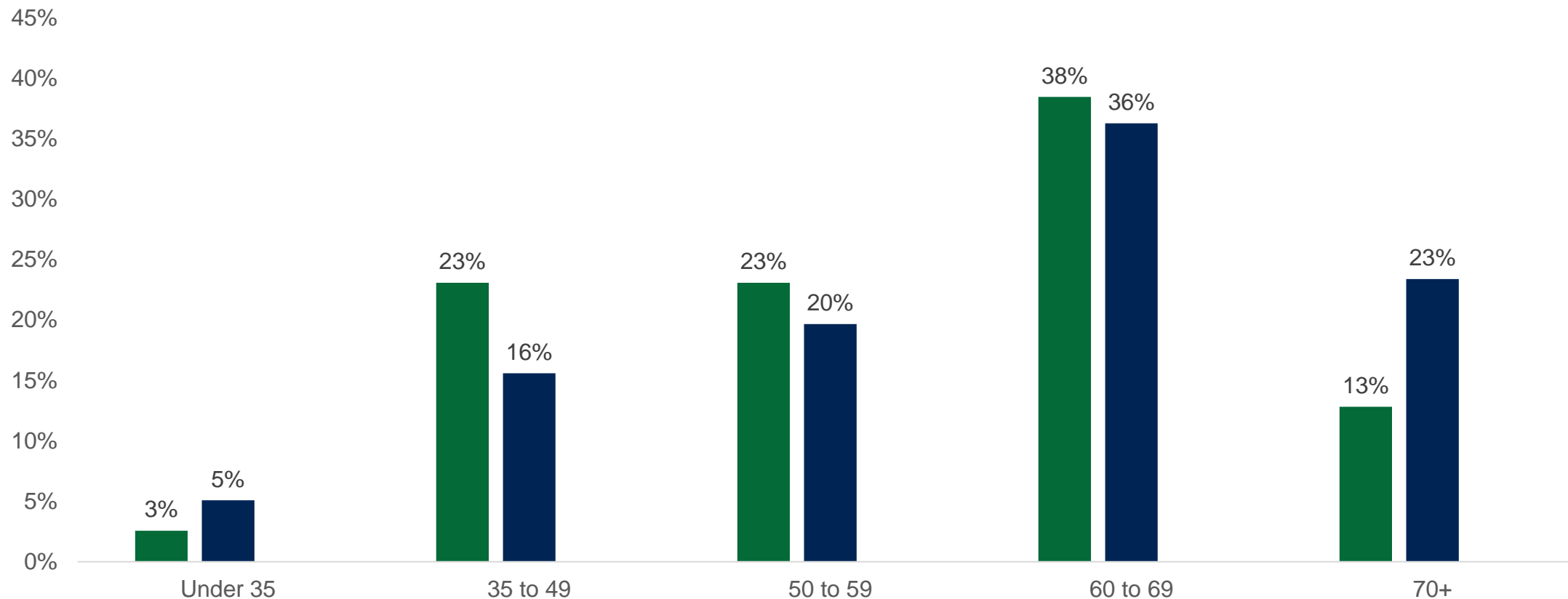
116 respondents



RELATIONSHIP BETWEEN AGE AND ONLINE BUYING

Age by Buyer Type

■ Online Buyer ■ Non-Online Buyer

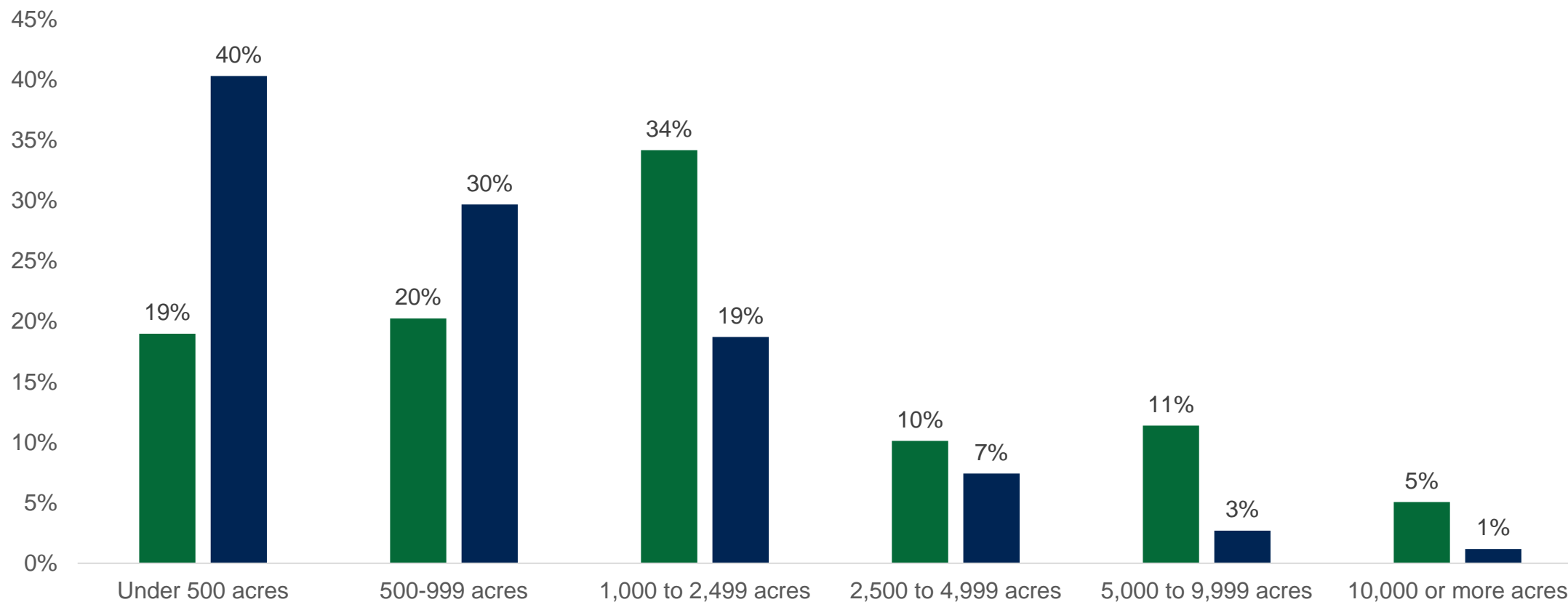




FARMERS OPERATING ON >2,499 ACRES ARE MORE LIKELY TO BUY ONLINE

Acreage by Buyer Type

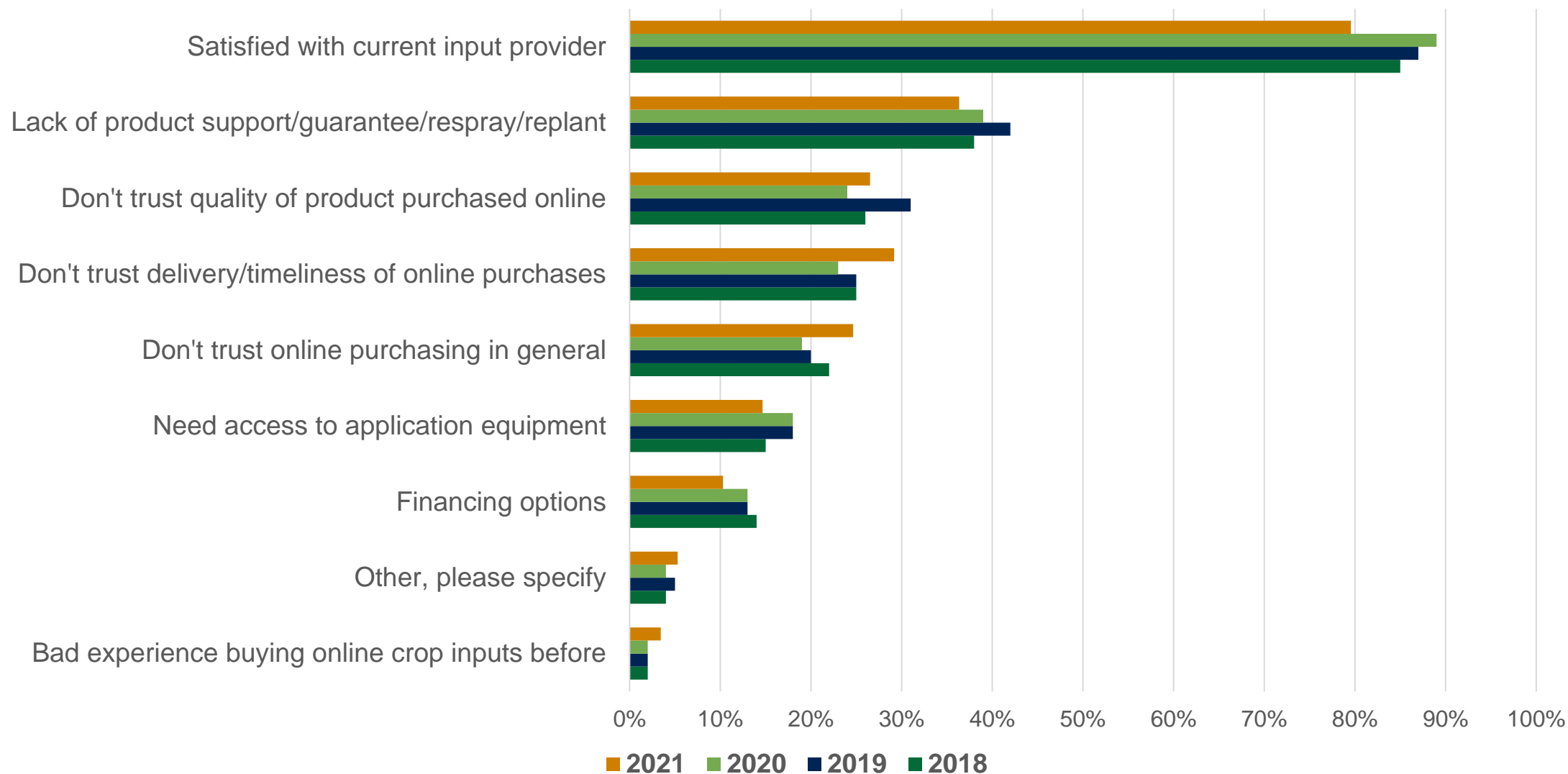
■ Online Buyer ■ Non-Online Buyer



YEAR-OVER-YEAR COMPARISONS

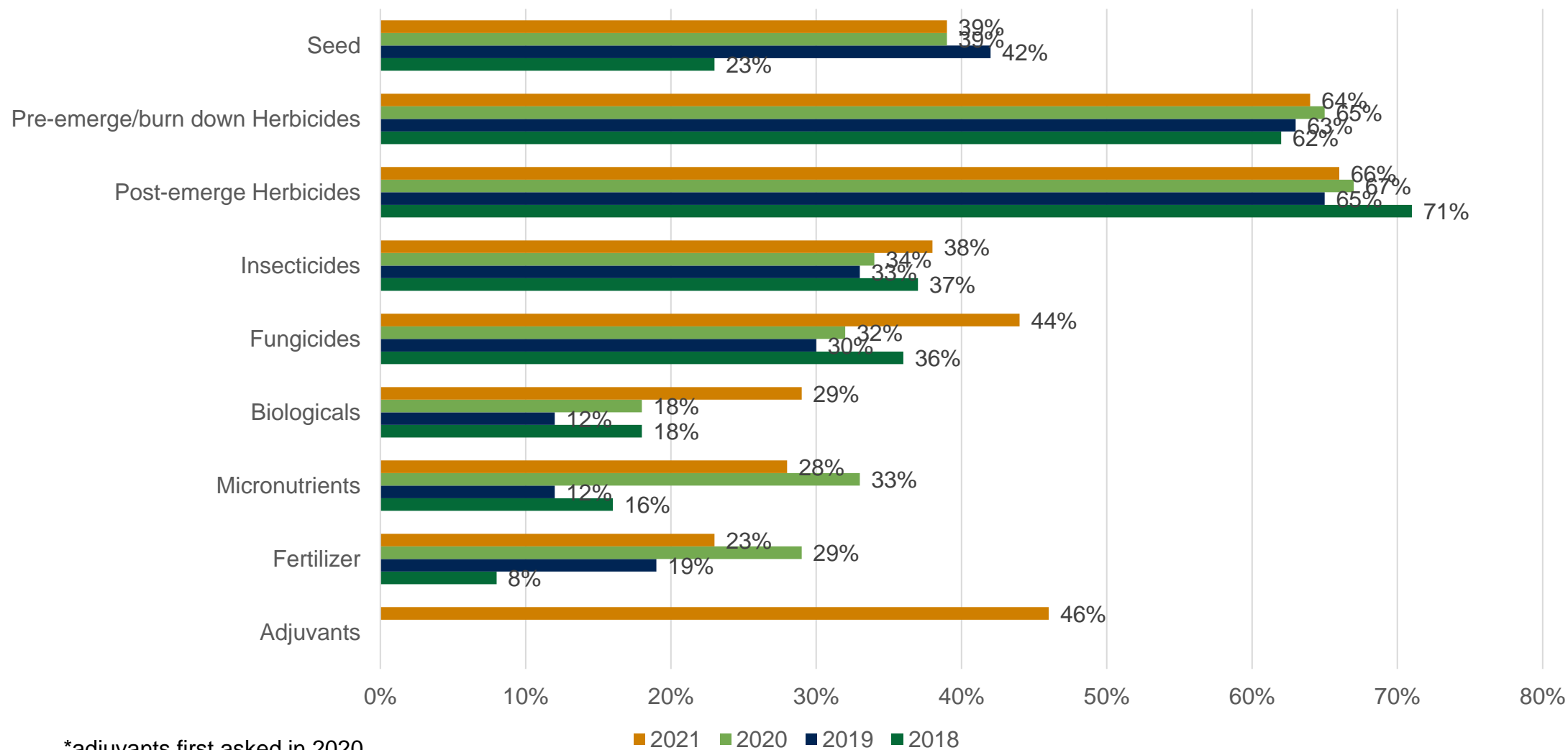


WHY DON'T YOU BUY ONLINE?



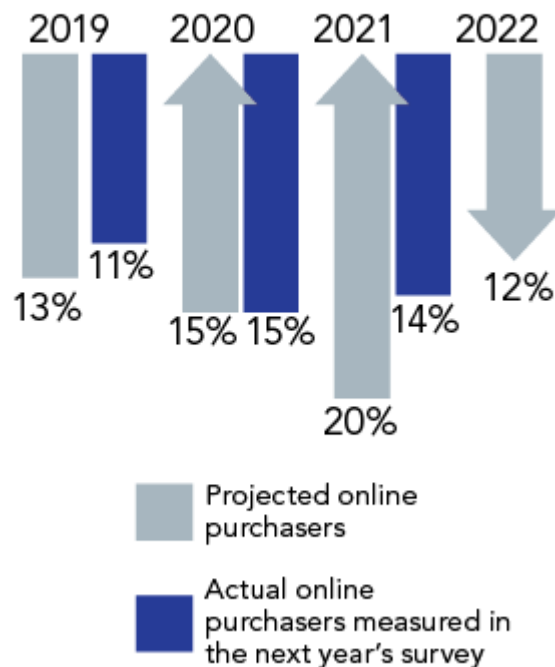


OF ONLINE PURCHASERS, PERCENT THAT BOUGHT ANY OF THESE CATEGORIES



BUYING ONLINE NEXT YEAR?

COMPARISON OF PROJECTED WITH ACTUAL ONLINE PURCHASES



Every year, Farm Journal has asked farmers about their buying intentions for the coming year, and farmers have overstated their plans to buy online. In other words, each year, a greater share of farmers say they intend to buy online for the next year than the share who later report they did buy online. Notably, for 2022, a lower percentage of farmers say they will buy some inputs online for the 2022 crop.