

# FarmShift

Stay ahead of the curve



## FarmShift: Changing Practices 2016

**A Survey of Leading Western Canadian Farmers in the Precision Farming Era**

- Find out what's changing on the farm in the core study on changing practices
- Use the Omnibus opportunity to insert your own questions
- Reserve Proprietary Depth Interviews to probe deeper



# Introducing FarmShift: Changing Practices 2016

This latest study in the FarmShift series is a 400-sample, recruit to web survey of western Canadian farmers with 2000+ acres. Its purpose is two-fold:

- 1) A study into the changes that farmers are undertaking in their practices, focusing on agronomy and crop production
- 2) An omnibus portion where sponsors can insert their own proprietary questions and receive the results on a confidential basis.
- 3) Qualitative depth interviews with 15 selected growers on a proprietary basis

**FarmShift: Changing Practices 2016** will look at the direction farmers are taking in the production of their crop, from seeding through harvest. What changes are they planning? What changes are already underway?

Our focus this year is on agronomic practices, crop inputs and precision farming.

## Who will be interested in this study?

**FarmShift: Changing Practices 2016** is for organizations that require a read on the pulse of western Canadian farm practices. What are the changing practices that will impact on demand for products, services, expertise and knowledge?

The **Omnibus** is for those companies and organizations looking for deeper insight on their own particular topics. Some may have just a few questions, others might need a small section of questions to fully address their topic.

The **Qualitative Depth Interviews** are ideal for organizations that require deeper discussion and feedback with leading growers on a proprietary basis.

You can subscribe to any combination of **FarmShift: Changing Practices**, the **Omnibus** questions, or the **Depth Interviews**.

## Methodology

FarmShift: Changing Practices reports and omnibus results will be based on a random sample of 400 western Canadian growers. Farmers participating in the study will be the main/joint decision-maker on their operation, not be planning to retire or exit farming in the next five years and have a minimum of 2000 acres of cropland.

We will deploy a recruit-to-web questionnaire (growers are pre-qualified and invited to participate via telephone, then receive an emailed link to the online survey).

The 400-sample will target a non proportional sampling plan of one-third of the sample in each province. Final study data will be weighted to reflect the actual geographic distribution of growers. Overall, a sample of 400 is accurate within +/- 4.9% at the 95% confidence level. This sampling plan is robust enough to allow the results to be reliably analyzed for statistically significant differences by various sub-groups, including province, farm size and age.

## In Farmers' Own Words - Quali-Quant Approach

A unique combination of quantitative and qualitative questions on the 400-sample survey adds depth and richness to the findings.

Closed ended questions will measure the portion of growers who have recently made changes or plan to make changes in the next few years. This is used to develop several metrics including a Patterns of Change grid identifying those practices that are undergoing increasing change, ongoing change, decreasing change and slow change.

Open-ended questions are asked about each practice in which growers have made recent changes or are planning future changes. Growers are asked to expand on what changes they are planning to make. The open-ended responses are analyzed and coded as well as used to provide insightful quotes to provide added richness to the results.





## Outline of the FarmShift: Changing Practices 2016 Questionnaire

For each of the following practices:

Have you made any changes in each of the following in the past two years?

Are you planning to make any changes in each of the following in the next two years?

Crop choices  
Seeding practices – wheat / canola  
Seed treatments  
Herbicides  
In crop fungicides  
Fertility practices  
Harvesting practices  
Precision farming

### What are the specific changes?

Where changes have been made or are planned, we will explore the type of changes made. We will use open-ended questions and a randomized design to explore every practice. This approach will prevent respondent fatigue if growers are planning many changes.

### What support will you expect from your main crop inputs suppliers in implementing these changes?

Where changes are planned, we will explore what type of support growers are looking for. Again, a randomized design will be used to avoid respondent fatigue if growers are planning many changes.

**Changing Products Probe** – Are growers planning to adopt any products they have never used before, and if so, which products?

### Precision Farming Probe –

- Current and intended use of variable rate fertilizer application, variable rate seeding, yield mapping. If they use or intend to use these practices, what do they see as the greatest value of using them (closed-ended)? If they don't use and don't intend to use these practices, what are the greatest barriers (closed-ended)?
- Variable Rate Seeding / precision seeding – current practices, future intentions. What crops do they use it on or intend to try it on? What benefits are sought (closed-ended)?

**Agromony Probe** – current sources of agronomy support, and future intentions.

## Potential Omnibus Questions

Omnibus questions are tailored to your issues (and results are not shared with anyone else).

FarmShift will work with you to develop appropriate questions, such as:

- Product purchase intentions
- Do farmers have particular behaviours, follow particular practices?
- Attitudinal questions (agree/disagree)
- Company or brand ratings for benchmarking or tracking
- Product or brand awareness
- Information needs, information seeking practices
- Reactions to a concept or new product
- Utilization of specific technologies

These questions are inserted on the 400-sample survey.

## Qualitative Depth Interviews

Qualitative Depth Interviews for proprietary topics that require significant exploration are available on a limited basis. Fifteen interviews will be conducted with each slot allocated 12 minutes of discussion. Length of discussion can be tailored to client needs and priced accordingly. We will develop a mini study guide in collaboration with the client.

This approach has proven highly effective as it enables deeper discussion with leading growers, led by an industry savvy research specialist.





## Deliverables

- Clients purchasing Farmshift: Changing Practices 2016 receive a report in PowerPoint format, detailing the results and implications.
- Clients purchasing Omnibus questions receive a report in PowerPoint format containing their own results, together with tables showing their results by farm size, province, and age (and other demographic or behaviour variables available on a custom basis).
- Clients purchasing Qualitative Depth Interviews will receive a PowerPoint presentation summarizing the discussion and conclusions of the interviews
- Conference call or webinar presentation and discussion of the reports is included. In person presentation is available for an added fee.

## Timing

Early bird pricing deadline	June 15, 2016
Client consultation and design of omnibus questions	June 15 – June 30, 2016
Survey data collection	July – Early August, 2016
Delivery of reports	September 23, 2016

## Costs

	Before June 15	After June 15
<b>Changing Practices report</b>	\$12,000	\$14,000
<b>Omnibus questions</b>		
Closed-ended question	\$1,500	\$1,750
Per three rating / ranking / scaling questions	\$1,500	\$1,750
Open-ended questions	\$2,500	\$2,750
<b>Qualitative Depth Interviews</b> (12 minute segment)	\$7,000	\$7,000

*If a large segment of omnibus questions are purchased by a single client, we will develop a package price.*

## About FarmShift

FarmShift has grown from the brand name for our line of syndicated farmer studies, to the name of our company that houses the entirety of our agricultural research practice. We are the prime source for farmer-focused market research studies, both syndicated and custom.

Through the course of ongoing research and discussion with farmers, the retail channel, and agricultural companies, our experienced agricultural market research team is constantly watching for fundamental shifts that might impact farmers' practices, needs, and expectations. We explore these shifts, trends, and opportunities via our line of syndicated studies.

As well, our market research group provides a full range of customized quantitative and qualitative research services. We have also adapted the most widely used market research techniques to the specific conditions faced in agriculture and food. No matter how complex your challenge or how intricate your opportunity, we have the depth to design a study that produces actionable results.

**FarmShift: Changing Practices 2016** is the latest study in our syndicated series, which began in 2007. Other FarmShift syndicated studies include:

Wheat 2016	Future of Canola	Precision Farming I and II	Business on the Colony
Future of Corn	Million \$ Farms	Open-Market Wheat	Certified Wheat Seed
Future of Soybeans	Media Mix 2012 & 2015	Large-Acreage Farmers	Large, Expanding Farms
Social Media	Wheat Marketing Practices	Wheat Production Strategies	

Our syndicated FarmShift studies have had over 100 subscribers, including equipment, crop protection, grain, seed, technology, and financial services companies, as well as agricultural industry associations and government. For more information on the full line-up of FarmShift studies, please visit [FarmShift.com](http://FarmShift.com).

## Study Team



### **SHARON BARKER** Director, Research Strategy

Sharon heads up the research practice and is involved in the design and implementation of all FarmShift syndicated studies and custom research projects. Sharon has over 20 years of experience in conducting strategic research in the agricultural sector among producers, retailers, manufacturers and employees, as well as research targeting Canadian consumers. Sharon's experience includes market research related to brand strategy development, biotechnology, crop input and agronomic services, financial services, retailer needs assessment, grain marketing, risk management and consumer attitudes and perceptions of agricultural issues. She has a Bachelor of Commerce degree, majoring in marketing from the University of Calgary. Sharon is based in Calgary.



### **JOANNA KARMAN** Senior Associate

Joanna specializes in tailoring leading edge consumer and business-to-business research techniques to the complex decision-making processes required in agriculture. With over 25 years of experience in agriculture, Joanna's particular areas of research expertise include brand health and brand positioning, new product development, pricing, customer satisfaction and loyalty. She has considerable experience in the life sciences sector and a high level of familiarity with agricultural products across Canada. Previously Joanna headed up the agricultural division as Senior Vice-President for a major North American research company. Joanna has a Master's degree in Agricultural Economics from the University of Manitoba and resides in B.C.



### **RON KROEKER** Senior Associate

Ron specializes in qualitative research, including depth interviews with end users, vendors and channel partners. Ron is particularly adept at investigation requiring innovative approaches. Ron's career in marketing extends over three decades with experience in various roles in agribusiness. Much of this experience was gathered building and managing industry-leading brands. Prior to joining Blacksheep, Ron provided leadership in sales and market development for a software system utilizing GPS technology for food production traceability. He managed sales and marketing functions for 10 years with a leading agricultural retailer, during which time he was awarded CAMA's prestigious Agri-Marketer of the Year title. Ron has a diploma in Agriculture from the University of Manitoba and resides in B.C.



### **RUSSELL JEFFREY** Managing Partner

Russell provides industry relevant expertise and insight to the development of clients' research solutions. Russell brings over 25 years of progressive management experience to FarmShift, including the management of some of Canadian agriculture's most known brands. In 2003, Russell left the corporate sector to found an integrated marketing firm with extensive capabilities in agriculture. Russell has a Master's of Science in Agricultural Economics and lives in Winnipeg with his family.



### **DERRICK COUPLAND** Strategy Advisor

Derrick brings strategic insight to research projects, to ensure that the outcomes are relevant and useful for marketing purposes. Derrick offers over 25 years of experience in the marketing business, as advertising agency owner, brand consultant and creative catalyst. Derrick is also known in the agriculture industry for his capable facilitation approach and problem solving abilities. Derrick resides with his family in Selkirk, Manitoba.



# FarmShift Changing Practices – Sign-up Form

Check here if you would like to purchase **Farmshift: Changing Practices**.  
 Cost of this study is \$12,000 until June 15 and \$14,000 after that.

Check here if you would like to insert **Omnibus** questions.  
 A quote will be provided based on the number and type of questions you have.

Cost of omnibus questions:	<b>Before June 15</b>	<b>After June 15</b>
Closed-ended question	\$1,500	\$1,750
Per three rating / ranking / scaling questions	\$1,500	\$2,000
Open-ended questions	\$2,500	\$3,000

Please indicate approximately how many proprietary questions you anticipate: \_\_\_\_\_

Check here if you would like **Qualitative Depth Interviews**.

<b>Qualitative Depth Interviews</b> (12 minute segment)	\$7,000	\$7,000
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All study documentation is confidential and strictly for the internal use of participating organizations. The core module of FarmShift: Changing Practices is a syndicated report and may not be reproduced in any way, or disclosed to any other party, in any manner whatsoever, without the prior written consent of FarmShift Inc. Omnibus results are the sole property of the client who purchases them and may be used or distributed in any way the client prefers.

In the unlikely event of an insufficient number of subscribers, the study could be postponed or cancelled.

50% of study cost is due upon sign-up, and 50% is due upon receipt of deliverables.  
 Costs exclude applicable taxes..

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 Company Name

\_\_\_\_\_  
 Phone number

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Position

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

**Please sign, scan, and email to [info@farmshift.com](mailto:info@farmshift.com).**

# FarmShift

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