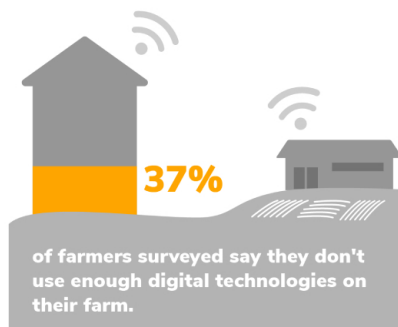
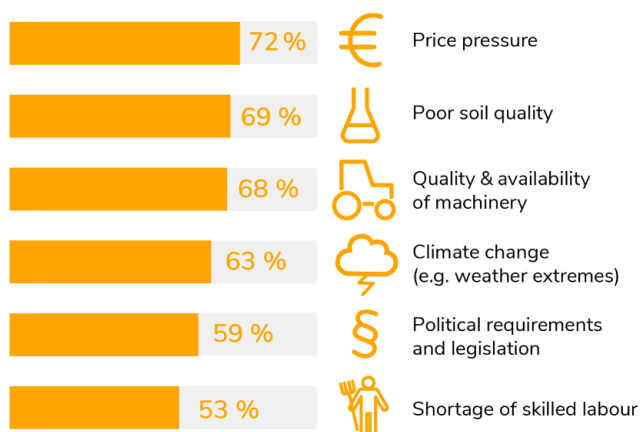
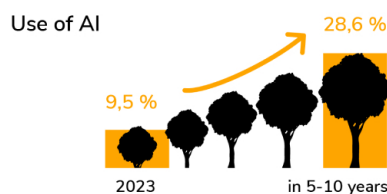
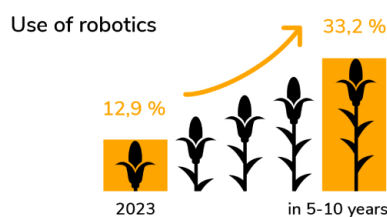


AGRICULTURE IN TRANSITION

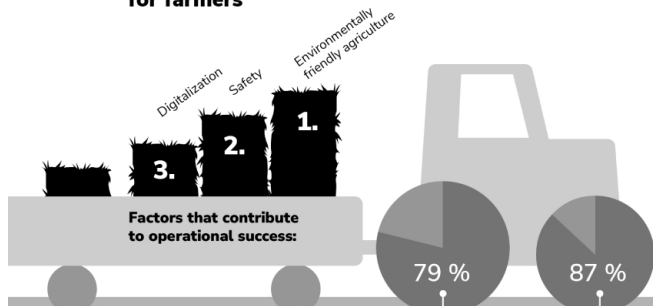
Challenges facing farmers



Expected growth



Important factors for farmers



Factors that contribute to the personal motivation of farmers:

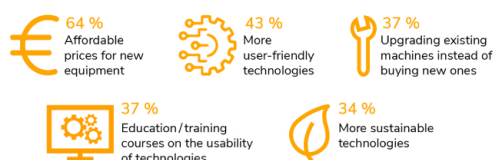
79 % of farmers say it is important to work for a farm that engages with environmental issues.

87 % of farmers say it is important that the machinery and equipment used on the farm contributes to sustainability.



Only about 45% of the farmers surveyed feel sufficiently prepared for the upcoming transformation in agriculture.

Manufacturer support is needed. Farmers want:



n=503 (GER 100, FR 101, US 102, BR 100, JP 100), age 18-69 years, men and women working as farmers / producing farmers (grain, cultivation, livestock, etc.) on farms larger than 30 hectares and are themselves users of agricultural equipment / machinery (e.g. tractors).

Caption:

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