DESCRIPTION

Andrei is a 28 year old, arable farmer with a total farm size of 1000ha. He recently took over the family farm from his father. He is willing to invest in technology that can help him increase productivity and deliver costs savings. He is well educated and a technology enthusiast.

PERSONAL CHARACTERISTICS

- Curious
- Problem-solver
- Risk taker
- Social
- Innovative

INTERESTS

- Smart Technology
- Sustainability
- Best practice
- Recognition for excellence
- Research projects

GOALS

- Making the farm more profitable
- Improving environmental sustainability
- Finding the right technology provider to solve his problems

CHALLENGES

- Rising farm and tech costs
- Integrating data from multiple technologies
- Finding a suitable place to express his farming needs

INTEREST IN DEMETER

- Connecting with technology vendors through SOCS
- Learning about other farmers' experience
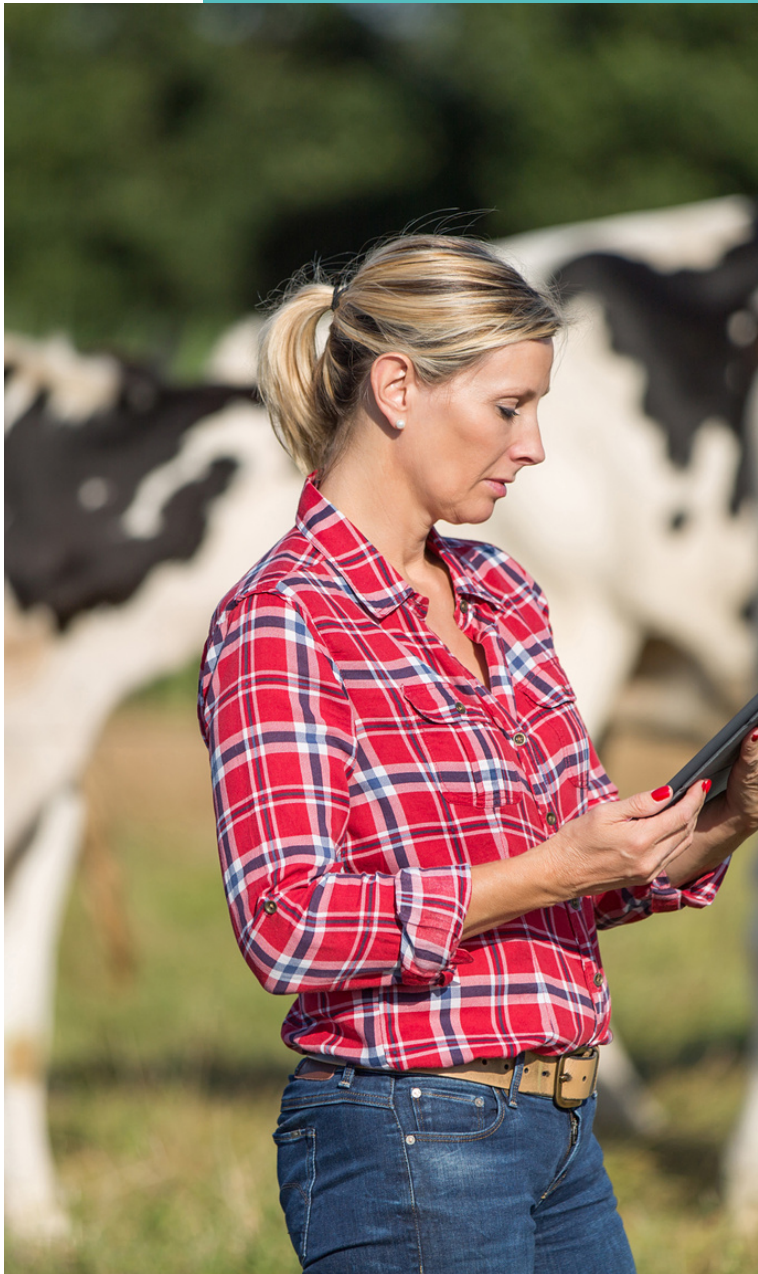- Learning about technologies in the pilot projects

Andrei

THE INNOVATOR

NEEDS

- Up to date information
- Collaboration tools

SOURCES OF INFO

- Trade Fairs/Events
- Farmer's Organisations
- Advisor
- Social Media/Agrimedia
- Peers

DESCRIPTION

Kate is 32 year old dairy farmer with a total farm size of 100ha. She is change-oriented and looking for ways to make the farm more efficient. She has a degree in Agriculture and is an active member of her local farming organisation.

PERSONAL CHARACTERISTICS

- Curious but cautious
- Risk taker
- Proactive
- Social

INTERESTS

- Improving environmental footprint
- Ag policy
- Educating and informing others
- Smart Agriculture

GOALS

- Improve farm efficiency
- Connect with innovative farmers to learn more about technology
- Reduce overall costs

CHALLENGES

- Deciding which technology to invest in
- Data privacy issues
- Accessing capital to invest in technology

INTEREST IN DEMETER

- Learning about technologies in the pilot projects
- Learning about other farmers' experience through SOCS
- Meeting with technology vendors to co-create solutions.

Kate

EARLY ADOPTER

NEEDS

- Clear information on the return on investment
- Connect with and learn from innovators

SOURCES OF INFO

- Farmer's Organisations
- Advisor
- Peer farmers

- Social Media/Agrimedia
- Events and Demonstrations

Hans

EARLY MAJORITY

DESCRIPTION

Hans is 40 year old, fruit farmer growing apples, cherries and strawberries. He has a total farm size of 60ha. He has specialised training in agriculture and is interested in learning more about technology but lacks some associated skills.

PERSONAL CHARACTERISTICS

- Cautious
- Slightly risk-averse
- Business-oriented
- Cost-focused
- Practical

INTERESTS

- Family/Work life balance
- Ag policy
- Participating in local farmer organisation

GOALS

- Reduce costs
- Optimise the use of existing resources
- Get a better overview of what the data is telling him about my farm

CHALLENGES

- Accessing money to invest in new technologies
- Trusting the technology and the technology vendor
- Dedicating time to learn about technology

INTEREST IN DEMETER

- Learning about technologies in the pilot projects, particularly those that are less expensive
- Reading about other farmers' experiences using technology

NEEDS

- Return on investment figures
- Technologies that are straightforward to use
- Data privacy guarantees

SOURCES OF INFO

- Peers
- Farmer's Organisations
- Advisor

- Social Media/Agrimedia
- Events and Demonstrations

Jose

LATE MAJORITY

DESCRIPTION

Jose is 49 year old, olive farmer with 50ha. He has considerable experience in farming but no formal qualification. He is the key decision maker on the farm, but family members help with day to day operations.

PERSONAL CHARACTERISTICS

- Thorough
- Comprehensive
- Risk-averse
- Distrustful of technology
- Cost-focused

INTERESTS

- Ag policy
- Weather
- His region
- Farm machinery rather than technology

GOALS

- Lower production costs
- Grow from marginal to substantial gains
- Improve use of resources
- Better work-life balance

CHALLENGES

- Rising costs
- Digital infrastructure
- Learning about new technologies
- Understanding the data from technologies

INTEREST IN DEMETER

- Learning about technologies in the pilot projects that are relevant to his farm
- Reading about other farmers' experiences using technology

NEEDS

- Proven solutions that work
- Technologies that are easy to use
- Data privacy guarantees

SOURCES OF INFO

- Peers
- Farmer's Organisations
- Advisor /Vet
- Machinery Vendors
- Print media
- Social Media

Mario

LAGGARDS

DESCRIPTION

Mario is 60 year old, grain farmer with a relatively small farm size. He likes to farm using traditional means and methods. He has limited technical skills but has a considerable number of years' farming experience.

PERSONAL CHARACTERISTICS

- Proud of his crop
- Reserved
- Risk-averse
- Skeptical
- Reluctant to change

INTERESTS

- Farm succession
- Surviving in a tough market
- Maintaining the status quo

GOALS

- Learning new ways to become more efficient and competitive
- Introduce some technology on farm
- Transfer knowledge to younger generations

CHALLENGES

- Keeping track of regulatory changes
- Developing skills to use new technology
- Accessing finance

INTEREST IN DEMETER

- Reading about the pilot solutions that are geared towards small-scale farmers

NEEDS

- Easy to use technology
- Support from advisors and farm associations
- Information tailored to his farm

SOURCES OF INFO

- Family
- Peer farmers
- Events and Demonstrations

- Farming Organisation
- Print media