



2021 New Zealand Pastoral Farmer Nationwide Triannual Survey information



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Cinta Agri Research

primary sector market research specialists

Prepared by: Fiona Hudson

About Us



Cinta
AGRIRESEARCH

Survey specialists of farmers and growers throughout New Zealand



Cinta surveys farmers and growers
What does your company need to know?

- Farmer and grower telephone surveys
- Online farmer and grower surveys
- On site farmer and orchardist interviews
- Farmer and grower focus groups
- Pastoral farmer nationwide omnibus surveys – 4 waves per year
- Dairy farmer nationwide omnibus surveys – 2 waves per year
- Vet interviews
- Extensive nationwide farmer and grower database



Agricultural and Horticultural market research specialists

Call Fiona Hudson
Managing Director

021 498 456 | cinta.co.nz

Talk to us about your bespoke research requirements





About the Pastoral Farmer Omnibus Survey

- An omnibus survey is a shared questionnaire where 2-3 agri companies examine their bespoke question sets and only demographic questions are shared.
- Sample size: 600x pastoral farmers - policy decision makers – no lifestyle farmers
- Field stage: 6 weeks in field
- Report delivery: 8-9 weeks from questionnaire sign off
- Demographic questions: Farm Type, 13x Regions, Gross Farm Income, Farm Size, Gender, Age - analysis based on a 99% significance level. Results are segmented by the demographics
- Survey waves: Autumn, Winter and Spring 2021
- Cost: **\$10,500 +GST** for 5x bespoke comprehensive pre-coded questions. Additional question cost below

Cost includes

- Cost includes: Question discussion & design, rigorous pilot testing, project software programme set up, interviewer brief, fieldwork costs, data analysis & interpretation and full PPT report. Respondent incentive – draw to win 1 of 4 large cowhides valued \$799 per cowhide

region	ratio	percentage
Northland/ Auckland	48	8%
Waikato	84	14%
Bay Of Plenty	24	4%
Gisborne	24	4%
Hawkes Bay	36	6%
Taranaki	30	5%
Manawatu/ Wanganui	66	11%
Wairarapa/Wellington	24	4%
Marlborough	24	4%
Tasman/ West Coast	24	4%
Canterbury	96	16%
Otago	60	10%
Southland	60	10%
TOTAL	600	100%

- Deliverables: A custom PPT report displaying graphs, charts, verbatim and summaries. 30 minutes of additional analysis
- Additional pre-coded prompted or unprompted question cost \$1,800 +GST per question. 5x read outs per prompted question
- Additional open question cost: \$2,000 +GST
- Survey introduction respondent screener \$2,000 +GST. Extra analysis over above the free 30 minutes is \$500+GST. Report results debrief \$500 per hour

Other points...we make it easy for you!

Cinta designs your questions, pilot tests the questionnaire, completes the field work, analysis and prepares a user friendly report

- Farmer phone numbers are sourced from the Cinta Agri Research database we have built up over 25 years
- Participating agri companies are limited to 4 maximum, so the omnibus questionnaire is not too lengthy for farmers
- The other participating agri-companies do not see your questions or your results
- We do not have two companies within the same sector participating within the same survey wave



What do you want to know?

Extensive agriculture track record

• Adama • AgResearch NZ • Agrifeeds • ASB Rural • Agronica • AgriMagic • Ag ITO • ACC Rural • Agvance • Agvax • Allflex New Zealand Ltd • AgriQuality • Animal Remedies • ANZCO • Bayer • Barenbrug Agriseeds • Bio Start • Beef & Lamb NZ • Blue Wing Honda • Bell Booth • Ballance • Coprice • Country Wide • CRV Ambreed • Dexcel • DOL • Donaghys • Dexcel • Deer Industry NZ • DuPont • ENZA • Elders • Farmside • Farmlands • FMG • Gallaghers • Goldpine • Hynds • Hurricane • Holden NZ • Hustler Equipment • Johnes Management • Kotare Bioethics • Landpower • Lowe Corporation • MPI • Map of Agriculture • MAF • Masterpet • MBIE • Merck • Merial NZ • Mystery Creek Field Days • Meridian • Mediaworks • Mercury • Molemap Rural • Nimmo-Bell • Nufarm • NZ Farm Forestry • NZ Young Farmers Contest • NZ Sheep & Meat Innovation NZ Ltd • NZ Beef Council • NZ Meat Research Development Council • Napier Abattoir • NZ Vet Association • Ogilvy • Ovis Management • Orion Science • Pasture Renewal Trust • PGG Wrightson NZ • PGG Wrightson Seeds • Pedigree • Pfizer • Rezare • Rissington Breedline • Rabobank • Ravensdown • Seed Force • Shaver Beef Breeders • Swanndri • Telecom Rural • Tower • Trutest • Young Farmers Competition • Virbac • Vetlife • Vetent • Waratah • Wairere Ram Breeders • WorkSafe • Wiremark • Westpac Rural • Xtra Rural • Zoetis

Meet the team



Fiona Hudson
MD & Senior
Analyst



Robyn Moore
Senior Research
Analyst



Rachael Thomson
Fieldwork &
Operations



John Hudson
Agri-Consultant



Sarah Loader
Business Liaison



"When we decided to embark on market research with farmers there was only one company we would consider and that was CINTA Research. Their excellent reputation and focus on agricultural research preceded them and rightly so. Their insights in preparing our quantitative study and focus groups have been vital to the success of our research. From the start to finish they have been very professional, organised and very helpful. We will definitely use them again in the future."

Elisabeth Johnston | Marketing Manager | Adama New Zealand Ltd



Deer Industry
New Zealand

"Deer Industry New Zealand has sought assistance from Cinta for ad hoc surveys for a number years. Work that CINTA provided formed a central element to the deer industry's successful application for Primary Growth Partnership funding, and continues to be used as a reference for industry interaction with farmers. CINTA are our 'go-to' research firm because of their knowledge of the practicalities of farming and their can do attitude."

Innes Moffat | P2P Manager | DINZ



"Bayer have participated in the Dairy Farmer omnibus survey facilities as we found the findings extremely insightful. Fiona and the CINTA Research team are efficient and great to deal with. Their own background in the rural industry is an advantage when phrasing questions as they have a deeper understanding of farming products, services and issues. Their comprehensive database of the farming sector assured us we connected with a representational sample and have confidence we can use the results with certainty. The reporting was to a high level and easy to interpret and we look forward working again with Cinta Agri Research in the future"

George Reeves | Marketing Manager | Bayer NZ Ltd



Understand your market. Call us today!

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