



SORGHUM,
A KEY TO BUILD
OUR FUTURE.

3RD EUROPEAN SORGHUM CONGRESS



Sorghum perception

in France, Spain, Italy, Romania, Bulgaria, Austria and Hungary

Third European Congress of Sorghum
Toulouse, October 12-13, 2021

D. Cholost



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Project overview



Research

Food Research Institute

Patron

French National Federation
of Maize and Sorghum Seed
Production

Project

Evaluation of the promotional &
educational campaign improving
sorghum perception
in Austria, Bulgaria, France, Hungary,
Italy, Romania, Spain.



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The Food Research Institute

Over 10 years of experience in market research
and consumer awareness of products/brands

Evaluation of information and promotion
campaigns, specialising in food and agriculture

Cooperation with leading researchers from the
Warsaw University of Life Sciences



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Methodology

Target groups

Farmers cultivating grains and cattle breeders,
Producers of food, biogas, ethanol, and feed
processors

Method

CATI
(computer assisted telephone interview)

Number of interviews

Total: 50



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Average Awareness Index

Average Awareness Index shows how farmers' awareness about sorghum grew during the promotion campaign

The measurement has been made in each of 3 stages of the study (initial, meantime, final).

- The scale of awareness
 - 0 - 50 points - low,
 - 51 - 90 points - average,
 - 91 - 120 points - high.



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Average Awareness Index for Austria =

	Pre-test	Mid-test	Post-test
Average Awareness Index	43,00	50,24	54,76
Category	LOW	AVERAGE	AVERAGE

Low agricultural production potential





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Hungary

	Pre-test	Mid-test	Post-test
Average Awareness Index	43,67	49,50	52,33
Category	LOW	LOW	AVERAGE

High agricultural production potential



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Average Awareness Index for France

	Mid-test	Post-test
Average Awareness Index	76,40	80,10
Category	AVERAGE	AVERAGE

Europe's leading sorghum producer



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Average Awareness Index for Spain

	Mid-test	Post-test
Average Awareness Index	60,80	63,10
Category	AVERAGE	AVERAGE

Low availability of sorghum on the market
High potential





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Average Awareness Index for Italy

	Mid-test	Post-test
Average Awareness Index	59,60	61,20
Category	AVERAGE	AVERAGE

No plan to increase the usage of sorghum



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Average Awareness Index for Romania

	Mid-test	Post-test
Average Awareness Index	63,20	64,30
Category	AVERAGE	AVERAGE

No plan to increase the usage of sorghum



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Average Awareness Index for Bulgaria

	Mid-test	Post-test
Average Awareness Index	59,60	61,20
Category	AVERAGE	AVERAGE

Lowest popularity of sorghum





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