



Sorghum perception

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

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

D. Cholost













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.









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









Methodology



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

CATI (computer assisted telephone interview)

Total: 50











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 <u>awareness</u>
 - 0 50 points low,
 - 51 90 points average,
 - 91 120 points high.

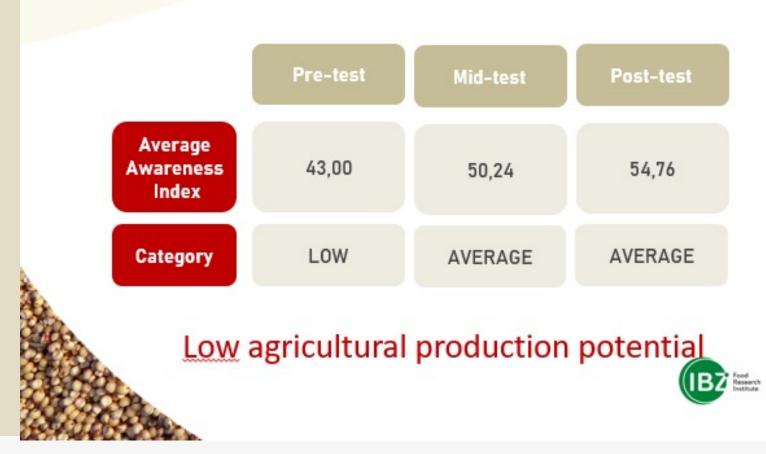








Average Awareness Index for Austria













FROM

13

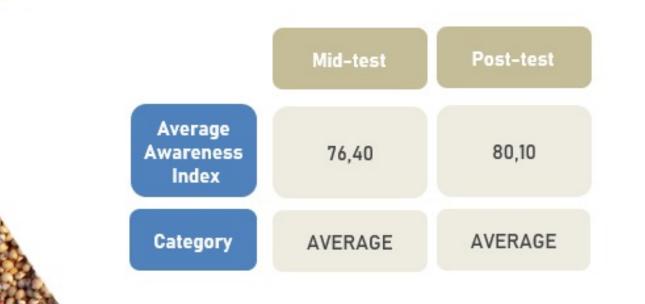
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OUR FUTURE.







Europe's leading sorghum producer

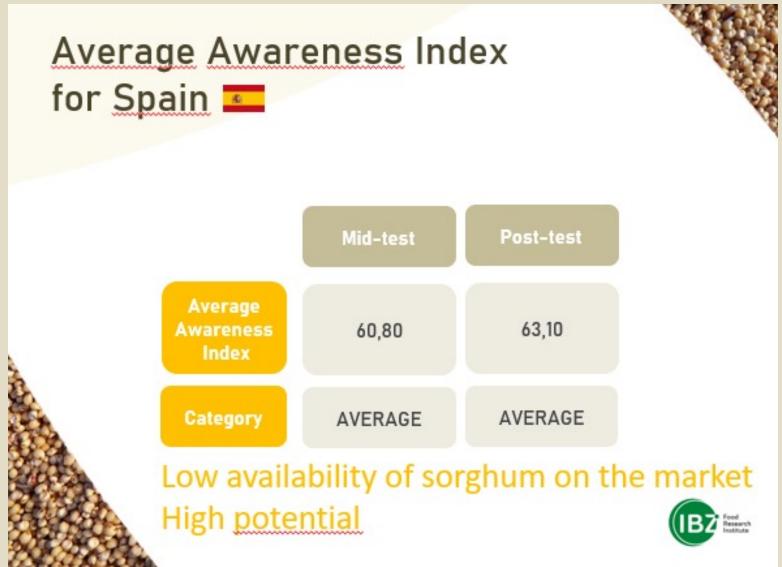






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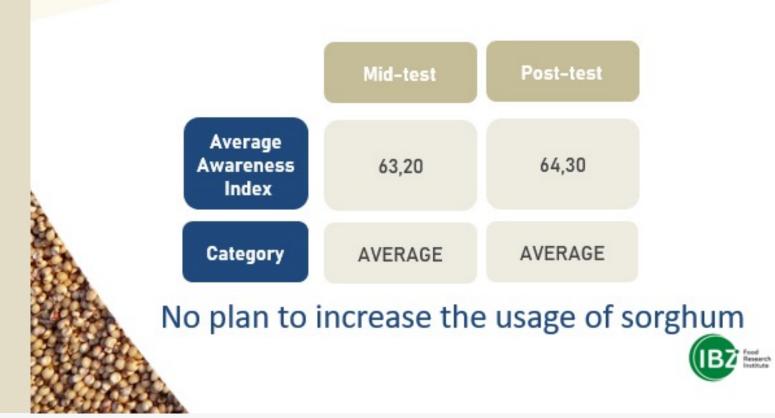










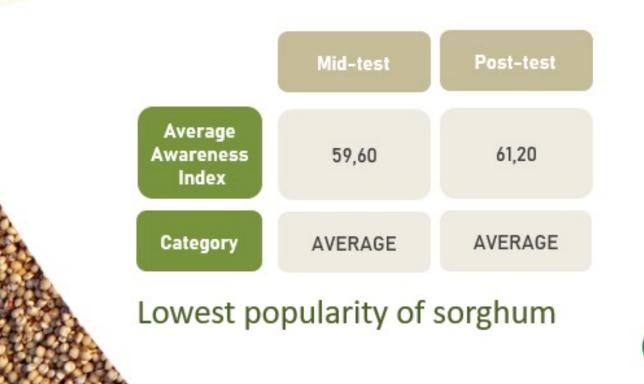












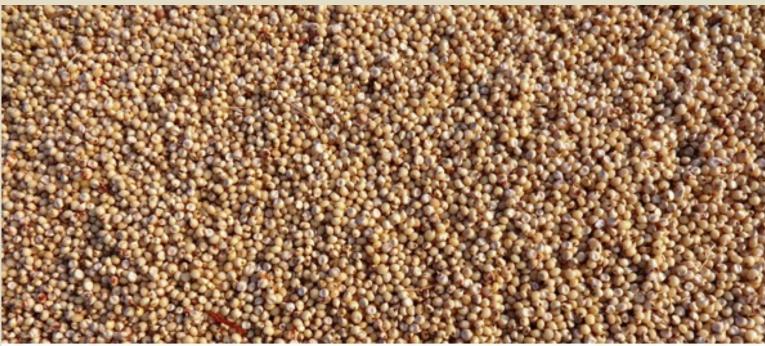






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