

Dutch agricultural sector reserved

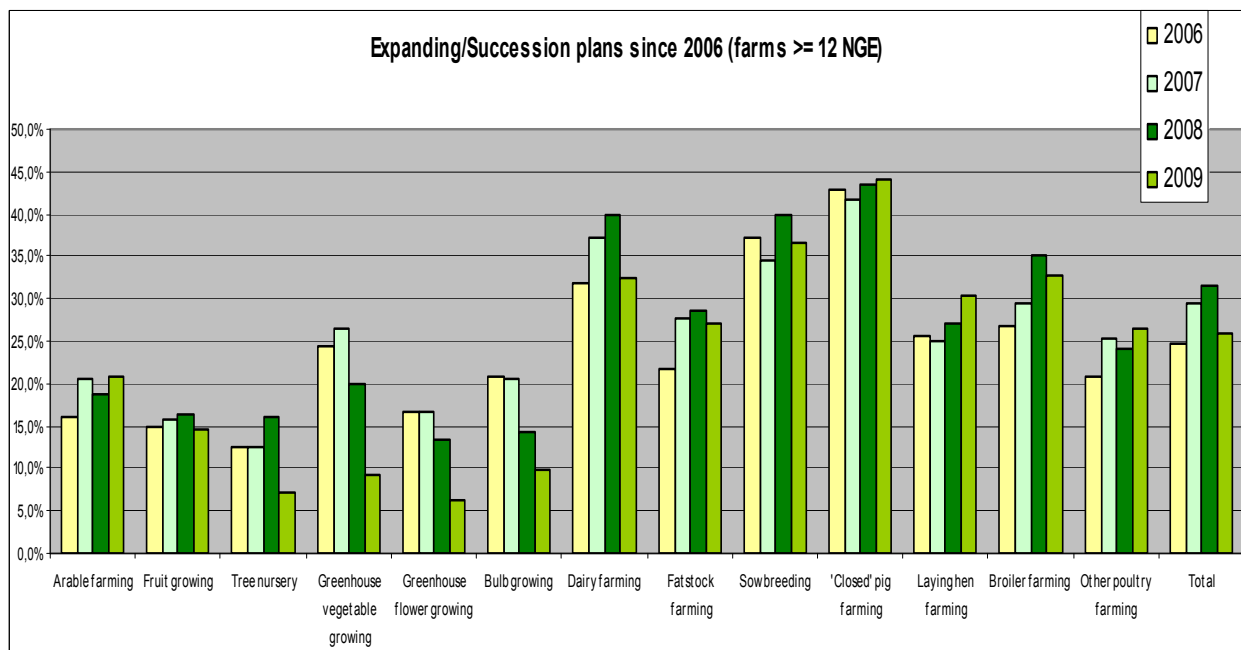
The percentage of farmers / horticulturists with expanding plans decreased in most sectors, but on the other hand also the percentage with termination plans has decreased

For the first time since 2006 the percentage of Dutch farmers/horticulturists with expanding plans has decreased compared to the year before. This decline is visible in almost every agriculture sector, except for the poultry sector. At the same time the percentage of farmers/horticulturists that plan to end their business on short terms declines as well. The Dutch agricultural sector waits before taking thorough decisions.

To be able to make these trends visible AgriDirect, specialist in Agrimarketing and –research, phones every professional farmer/horticulturist in Holland each year. During so called “scanners” we collect info about the present activities, investment- and future plans. If the farmer is over 50 years old, we also ask if a successor is available.

Some trends:

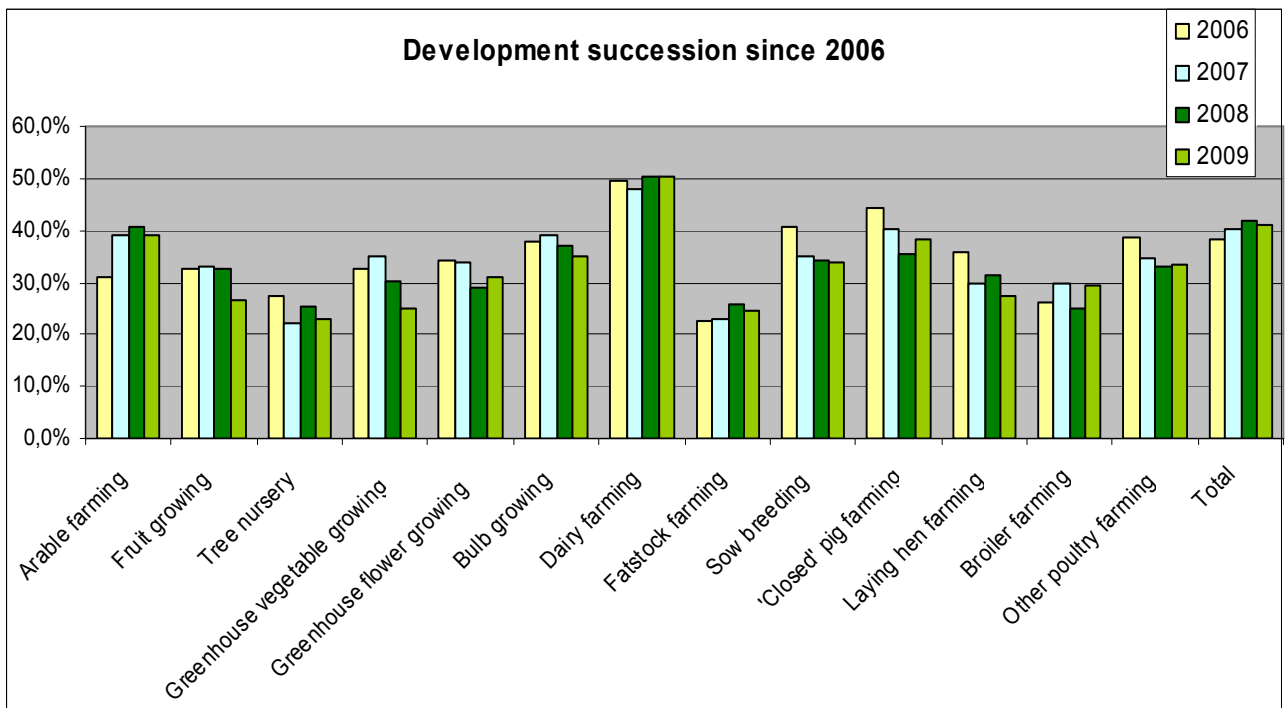
Poultry sector positive about the future



▲ The poultry sector is still positive about the future. The percentage of farmers with layinghen- or other poultly that plans to expand their business has increased again in 2009. Over 30% says to expand their business on short terms.

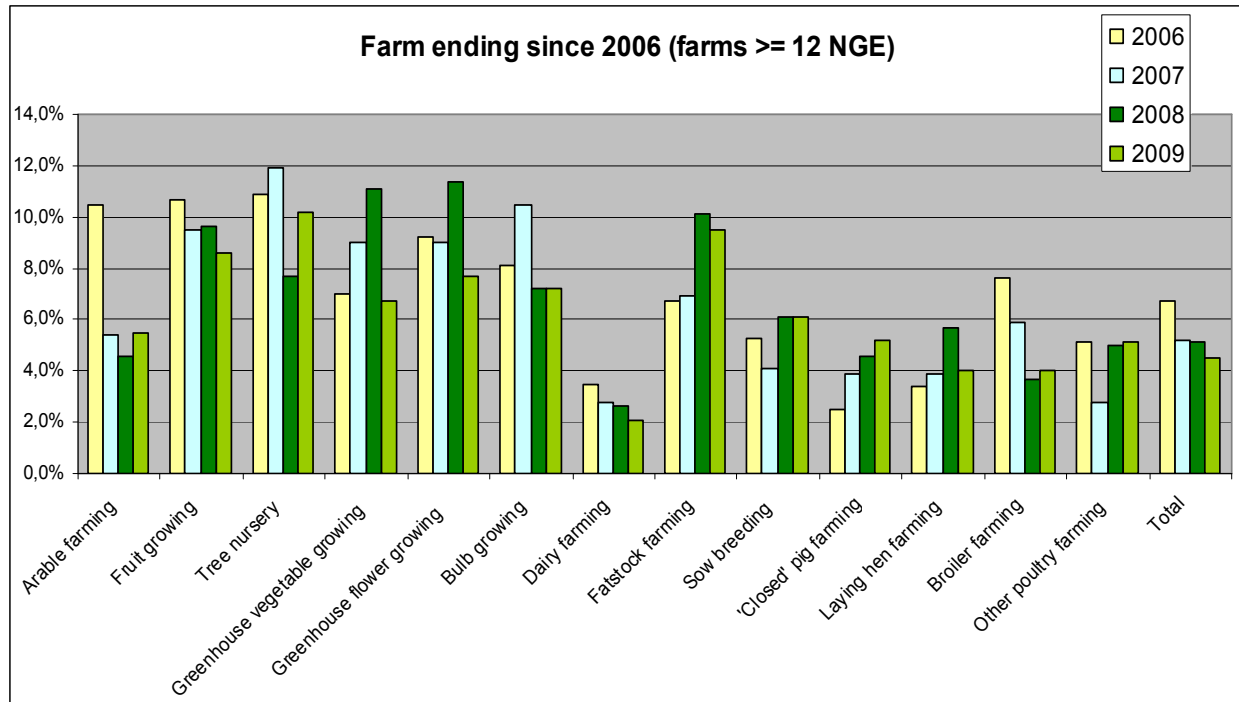
- ▲ In other sectors a stabilisation or decline of the percentage of expanding plans is visible. The dairy- and pigfarming sector remain the sectors with the highest percentage of expanding plans (about 4 of 10).
- ▲ Tree nurseries, greenhouse horticulturists and bulb growers have a less positive view on the future. The percentage potential expanders has strongly decreased again in 2009.

Percentage of successors in total sector stabilises



- ▲ In 2009 the percentage of successors in the total sector has remained almost the same as in 2008. In 2009 41,2% of the farmers had a successor, in 2008 this was 41,7%. The dairy farming sector still has absolutely the highest percentage of successors. About 50% of the dairy farmers has a successor.
- ▲ The strongest decline of the available successors can be found in the horticultural sectors.

Less farmers/horticulturist plan to end their business



- ▲ Remarkable is that the percentage of farmers that wish to end their business has slightly declined in 2009, while at the same time the expanding plans decline. This trend is most visible in the greenhouse horticulture-, fruit growing- and laying hen- sector.
- ▲ The dairy farming sector still has the lowest percentage of farmers with ending plans. In 2009 2,1% of the dairy farmers thought about ending their farm.
- ▲ Tree nurserers think more about ending than in 2008 with a percentage of ca. 10% of potential quitters.

The Dutch agricultural sector is a little reserved

In 2009 the percentage of farmers that wish to expand their business has declined, while at the same time the ending plans declined. The overall trend in the Dutch agricultural sector is that farmers/horticulturist wait before taking thorough decisions. The poultry sector is one of the few sectors where the willingness of expanding has increased.

About AgriDirect:

To be able to make these trends visible AgriDirect, specialist in Agrimarketing and –research, phones every professional farmer/horticulturist in Holland each year. From every farmer all kind of general data are known, as well as specific plans e.g. these investment plans. For companies it is possible to ad questions to the survey; this gives unique chances to scan an



agricultural sector in a fast and efficient way. AgriDirect has data available of the Dutch-, German-, Belgian- and French agricultural sector.

This press release is published by AgriDirect, the biggest full-service direct marketing specialist in the Western European agricultural sector. For more information about this article or the possibilities that AgriDirect can offer, please contact Marc Strijker, sales manager.

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