



Media Pack
2013

The Website

The revolutionary new website provides an online hub for information exchange among the UK farming community:

- information-hungry farmers and agronomists can find honest, reliable and clearly written reviews of all the key agricultural products they use.
- anyone professionally active in agriculture has an unbiased platform to voice his or her views on the products he or she has actually used, detailing the performance of those products.
- www.farmersreview.co.uk will acquire objective data from the trialling bodies, plus subjective observations from breeders, valuable growing experiences from farmers and BASIS qualified members.
- the site is also structured to facilitate an exchange of views, an ongoing dialogue between farmers and breeders. Farmers will be able to communicate openly and directly with the breeders, asking any technical questions they need answered on the varieties they already have or are planning to drill.

The aim is to arm farmers with the facts they need to make properly informed decisions, based on fact, before they buy the many products they need to use throughout the agricultural year. By using www.farmersreview.co.uk, they'll know how these products have actually worked for others and be aware of how they are rated compared to competitive products in the marketplace.

Currently, the site features wheat, barley, oilseed rape and a wide variety of other combinable crops. In the future, www.farmersreview.co.uk plans to incorporate machinery and agchem reviews and manufacturer information. Over time, the site is projected to become the most extensive agricultural knowledge base of its type available in the world.



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info@farmersreview.co.uk
www.farmersreview.co.uk

So, how can Farmers Review guarantee the authenticity of the material it provides? By enforcing an extremely strict code of practice to which all contributors are required to adhere:

- No review will be included unless the Farmers Review team have proven it to be unique, independent and above all, truthful.
- Reviews must only be written by users who have genuine experience with the product about which they are posting comments.
- Reviews will, as a prerequisite, be judged by the Farmers Review team as relevant to the product and providing the reader with helpful insight.
- Reviews must be non-commercial in nature, excluding promotion of either the product or the reviewer.
- Both positive and negative reviews will be featured.
- Once published, no review can be manipulated, altered or changed in any way.
- The Farmers Review team will constantly recheck the reviews and any transgressing the rules detailed above will immediately be removed.

In short, integrity is built into the fabric of Farmers Review. To get involved go to **www.farmersreview.co.uk**.



Target Audience

- 18000 farmers (over 50has)
- 6000 Basis qualified members
- 2000 industry experts



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