



Providing customer insights to help an agricultural supplier set a sound strategic direction for global business development



**Objective**

To facilitate new business development, a large feed mill supplier needed to understand the global attitudes, behaviors and challenges of mill owners, operators and nutritionists relative to processes for new feed technology.



**Methodology**

- We conducted an online quantitative study among three functions (owners, operators and nutritionists in multiple languages) across Europe, Africa, Latin and South America, Canada, USA, Australia, and Asia Pacific.
- Insights for needs and barriers were provided by animal species, job function and location.



**Outcome**

By quantifying barriers and challenges, we were able to provide direction for future sales and technical communications that addressed a prioritized set of misunderstandings inside mill operations. We also delivered a gap analysis of current behavior vs. desired behavior, which identified new business opportunities.

**Close the gap between what you think and what you know.**