



RANGE ACCORDING TO COMPANY SIZE CLASSES (AMC*)

48%
Basis/all companies

37%
10–49 ha

54%
50–99 ha

69%
100 ha and more

top agrar reaches 69 % of farms with 100 ha UAA and more (reading example).

AREA RANGE

Of a total of 16.04 million hectares of agricultural land in Germany, top agrar readers farm 59 % (9.5 million hectares).

59%



CULTIVATED AREA IN HA

top agrar readers farm an average of 119 ha of agricultural land. The national average is 95 ha.

95 ha base
119 ha top agrar



RANGE FOR GRAIN FARMS (AMC*)

top agrar reaches 67 % of the farms that cultivate 50 ha or more of grain.

67%



READER STRUCTURE NUMBER OF DAIRY COWS



■ base ■ top agrar

21 % of top agrar readers with dairy cows have 150 dairy cows and more on their farms. The national average it is 14 % (reading example).



RANGE FOR FARMS WITH CATTLE FARMING (AMC*)

top agrar has a reach of 70 % for farms with 100 dairy cows and more (reading example).

70%
59%

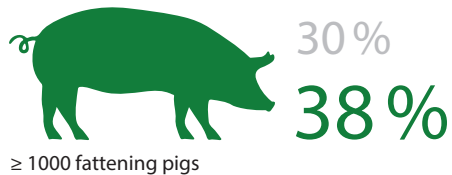
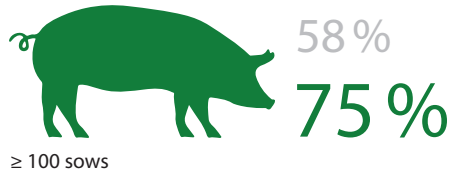
≥ 100 dairy cows

≥ 100 fattening bulls/-Cattle



READER STRUCTURE NUMBER OF PIGS

75 % of top agrar readers with sows have 100 animals or more. The national average is 58 % (reading example).



■ base ■ top agrar



RANGE FOR PIG FARMS (WTK*)

top agrar has a reach of 79 % among farms with 1,000 fattening pigs and more (reading example).



INVESTMENT PLANS OF FUTURE-ORIENTED COMPANIES

29% of top agrar readers who are consistently focussing on growth or want to maintain their current status intend to invest in machinery and equipment for foreign trade in the next 1-3 years. The average for all farms is 26% (reading example).



26%
29%
Machinery/equipment foreign trade



24%
27%
solar energy



20%
21%
buildings/stables

■ base ■ top agrar

INVESTMENT TOTALS IN € BILLION

In total, top agrar readers who invest in solar energy want to invest € 4.17 billion. That is 74% of the total volume (reading example).



65%
€ 1.91 billion of a total volume of € 2.94 billion
Machinery/equipment foreign trade



74%
€ 4.17 billion of a total volume of € 5.65 billion
solar energy



63%
€ 3.33 billion of a total volume
buildings/stables

■ base ■ top agrar

MARKET VOLUME COVERED RENEWABLE ENERGIES

top agrar reaches 70% of farms that already operate a biogas plant or plan to invest in this area in the next 1-3 years (reading example).



70%
Biogas



69%
Wind energy



52%
Solar energy

PLANNED INVESTMENT AMOUNT

Of the total planned investment amount of € 21.2 billion, € 14.8 billion (70 %) will be covered by top agrar readers.

70 %



EDITORIAL EXPERTISE

96 % of top agrar readers rate the editorial expertise as excellent, very good or good.

96 %



STUDY PROFILE MAAGRAR 2023

Population: 188,856 farms, 16.04 million ha

Minimum hectare area: West 10 ha /East 50 ha

Field time: October 2022 until March 2023

Method: CATI Interviews

Institut: AgriDirect

Subject of the study: Print and e-magazine editions of regional weeklies and nationally published

On behalf of the

