Yara encourage active listening to their distributors and customers

Yara has recently celebrated its annual convention, which brought together customers and largest distributors of this group in Spain and Portugal. Based on the need of this Norwegian multinational of relying on the distribution to be closer to the farmer, this event, which took place at the Plaza de las Ventas in Madrid, has served to assess their clients about the development of the previous season, and sharing and define the bases on which will build the next campaign.

The Convention this year has been directed to show the effort that Yara has been doing this season to listen and give voice to their distribution channel that, in the words of the company, "it is the best tool to keep growing together and is the key to not lose focus on the approach to the farmer ".

In that vein, and as illustrative tool, during the event were projected different videos where distributors could be heard expressing their opinion on different aspects (quality of products, meaning to be a distributor of Yara, brand value, etc.) With projected this gesture, Yara Iberian wanted to put on the table the concerns of distribution and to respond to them in the meeting itself.

Of all the testimonies, three interviews highlighted that were carried out in three key crops (greenhouse tomatoes, citrus and cereal). The commercial delegate of Yara launched questions and comments on the situation of the sector and the relationship with Yara to an owner of a distribution company and a farmer. By this way, Yara Iberian wanted to show the active listening which is implementing.

Listening to the distribution

One of the working sessions of the Convention this year took place in a unique setting, Plaza de Toros de Las Ventas in Madrid. During this session, Monica Andres, CEO of Yara Iberian, thanked, once again, the excellent work Yara and distributors are doing together and stressed the importance of listening to the channel and work closely on the approach to the farmer . In addition, she noted that Yara aspiration is "to be the leading provider of sustainable solutions for cultivation, supporting farmer profitability through knowledge, quality and productivity." Key to this is knowledge transfer, strengthening the channel, and exercise a proactive and close communication with the farmer.

Then Felipe Posada, Germán Martos (commercial -directors of extensive and intensive crops), respectively, and Margarita Sanchez, director of marketing, delved into each of these three pillars: knowledge, channel and communication. Through their papers they wanted to show how Yara has listened to its distributors, which are in turn very valuable point of connection with farmers. The distribution moved their concerns and suggestions to strengthen the relationship and to meet the challenges that they face together. All this also served to draw more aligned with its customers strategic guidelines on trade and marketing for next season.

Solutions and knowledge to get the farmer

This year the event was attended by Terje Knutsen, global director of segment agriculture Yara, who gave an overview of developments in the strategy of Yara in recent decades and how the Norwegian multinational wants to continue, hand in hand distribution, approaching the farmers to meet their needs. He further said Yara wants to differentiate by being a leading supplier not only product but specific solutions for cultivation including digital services and tools to facilitate the work of the farmer and help optimize performance.

The new strategic approach to strengthen its position, Yara announced during this event, it is based on three pillars more, like are to develop an aligned distribution that allows the transfer of knowledge to the farmer; adamantly continue betting on R & D to remain at the forefront in this area and strengthen partnerships at global and local level with other actors in the food value chain. All this, on the basis of security, which guides the entire process of production, distribution and use of fertilizers Yara and as Terje said, "is the key priority in everything we do."

Introduce agricultural work

The day also featured an interesting presentation by Carlos Palomar, director general of the Business Association for the Protection of Plants (AEPLA) and president of the Technology Platform for Sustainable Agriculture (SEF), with which Yara works. During his presentation "Image and perception of Spanish agriculture" Carlos Palomar presented the results of a survey conducted by AEPLA on the image of agriculture in Spain and said: "Society is not aware of the work of the agriculture". "The Spanish agriculture is consumed but still underrated," concluded Carlos.

Carlos Palomar stressed that one of the causes of this ignorance lies in education, outreach and awareness of society in this matter. "Spanish society seems indifferent to agriculture. Probably not know or do not value their social, perhaps because no one is making him see the importance for the Spanish economy, "he said. In this sense, the general director of AEPLA said to turn this situation is communication important and that there is an opportunity in this regard to take proactive actions to disseminate and to value the role of agriculture.

About Yara

Knowledge of Yara, its products and solutions help increase business performance of farmers and their distributors and industrial customers, while respecting the environment, the planet's resources and contribute to food security.

Its fertilizers, nutrition programs for crops and technology help increase yields, improve quality of them and reduce the impact of agricultural practices on the environment. Through providing solutions to other industries improve air quality by reducing industrial emissions and transport, and serve as a key ingredient for a wide range of goods and products.

Yara is the aim of fostering a culture that promotes safety of its employees, customers and distributors.

Founded in 1905 to address famine whipping Europe, Yara today has a global presence with over 12,000 employees and sales in over 150 countries.

Source: Yara