

Gefördert durch:



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Market Study Part 2 Supply of Agro-Chemicals in Mongolia (Fertilizer and Pesticides)



German – Mongolian Cooperation Project Sustainable Agriculture

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October 2016



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LIST OF ABBREVIATIONS

BMEL	German Federal Ministry for Food and Agriculture
BMZ	German Federal Ministry for Economic Cooperation and Development
EUR	Euro (official currency of 19 out of 28 EU member countries)
FAMRAM	Farmers' Association for Modernizing Rural Areas of Mongolia
GDP	Gross Domestic Product
GO	Grower Organization
GOM	Government of Mongolia
ha	Hectare
IAK	IAK AGRAR CONSULTING GmbH
IPRCF	Institute of Plant Research and Crop Farming
MDG	Millennium Development Goals
M&E	Monitoring and Evaluation
MFARD	Mongolian Farmers Association for Rural Development
MNT	Mongolian Tugrik (official currency of Mongolia)
MoFALI	Mongolian Ministry of Food, Agriculture and Light Industry
MULS	Mongolian University of Life Sciences
MUST	Mongolian University of Science and Technology
NPFS	Mongolian National Program for Food Security
NGO	Non-Governmental Organisation
NSO	National Statistical Office
PhD	Doctor of Philosophy
SME	Small and Medium Enterprises
TA	Technical assistance
ToR	Terms of Reference

1 INTRODUCTION

The present market study on fertilizers and pesticides was realized in the frame of the German-Mongolian cooperation project “Sustainable Agriculture in Mongolia” which is co-financed by the German Ministry of Nutrition and Agriculture. The necessary surveys of the study took place in September (demand side analysis) and October 2016 (supply side analysis).

The objectives of the market study were to evaluate the current demand (report II) and supply situation of fertilizers and pesticides in Mongolia; to assess the decision making process of farmers regarding the utilization of fertilizers and pesticides (which factors are definitively influencing the decision making processes) and to elaborate recommendations for future political interventions in this market.

During the field work regarding the supply side of the market study a number of traders and importers were met. The consultant also met key institutions and official entities that are involved in this market. The list of institutions and persons met is attached to this report (Annexe 1).

2 CONTEXT OF THE MARKET

The Mongolian market for fertilizers and pesticides is comparatively small, highly regulated and controlled by official entities (Ministry of Food, Agriculture and Light Industry; Ministry of Environment and Tourism; Ministry of Health) and related institutions (General Agency for Specialized Inspection; Plant Protection and Research Institute). Most of the agro-chemical products (fertilizers and pesticides) are imported from China, Russia and a smaller part from the EU. The three mentioned Ministries with the support of the two specialized institutions decide every year since 2006 on the quantities and the type of products that can be imported. The decision is based on an estimation of needed products and the potential demand.

The potential demand of especially fertilizers is far below the estimated real needs. Farmers in Mongolia often don't use fertilizers or use them in a very limited way due to their high costs but also due to a lack of know how in using them. The overall yearly needed quantities of fertilizers (NPK) are estimated between 150,000 and 200,000 MT. The effectively imported and utilized quantity is far below this amount. It is estimated that only 10% of the needed quantity is effectively used in the agricultural sector. However, the interviews carried out with representatives of trading companies and of the MFALI confirmed that there is a growing demand for fertilizers and pesticides. The utilization of those products increases every year by an average of 10% (estimation of MFALI, Oct. 2016).

Farmers who are now improving their technical skills are already complaining that special fertilizers are rarely available on the market. This is partly because historically there has not been any significant demand and partly because such fertilisers were generally not available through traditional supply chains. Nowadays, the lack of diversification is also partly due to the highly protected market.

The use of agro-chemicals within a crop protection program is limited as farmers often just have available resources to purchase agro-chemicals such as pesticides on an ad hoc basis when they are forced to do so, because of crop infestation or death of plants. While some international companies have representative offices in Mongolia and are able to supply a limited range of products, many of these are expensive and therefore are not widely used by farmers. However, due to the fact that farmers do not have sufficient knowledge and experience of the use of herbicides and pesticides, these “expensive” products often do not give the proper effect because of improper application or more likely because of inappropriate timing of application (unskilled farmers only identify the problem pest or disease after it is well established in the crop and when it is very difficult to control).

Especially small farmers usually buy chemicals from casual sellers on local or regional retail markets who do not have a warranty for quality and are selling illegally imported Chinese manufactured products. These products are sold in Chinese retail packs with all writing on the packets in Chinese (including instructions for use and safety requirements) – farmers do not understand this and therefore use the products in an unsafe and environmentally risky manner.

The main users of fertilizers and pesticides are big farmers who are producing wheat generally on more than 1,000 ha. In Mongolia wheat is produced on more than 70% of the agricultural land. Rapeseed is produced on more than 15% of the agricultural land and fodder on 4.2%. Potato and other vegetables are grown on less than 4% of the available land.

As mentioned, the most potential clients of fertilizers and pesticides are bigger farms and especially wheat producers. The market of agro-chemicals for other crops is still very small. At this stage of the demand, it is not really interesting for traders of such products to diversify their supply.

The number of companies having a certificate for importing agro-chemicals varies from one year to another. In average 30 to 40 companies have a certificate and less than 10 companies are commercializing significant quantities. Most of the companies are agricultural companies and are importing the products for they own purposes as they are producing wheat.

There are more or less three types of companies dealing with agro-chemicals: big holdings (ex. Gatsuurt) involved in many agribusinesses that are selling the surpluses of imported products they don't use for their own production; there are newly created companies that are participating in the official procurement tender of the Agricultural Support Fund and there are some specialized companies like the company “Shim” that is selling mainly pesticides. Beside this companies there are small retailers dealing with a number of products that are often brought illegally from China into Mongolia.

Most of the companies dealing with those products are participating in the procurement tender of the Agricultural Support Fund which is financing the biggest import of agro-chemicals (fertilizers and pesticides) every year. In 2016 for instance, it has financed the import of 7,961 MT of fertilizers. The fund has financed the import of one type of fertilizers (N20/P15/K21) and 11 pesticides (mainly herbicides). In 2016 the price of fertilizers sold by the Agricultural Support Fund was less than 60% compared to the official market price. This subsidy was unique in 2016. Products sold through the fund are usually cheaper than on the market but in the past they were not that strongly subsidised as in 2016. All products supplied through the fund were

imported from China. The products imported by the companies that are participating in the procurement tender were transported toward the six selling points of the fund. Farmers pay usually 30% of the price when they get the products at the selling points of the fund. The remaining 70% are paid after harvesting. The 70% are usually paid in kind (wheat). An exact figure regarding the recovery rate was not mentioned by the Agricultural Support Fund but it did definitively not reach 100% (Agricultural Support Fund, Oct. 2016).

Soil in Mongolia

Arable land soils in Mongolia are typically characterised as being dark chestnut and chestnut soils and are typical of soils that evolved with grass steppe vegetation. Overall organic matter content is 3 to 4%, with pH of 6.0 to 7.0. Soils are shallow (average of less than 30 cm) even in the crop producing Aimags of Tuv and Selenge Aimags where conditions are most suited for intensive agricultural production. In these Aimags, only valley bottom land and lower slopes of hills on primarily north aspects are cultivated because of greater soil depth and higher soil moisture retention. Arable soils are generally light and silty, with high organic matter content of 3 to 4 per cent, and are moderately acid to neutral with pH of 6.0 to 7.0. Usually these soils are rich in calcium, but deficient in terms of phosphate. The relatively light nature of the soils results in low moisture retention potential and these soils are more prone to erosion. The impact of human activities has led to increasing soil erosion not only on cultivated land but also on pasture, which has created one of Mongolia's most serious environmental problems. Human impacts that have resulted in agriculture soil fertility loss include; significant overgrazing, effects of large scale mining, increasing road and transport networks (paved and unpaved) and deforestation.

Agriculture soil degradation – has now become a significant problem on agricultural land. It is estimated that as much as 0.7 million hectares are no longer viable for agriculture use due to soil degradation. In total, as much as 47% of arable land is considered as suffering from degradation, out of which 13% is considered highly degraded, 28% moderately degraded and 59% slightly degraded. The Soil Science Society of Mongolia estimates that over the past 30 years about 35– 50 tons of soil have been lost from each hectare of cultivated land due to wind erosion alone. Soil degradation, together with the long term impact of gradual climate warming is resulting in increased loss of moisture in the upper layers of the soil profile, acceleration in the decline of soil organic matter (humus) content, increasing potential for wind erosion, soil water capacity decrease, soil salinization and potential to surface water runoff increase because of topsoil compaction and sealing, creating gullies and channels.

Humus content of arable soils in agricultural areas without any significant effect of erosion and degradation was found to be around 2.64% while soils that had been eroded suffered from declining levels of soil humus, with severely affected areas noting a decline of as much as 40% in humus content. Such soils will be significantly less fertile and also have markedly reduced water holding capacity.

Long term projects, in conjunction with international agencies have been studying these effects for some years and are trying to encourage farmers to alter cropping and grazing practices to overcome these negative impacts in an effort to improve soil fertility and potential. This includes use of mixed cropping (not monoculture), leaving crop remains standing in the soil to provide some protection against wind while roots hold the soil together more effectively, encouragement to use green manures within a more balanced rotational system. The main constraining factor in this regard is the short season in Mongolia, coupled with the limited access to suitable land for most farmers which restrict their choice in crop rotations.

3 OFFICIAL PROCEDURES REGULATING THE MARKET

The importing activities regarding fertilizers and pesticides are highly regulated and controlled in Mongolia. Every certified company that intends to import a pesticide that is not officially listed has to undergo an official application procedure. In a simplified way the company has to submit its application to the GASI with a sample of the product and a list of its specifications. The product is then tested under Mongolia climate conditions for a period of two years by the

Plant Protection and Research Institute. The products are tested on land plots that belong to the institute. The results of the testing phase are submitted to the Ministry of Food Agriculture and Light Industry (MFALI), the Ministry of Environment and Tourism (MET) and the Ministry of Health. If the three Ministries have no objections then the product is officially listed by the Ministry of Justice. The costs of the registration procedure are borne by the private company that intends to import and commercialize the product.

All facilities of a private company that is trading with agro-chemicals are assessed on a regular basis by GASI. Especially storage facilities are assessed. If the company complies with the set Mongolian standards then it can get a certificate from the MFALI for trading with agro-chemicals. All the products the company is then importing based on the official list is once again controlled by GASI at the boarder before it can enter the country. GASI is controlling if the products are complying with the indicated product specifications. The sales of the products have then to be registered by the company and at the end of each year the company has to submit to GASI a report regarding all the sales. The disposing of empty canisters is part of the system but it obviously doesn't really work (MFALI). Farmers don't dispose properly bought canisters.

Every year a list of products that can be imported (fertilizers and pesticides) is officialised. The list contains not only the product specifications but also the maximum quantity that can be imported and the usage of the specific products. The list contains all chemical products for agricultural usage, forestry, cleaning of wheat silos, etc. Private companies willing to import some of the products have to apply for a certificate. If the quantities that are requested by all the companies willing to import are above the fixed maximum within the official list, then the companies receive a quota per product.

The official list of fertilizers and pesticides that can be imported every year is issued since 2006 by the three Ministries mentioned earlier in this report. The proposal for the products and the quantities that can be imported is issued by the MFALI and the Plant Protection and Research Institute. Based on the interviews conducted during the field visits, representatives of the MFALI and the MET mentioned that the total quantities that are on the official list are usually not fully commercialized and used. So in the past years obviously the amount of consumed agro-chemicals was below the officially approved quantities.

During the interviews the consultant asked about the procedure that would be necessary, if there is a need of importing more agro-chemicals than those listed officially. It was stated by the MET that for importing additional products a governmental decision would be necessary.

As described above, the market for fertilizers and pesticides is highly regulated and controlled. Official entities are regulating the market based on strict standards. This has a clear negative impact on the development of the market for agro-chemicals and might prevent the diversification of available products. The tough procedures might even promote illegal sales of agro-chemicals. During the interviews the consultant was informed by the advisor of the Minister of Environment and Tourism that the law on which the described official procedures are based will be revised soon.

4 AGRICULTURAL SUPPORT FUND

The Agricultural Support Fund is one of the most important actors within the Mongolian market for fertilizers and pesticides. It was created in 1992 and is providing the agricultural sector with needed inputs to better conditions than market conditions. It is providing farmers with seeds, fuel, fertilizers, machines, spare parts, etc. It has own silos for storing 184,000 MT of wheat and it is represented in six locations where farmers can get the provided inputs (Chutul, Bulgan, Sukhbaatar, Dakhan, Char-Khorin and Ulan Bator). In 2016 the Fund has provided farmers for the first time with highly subsidized fertilizers. Currently 150 persons are employed by the Fund.

For the procurement of the agro-chemicals the Fund is carrying out a procurement tender every year. In 2016 ten companies could import pesticides through the tender and four companies could import fertilizers. All products are coming from China. The import procedure takes place once a year in the month of May. The importing companies deliver the products directly to the six locations, where the Fund has own warehouses. The warehouses are assessed and controlled by GASI as described in chapter 3.

Registered agricultural companies can buy the products the fund is selling. The met representative of the Fund stated that just 800 of 3000 registered agricultural companies are actively producing. The farmers pay 30% of the costs of the products when they get them and 70% after the harvest period. The remaining 70% are paid in kind. Through the Fund one type of fertilizer and 10 pesticides are imported (mainly herbicides).

The Fund is providing some advisory services to farmers, when they buy the products. The price farmers had to pay in 2016 for the fertilizer (NPK) was 400,000 MNT per MT. The market price for the same fertilizer is 1,200,000 MNT/MT. The most sold pesticide “round up” (chinese brand) is sold with 6,500 MNT/L and the other mainly sold herbicide “Puma Super” with 18,200 MNT/L.

The met representative of the Fund stated that it is not yet sure, if the Fund will get the necessary budget for a procurement tender in the year 2017.

The Agricultural Support Fund plays a very important role in the market for fertilizers and pesticides. A number of met trading companies are dealing with those products just based on the tender launched by the Fund. In 2016 some 7,961 MT of fertilizers were imported through the Fund. This represents by far the biggest part of the yearly imports of fertilizers. Other imports represent round about 1,000 MT.

The targeted farmers through the Fund are mainly small and middle scaled entities. However it seems that also bigger farmers are benefiting from the sales of the Fund. Smaller farmers can often not afford the inputs due to that fact that the costs of inputs such as fertilizers are above their financial possibilities.

5 TRADING COMPANIES

A number of trading companies were interviewed during the field mission. In Mongolia there are big agricultural farms that are importing themselves the inputs they need. Just a few companies play a major role in providing the sector with inputs beside the Agricultural Support Fund. Most of the companies met are not exclusively commercializing fertilizers and pesticides. The marketing activities with those inputs are an additional business those companies are carrying out. As mentioned above, they are big agricultural companies that are selling the surpluses of inputs they don't use (ex. Gatsuurt company). There are newcomers, that are involved in agribusiness and that are also selling other inputs and there are a very few specialized trading companies (ex. Shim). Most of the new-coming entities started their agribusiness activities after the year 2010.

The majority of the products sold in Mongolia are coming from China. The second country that is selling fertilizers and pesticides to Mongolia is Russia. A minor part of the inputs is coming from the EU. The products from China are the cheapest. During the interviews it has been mentioned several times that the prices of Chinese products cost around 20 to 30% of the price of products from other origins. The supply chain for those products is usually: truck-train-truck-warehouse-farmers. The products enter Mongolia via train, after the inspections through GASI, they are transported by truck to the warehouses of the trading companies. The products are then sold directly from the warehouses to farmers. The transportation of the products toward the fields is organized by the farmers. The administrative procedures for importing the products are highly criticized by private companies. They seem to represent a real constraint.

The targeted clients of the companies trading with fertilizers and pesticides are bigger farms producing wheat. The traders supply usually companies with more than 5,000 ha. The traders explained that they are not dealing with companies that are producing on less than 1,000 ha. Selling products to smaller farms seems not to be profitable enough. The interviewed traders stated also that especially products from Russia or the EU are too expensive for smaller farmers.

The interviewed traders try all to participate in the officially launched procurement tender of the Agricultural Support Fund. All of them confirmed that the quantities they are selling through the official procurement are much higher than the quantities they sell directly to private farms.

Some of the bigger traders are also wheat producers. One company met is producing on 48,000 ha and another one on 18,000 ha. They stated that they are not always using fertilizers when they are growing wheat.

A very few companies started to produce fertilizers in Mongolia (two companies are yet visible on the market). The companies are not yet in the position of stating that they are producing fertilizers on a profitable basis. However, they started with some trials and obviously they are motivated to produce fertilizers on an industrial level.

The most important company in the market for pesticides is the company Shim. This company is mainly importing the product it sells from Russia. Herbicides are the most successful

products. The company is suffering from competing imports from China and from the devaluation of the MNT because imports are paid in USD.

Based on the interviews it seems to be very clear that the market for fertilizers and pesticides is highly dependent on the Agricultural Support Fund. Not only the usage of those products depends from the availability of inputs provided through the Fund but also the marketing activities of those products are directly linked to the Fund. If the Fund would not organize an official procurement probably the marketing of fertilizers and pesticides would decrease significantly. Farmers would definitely use fewer fertilizers. Probably bigger farms that are already importing they inputs would continue doing their businesses with inputs but smaller and medium sized farmers would most probably not use fertilizers anymore.

Table 1: Market players met during the mission

Companies/Organizations	Comments
Gatsuurt XXK	This company was founded in 1993. It is a holding company with more than 20 affiliated companies (employed staff is 1,500). The company is producing wheat on more than 45,000 ha. It is importing fertilizers and pesticides from Russia. The surplus of agro-chemicals the company is not using for its own purposes is commercialized on the market. The main clients for its agro-chemicals are big farms
Agricultural Support Fund	The Agricultural Support Fund is the biggest entity involved in the market of agro-chemicals. It was created in 1992. The Fund is providing the agricultural sector with inputs (seeds, fertilizers, pesticides, machines, spare parts, fuel, etc.). It has own silos for storing around 184,000 MT of cereals. In 2005 it launched a fund for supporting the wheat production in Mongolia. The employed staff is around 150. The fund is launching every year a procurement tender for the import of fertilizers and pesticides. Based on the tender, in 2016 ten companies participated in the procurement of pesticides and four in the procurement of fertilizers. The imported products based on the tender are all coming from China.
Mongolisch Düngemittel GmbH Ökologische	The company was created in 2016 in order to produce fertilizers in Mongolia. First trails of production started in June 2016. The company has a capacity for producing 2,000 MT per year. 20 to 30 MT have been produced yet. The marketing and distribution concept of the company is not yet finalized.
Ensada Traktron XXK	The company started its agribusiness activities in 2010. The core business of this company is to import and sale equipment and machinery. The company is also involved in agricultural production (wheat/18,000 ha). And, it

	participated successfully in the tender launched by the Agricultural Fund in order to import fertilizers. The company is selling fertilizers to bigger farms.
Eco Green XXK	The company was created in 2015. It started to import pesticides in 2016. The origin of the pesticides is Germany. The company participated successfully in the procurement tender launched by the Agricultural Fund. Clients of the companies are bigger farms and Silo owners (sterilization of silos).
Khiirev XXK	The company was created in 2012. It is producing a special fertilizer that is supporting and improving biological characteristics of plants. The company is using byproducts of the carbon extraction for the production of its fertilizer. Per year the company is producing 20 to 30 MT.
Tsetsuuh trade XXK	The company was created in 1996 and is specialized in marketing laboratory equipment; hospital equipment; equipment for the mining industry and a number of chemicals including agro-chemicals (pesticides and fertilizers). The company participated in the official procurement tender launched by the Agric. Fund. Around 30 employees are working for this company.
MSM XXK	This daughter company of a foreign company (MSM) is operational in Mongolia for 16 years. It is mainly dealing with agro equipment and spare parts. In 2014 it started importing pesticides from Germany. It was a unique experience. The products were sold in 2016. The potential clients of the company are bigger farms (minimum 1,000 ha).
Shim XXK	The company is operational since 1990. It is specialized in marketing pesticides. The pesticides (mainly herbicides for wheat production) the company is importing are mainly coming from Russia. The company is participating in the procurement tender of the Agric. Fund.

6 CONCLUSIONS AND RECOMMENDATIONS

Based on the above presented explanations and descriptions it seems to be clear that the market for so called agro-chemicals in Mongolia is characterized by the following aspects:

- The market for those products is still small in Mongolia and will probably remain small in the coming decade as many farmers still don't use fertilizers. And pesticides are often only used on an ad-hoc basis;
- The market is highly regulated and officially controlled. And this, to an extent that the interventions of official entities have a direct impact on the products and the quantities that can be commercialized. The consumption of fertilizers and pesticides are forecasted for a period of one year. This procedure seems to be obsolete as climate and other factors influencing the agricultural sector cannot be predicted;
- Farmers have access to a limited number of fertilizers and pesticides;
- Small scaled farmers buy needed products from retailers that are offering Chinese products that are illegally imported. The usage of those products can be useless, harmful to health and damaging the environment;
- The marketed quantities of fertilizers depend highly on the financial possibilities of the Agricultural Support Fund. The Fund is by far the biggest market player and a business opportunity for a number of traders involved in the agribusiness. However, the Fund is not a sustainable entity. It is highly dependent of the availability of budgets for the following years. In October 2016 it could not be confirmed that enough funds will be available for the coming year for launching a new procurement tender. This fact shows how fragile the system of providing the sector with needed inputs really is;
- A very few number of bigger companies are dominating the market. Those companies are mainly targeting the bigger farms producing wheat. Providing other types of farms with inputs seems not to be interesting enough;
- Two companies met started to produce fertilizers in Mongolia. The companies just started one year ago with trials and they are not yet at the stage of producing fertilizers on a profitable basis.

In order to facilitate and to promote the usage of fertilizers it will be important to revise the regulations of the market for those products. It is necessary and unavoidable to regulate the commercialization and the usage of fertilizers. However, the quantities companies would like to import or use should be within their responsibility. Fertilizers that are allowed for agricultural usage should:

- Have a valuable impact on plant growth and/or the soil fertility;
- Comply with set quality standards;
- Their utilization should not have any negative impact on the environment.

It is recommended to revise the legal basis for the regulation of the market on for instance EU standards.

As all fertilizers and pesticides have still to be imported and paid in US\$, it is recommended to start supporting the local production of fertilizers (and pesticides). Research activities should be promoted and start-ups that would be interested in investing in this market should be assisted.

In order to save costs and to encourage private companies dealing with agro-chemicals, it should be analyzed if the agricultural Support Fund is really a necessary structure for providing the agricultural sector with inputs. Subsidized inputs could probably also be directly imported and distributed by privately owned companies.

A special program for encouraging farmers that are growing other crops than wheat should be set up. Farmers need to have access to a range of fertilizers and pesticides. As a privately organized market of special fertilizers and pesticides seems not to be profitable enough yet for private companies, it is recommended to start with a program supported by the government. The first step for setting up such a program will be to assess the needs of those farmers.

ANNEXE 1

Fragebogen zum Dünge- und Pflanzenschutzmittelhandel in der Mongolei

I. Fragen zum Unternehmen:

1) Fragen zum Unternehmen (Gründungsjahr, Anzahl der Mitarbeiter, angebotene Produkte und Serviceleistungen);

Unternehmen (Bezeichnung/Name):	
Adresse :	
Telephone :	
E-mail :	
Ansprechpartner (Name) :	
Gründungsjahr:	
Unternehmenszweck:	
Hauptaktivitäten:	
Hauptprodukte:	
Anzahl der Mitarbeiter:	
Kommentare:	

II. Fragen zur Studie:

2) Fragen zur Beschaffung von Dünge- und Pflanzenschutzmitteln (Beschaffungsquellen „Anbieter“, Hauptbeschaffungszeiträume, Frequenzen der Beschaffungen, durchschnittliche Beschaffungsmengen pro Jahr, Qualitätskriterien bei der Beschaffung, Qualitätskontrolle, Beschaffungslogistik, durchschnittliche Beschaffungspreise je Hauptprodukt, SWOT-Beschaffung);

Welche Dünge- und Pflanzenschutzmittel werden vom Unternehmen angeboten?	
Welche sind die Bezugsquellen je Produkt (Land/Zulieferer)?	
Welche sind die Hauptbeschaffungszeiträume je Produkt?	
Wie oft versorgt sich das Unternehmen mit den entsprechenden Produkten (z.B. wöchentlich, monatlich, etc.)?	
Welche Mengen werden vom Unternehmen pro Jahr beschafft?	
Welche sind die Hauptqualitätskriterien bei der Beschaffung der Produkte?	
Wie erfolgt die Qualitätskontrolle bei der Anlieferung der Produkte?	
Wie wird das Unternehmen beliefert oder wie beschafft sich das Unternehmen die Produkte (Art des Transports)?	
Wie sind die durchschnittlichen Preise je Produkt?	
Welche Schwierigkeiten treten bei der Beschaffung der Produkte auf?	

3) Fragen zur Lagerung und zur Distribution (wo und wie werden die Produkte gelagert, wie lange werden die Produkte im Durchschnitt gelagert, welche Voraussetzungen müssen zur Lagerung erfüllt sein, wie erfolgt die offizielle Qualitätskontrolle in der Praxis, wie erfolgt die Distribution „Logistik“);

Wo und wie werden die Produkte gelagert?	
Wie lange werden die Produkte im Durchschnitt gelagert?	
Welche Voraussetzungen müssen zur Lagerung erfüllt sein (Vorschriften)?	
Wie erfolgt die offizielle Qualitätskontrolle bei der Lagerung von Dünge- und Pflanzenschutzmitteln in der Praxis?	
Wie erfolgt die Distribution von Dünge- und Pflanzenschutzmitteln?	

4) Fragen zur Vermarktung (Zielkunden, Hauptvermarktungszeiträume, durchschnittliche Vermarktungsmengen je Produkt und Jahr, durchschnittliche Vermarktungsmengen je Kunde od. Kundengruppe, Qualitätsanforderungen der Zielkunden, Kenntnisse der Kunden über die angebotenen Produkte, durchschnittliche Vermarktungspreise, evtl. Serviceleistungen für die Kunden, Marktpotenzial je Produktart, SWOT-Vermarktung);

Wer sind die Zielkunden des Unternehmens in %?	
Wann werden welche Produkte am meisten verkauft?	
Welche sind die durchschnittlichen Verkaufsmengen je Produkt und Kundengruppe?	
Welche sind die durchschnittlichen Verkaufsmengen je Produkt und Jahr?	
Welche sind die Hauptqualitätsanforderungen je Kundengruppe?	
Welche sind die durchschnittlichen Verkaufspreise je Produkt?	
Bietet das Unternehmen verkaufsbegleitende Serviceleistungen an (z.B. Beratung)?	
Wie schätzen Sie das Marktpotenzial je Produkt ein?	
Welche Schwierigkeiten treten bei der Vermarktung der Produkte auf?	

5) Fragen zur Konkurrenzsituation (wer sind die Konkurrenten im Markt, welche sind deren Stärken/Schwächen, welche Marktanteile haben sie, wie wird gegen die Konkurrenz vorgegangen);

Wer sind die Hauptkonkurrenten im Markt?	
Welche sind deren Stärken/Schwächen?	
Welche Marktanteile haben sie je Produkt?	
Greift der Staat in den Markt ein (z.B. Einfuhrkontrollen, etc.)	

6) Fragen zu den Markttendenzen (Tendenzen und Perspektiven je Produkt, evtl. Änderungen bei den Qualitätsansprüchen der Kunden, Entwicklung der Konkurrenzsituation).

Wie schätzen Sie die Marktentwicklung je Produkt ein (Tendenzen/Perspektiven)?	
Beobachten Sie Änderungen bei den Ansprüchen der Kundengruppen bzgl. der Produkte?	
Was könnte gemacht werden, um den Einsatz an Dünge- und Pflanzenschutzmitteln zu erhöhen?	