

## Communication of NTM in Sweden

VÄXA  
SVERIGE

### Strengths

- The advisory service, i.e. in the dialogue at individual meetings with farmers (breeding strategy)
- Annual selling campaign (Jan-Feb)
  - films, magazines, homepage, facebook, arguments
  - comparisons of buying our service or not
- Meeting points and study trips – for customers and representatives



Anki Roth

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### Strengths

- Young people activities and foremen network
- Customer ambassadors



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### Challenges

- Focus groups and experience exchange
- Success stories, testimonials and best practise – new homepage soon!
- Targeted merchandising
  - ✓ promotion at our delivery service
- Economic arguments – e.g. SimHerd



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**Thank you for your attention!**

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