

CONVERSATION ANALYSIS

CNH restructuring

Machinery · 2026-05-29 to 2026-06-09

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

132

Visible contributions

14,079

Views on The Farming
Forum

186

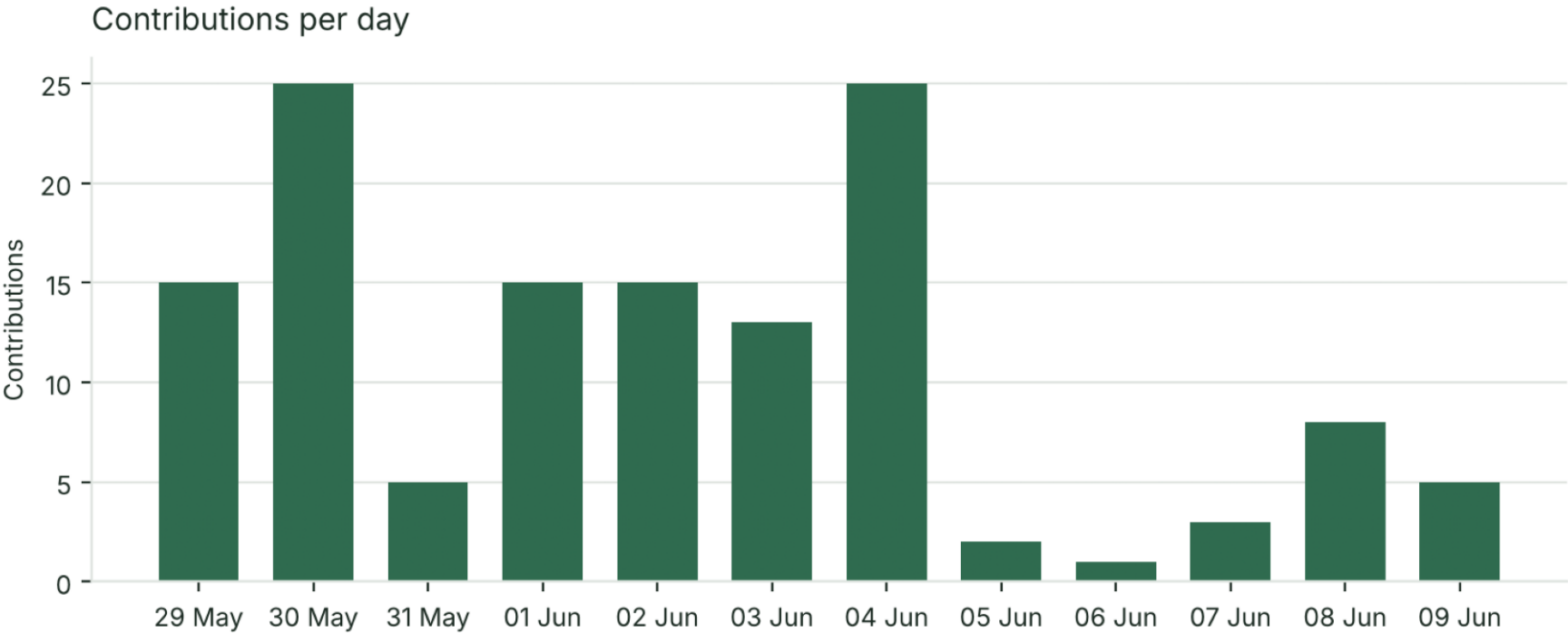
Reactions

1.41

Average reactions per
contribution

- Ran over 12 active days, peaking on 2026-05-30 with 25 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

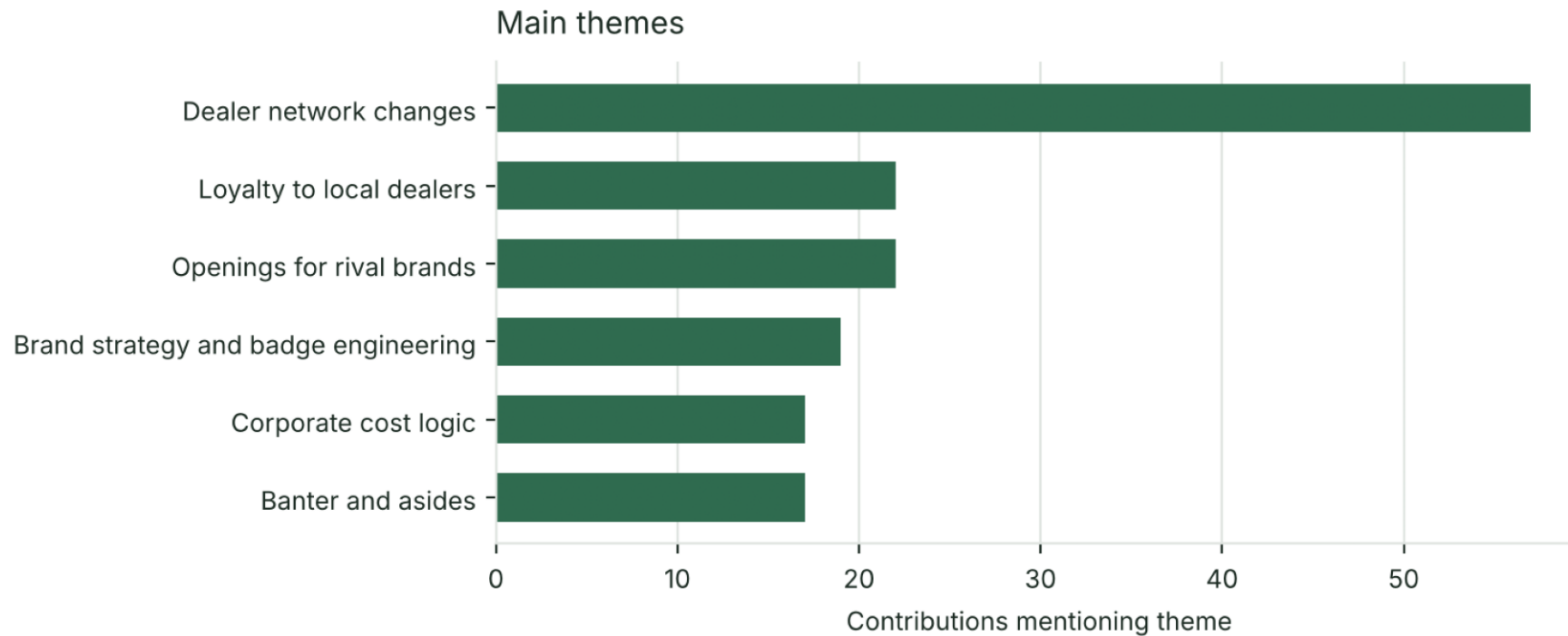
When the conversation happened



Peak day 2026-05-30 carried 25 of 132 contributions.

THEMES

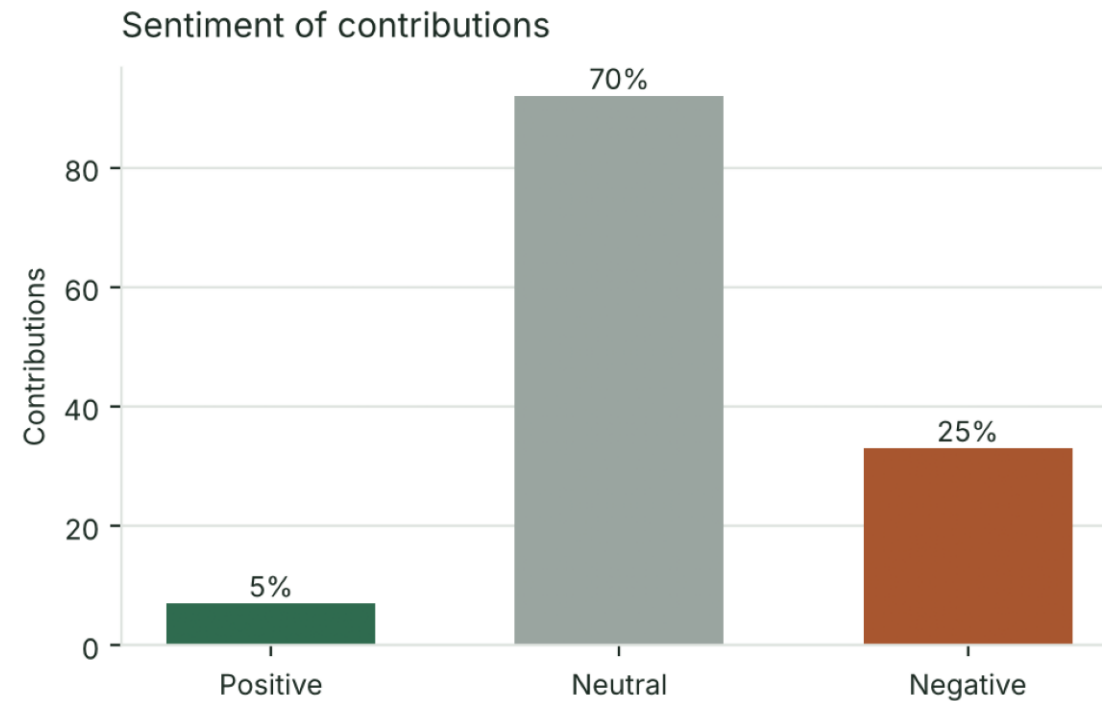
What the conversation was about



Dealer network changes led with 57 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

SENTIMENT

Tone of the contributions



Sentiment describes the tone of this conversation, not the stance of UK farmers generally.

Which tone drew agreement

3.0

Average reactions on
negative contributions

0.84

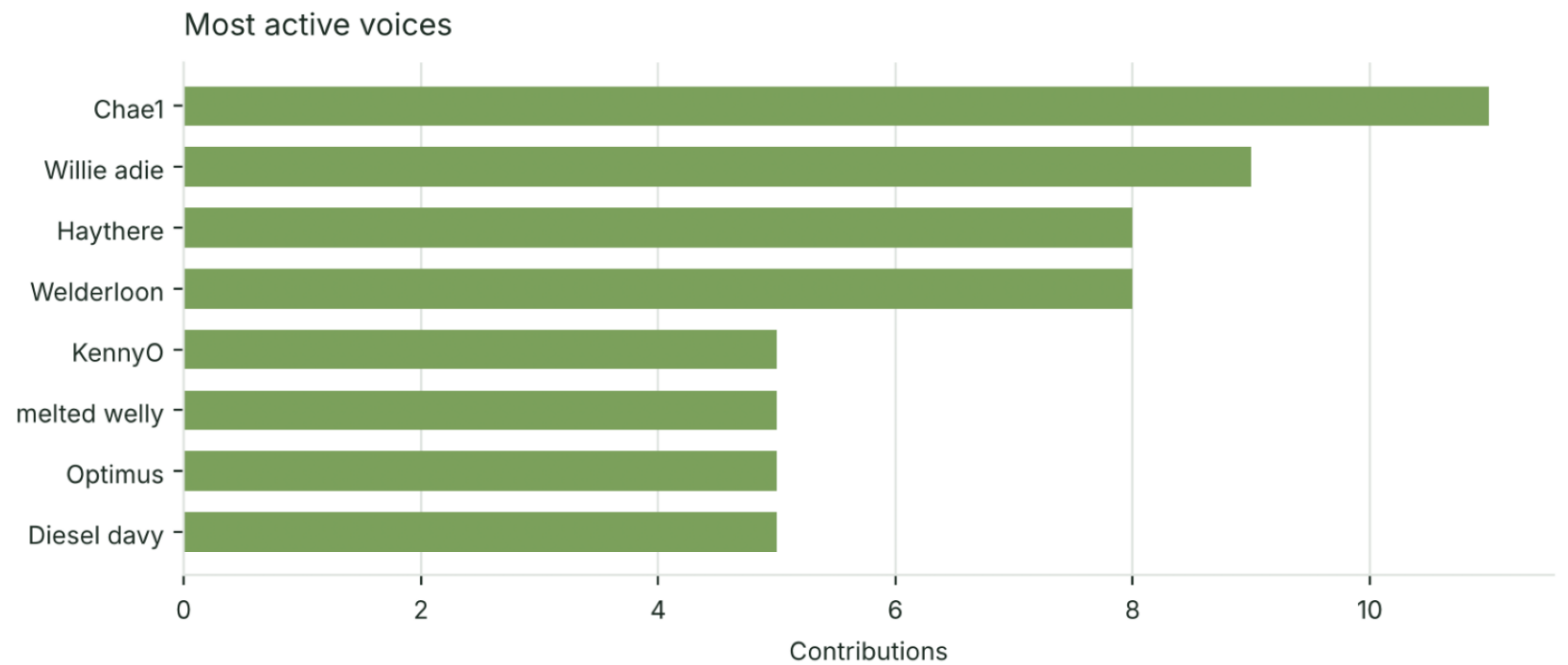
Average reactions on
neutral contributions

1.43

Average reactions on
positive contributions

— 33 negative (25.0%), 92 neutral (69.7%), 7 positive (5.3%).

Who drove the conversation



Ranked by number of contributions. Screen names as they appear on The Farming Forum.

QUOTATIONS

In their own words

"Not long I would think. Pretty much just killed the brand off here with this move. JD & Agco will benefit as much, if not more than CNH from this move."

Happy · 14 reactions

"they will lose market share from this just when these dealers had done so much to get them back in the game in eastern Scotland... when will they learn that people deal with people they like, not buying a..."

fading gently · 13 reactions

"same as the fiat tractor brand. Resurface every now and then as a commemorative paint scheme. Disappointing decision, especially locally given the effort our local guys have put in for their customers over..."

melted welly · 8 reactions

SOURCE

Read the source conversation

- CNH restructuring
- 14,079 views · 132 visible contributions · Machinery
- <https://thefarmingforum.co.uk/index.php?threads/cnh-restructuring.438636/>

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.