

CONVERSATION ANALYSIS

Online sales

Machinery · 2026-05-15 to 2026-05-18

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

186

Visible contributions

9,466

Views on The Farming
Forum

301

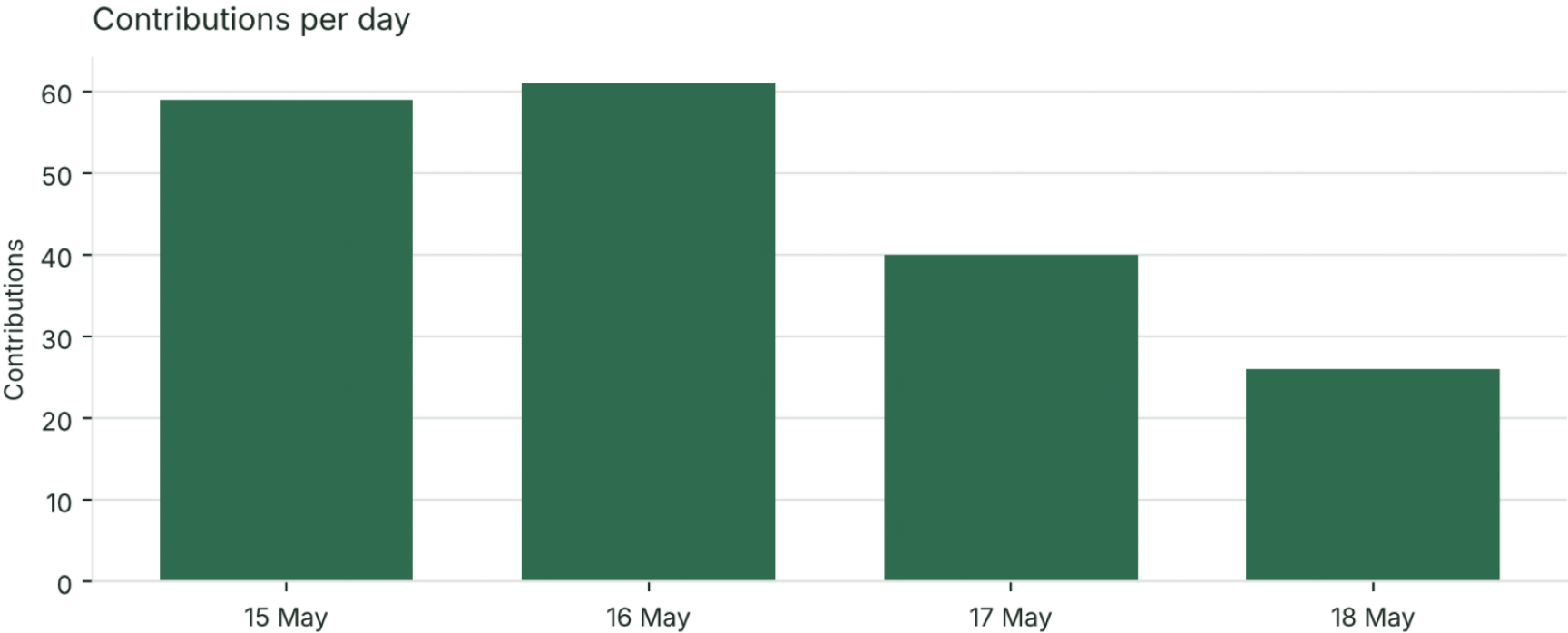
Reactions

1.62

Average reactions per
contribution

- Ran over 4 active days, peaking on 2026-05-16 with 61 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

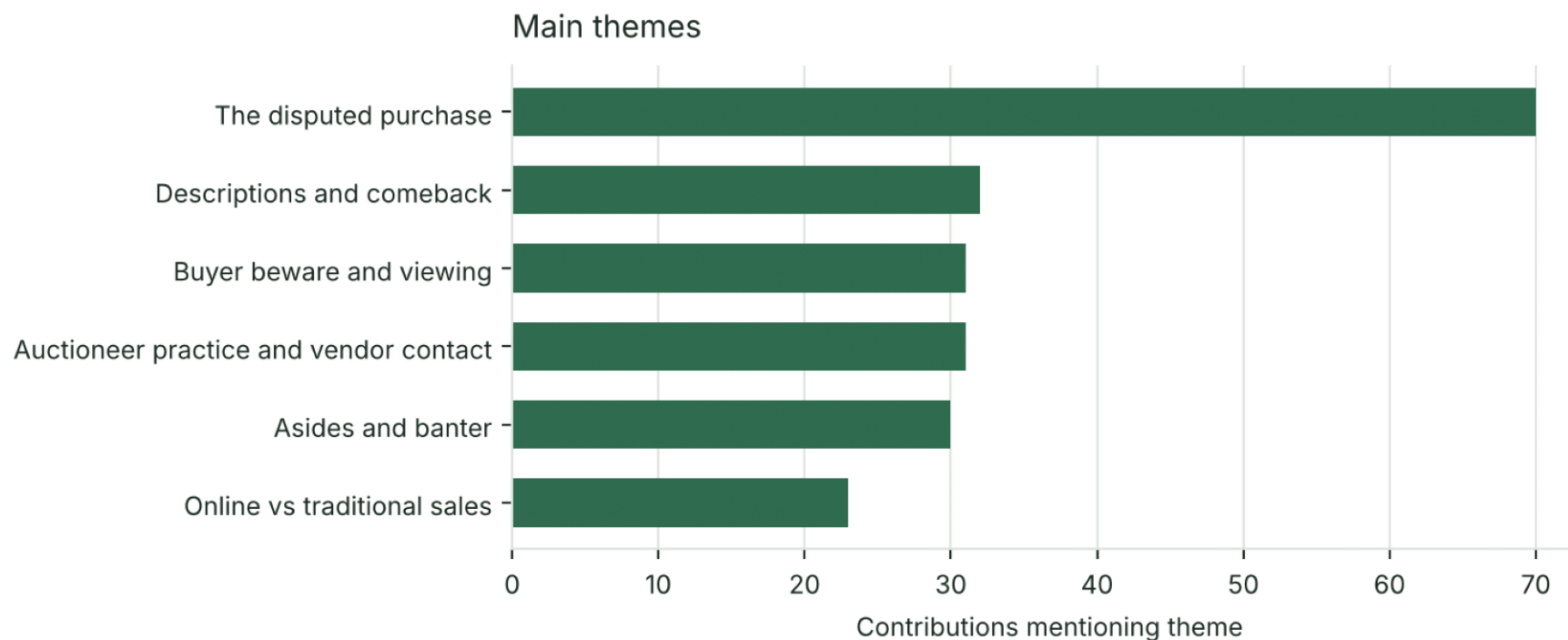
When the conversation happened



Peak day 2026-05-16 carried 61 of 186 contributions.

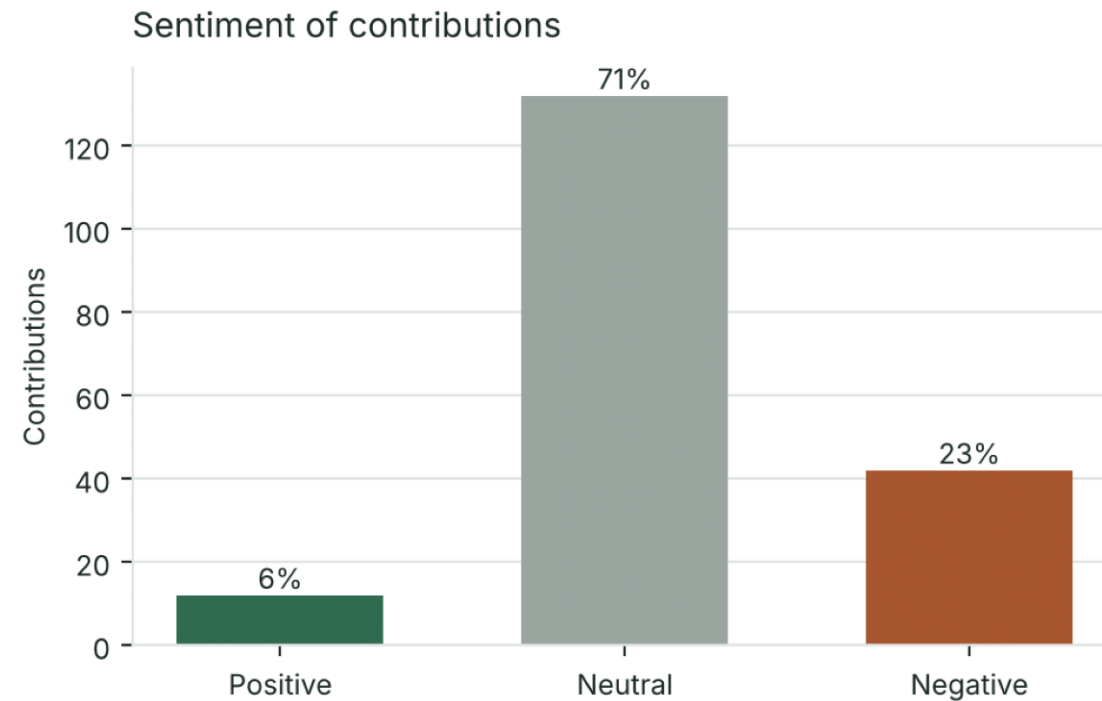
THEMES

What the conversation was about



The disputed purchase led with 70 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

Tone of the contributions



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

Which tone drew agreement

2.21

Average reactions on
negative contributions

1.23

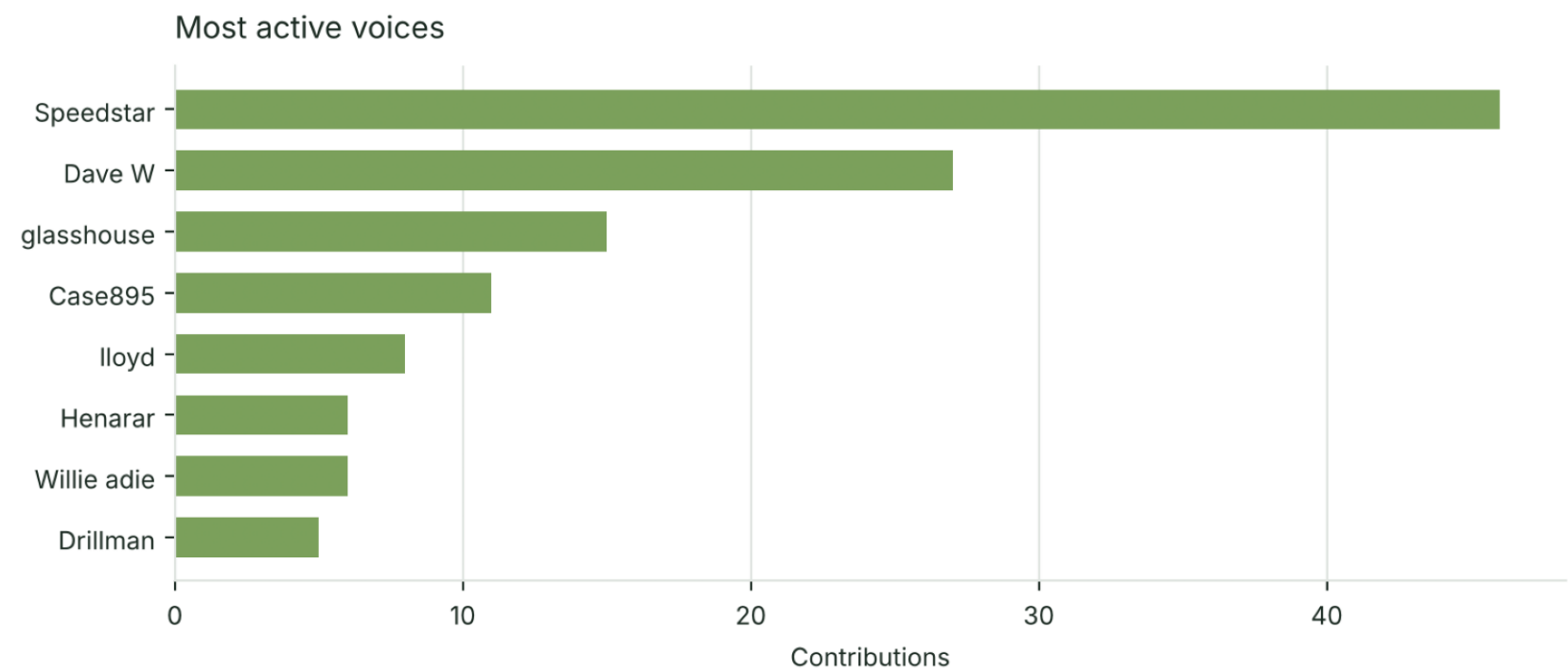
Average reactions on
neutral contributions

3.75

Average reactions on
positive contributions

— 42 negative (22.6%), 132 neutral (71.0%), 12 positive (6.5%).

Who drove the conversation



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

QUOTATIONS

In their own words

"Well I'm going to say, I'm with @Dave W on this one, I've always known machinery sales to go like this. You go (or sit in front of your computer) You stick your hand up (or click the button) You pay your..."

spark plug · 15 reactions

"A full refund is happening and the auction company have been very good about it ,"

Speedstar · 15 reactions

"Sorry, but as a dealer, You know the pitfalls, When dealing, I bought a trailer, Went to collect after I had paid, It didn't exist, he didn't exist, Learnt a lesson, Trust no one, suspect everyone, I'm..."

grainboy · 12 reactions

SOURCE

Read the source conversation

- Online sales
- 9,466 views · 186 visible contributions · Machinery
- <https://thefarmingforum.co.uk/index.php?threads/online-sales.438155/>

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.