CONVERSATION ANALYSIS

Beet 2026

Root Crops and Vegetables · 2026-03-04 to 2026-10-31

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

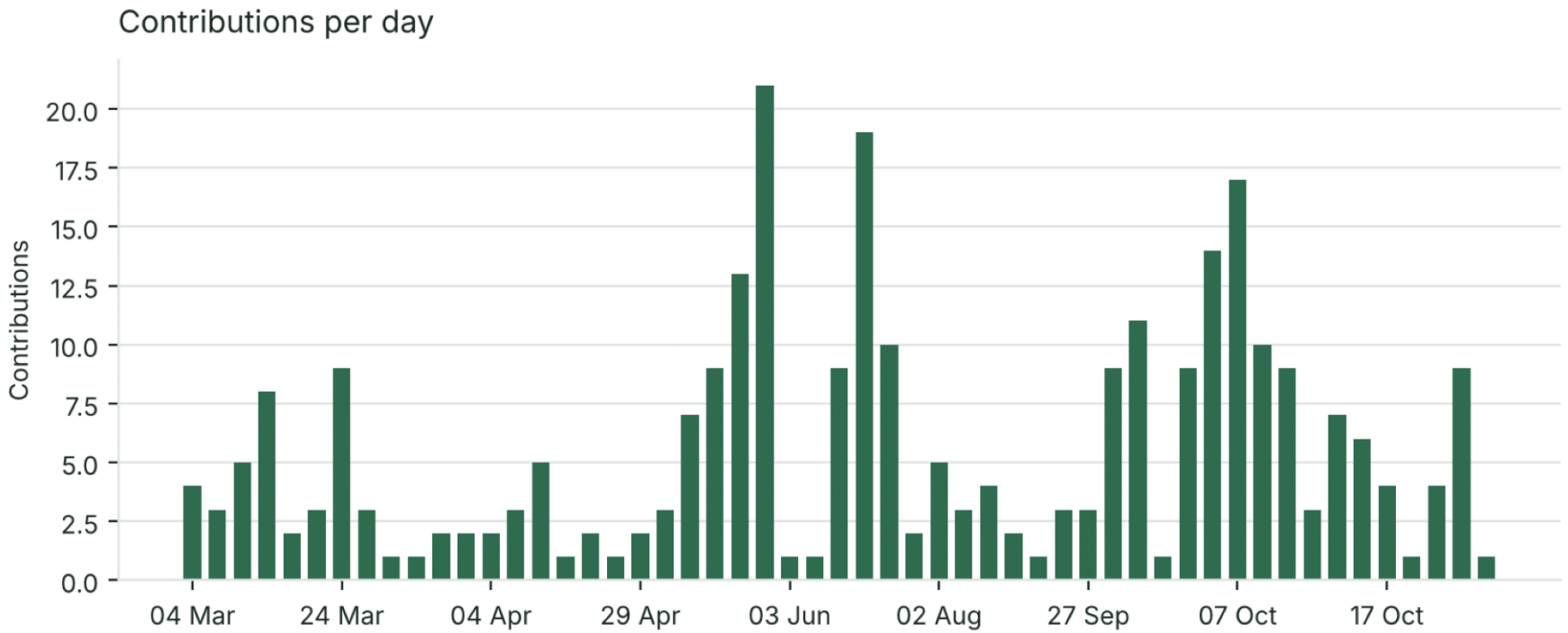
290	19,055	357	1.23
Visible contributions	Views on The Farming Forum	Reactions	Average reactions per contribution

— Ran over 53 active days, peaking on 2026-06-02 with 21 contributions.

— Figures describe this conversation only. They are not a representative survey of the sector.

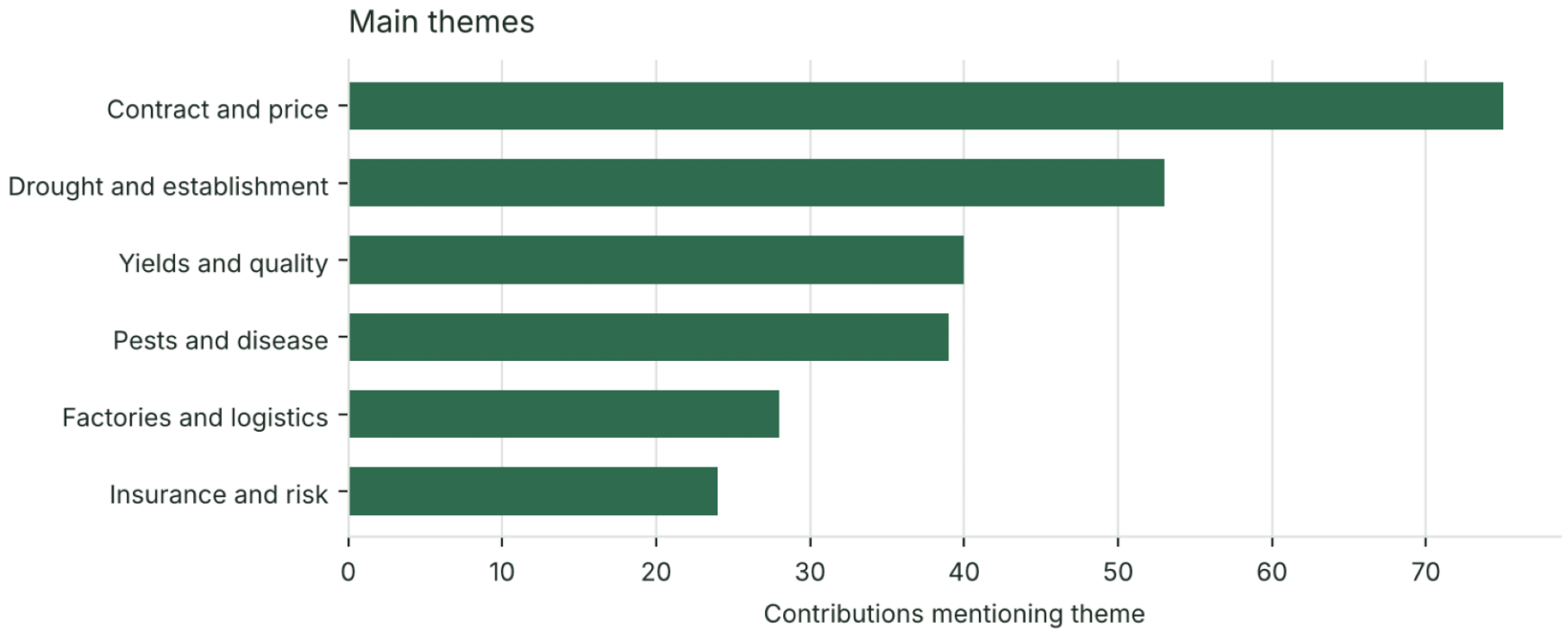
ACTIVITY

When the conversation happened



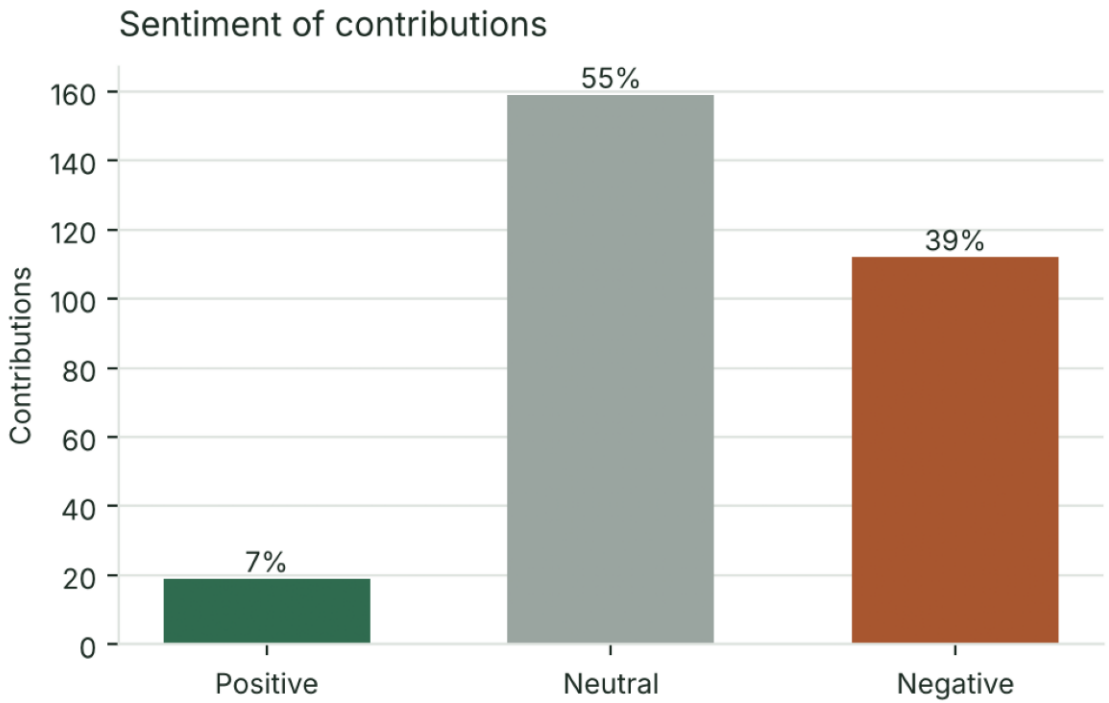
Peak day 2026-06-02 carried 21 of 290 contributions.

What the conversation was about



Contract and price led with 75 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.

SENTIMENT

Which tone drew agreement

1.33

Average reactions on negative contributions

0.84

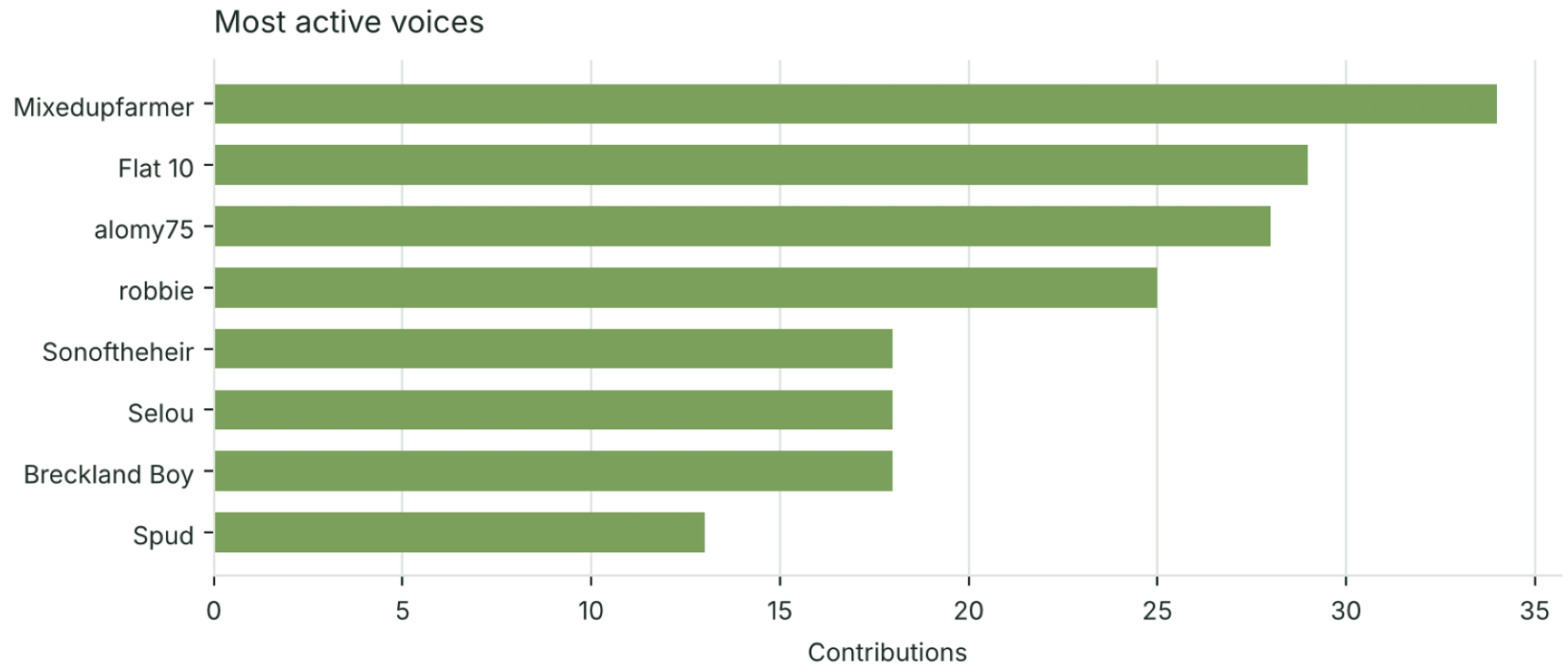
Average reactions on neutral contributions

3.89

Average reactions on positive contributions

— 112 negative (38.6%), 159 neutral (54.8%), 19 positive (6.6%).

Who drove the conversation



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

QUOTATIONS

In their own words

"Another ridiculously complicated contract offer...I don't like being forced into the 'gambling' options....why can't they just release 'the price' so we can just either accept or decline..."

alomy75 · 10 reactions

"Happy with my beet. They have had some water mind."

Breckland Boy · 7 reactions

"We managed to be 12t short of our contract. Better than being 4t over . (More luck than judgement I suspect) Not sure on the nth degree on cultivations...cage wheels and Dutch harrows hardly modern technique?"

carbonfibre farmer · 6 reactions

SOURCE

Read the source conversation

— Beet 2026

— 19,055 views · 290 visible contributions · Root Crops and Vegetables

— https://thefarmingforum.co.uk/index.php?threads/beet-2026.435569/

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.