CONVERSATION ANALYSIS

Yet another Borders Dealer

Machinery · 2026-03-03 to 2026-04-15

Prepared for the trade by Agri Web Media

OVERVIEW

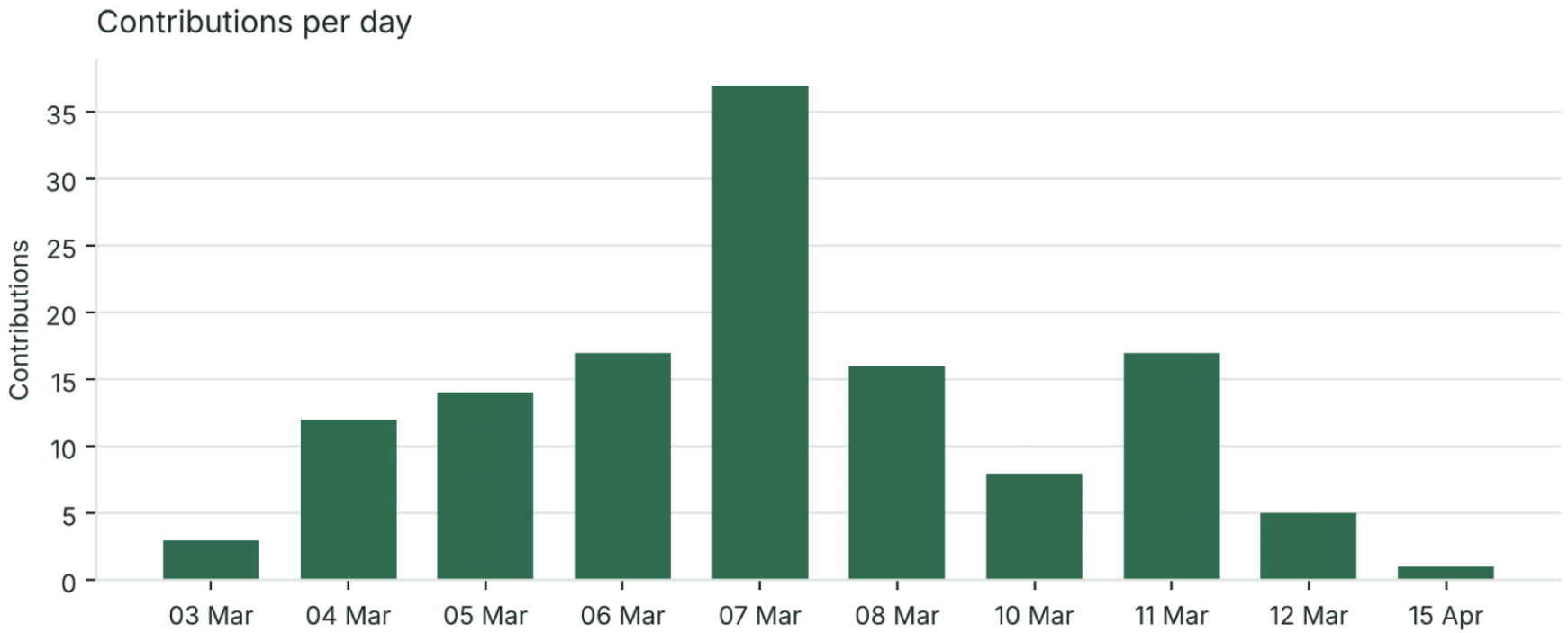
Conversation at a glance

130	9,450	179	1.38
Visible contributions	Views on The Farming Forum	Reactions	Average reactions per contribution

- Ran over 10 active days, peaking on 2026-03-07 with 37 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

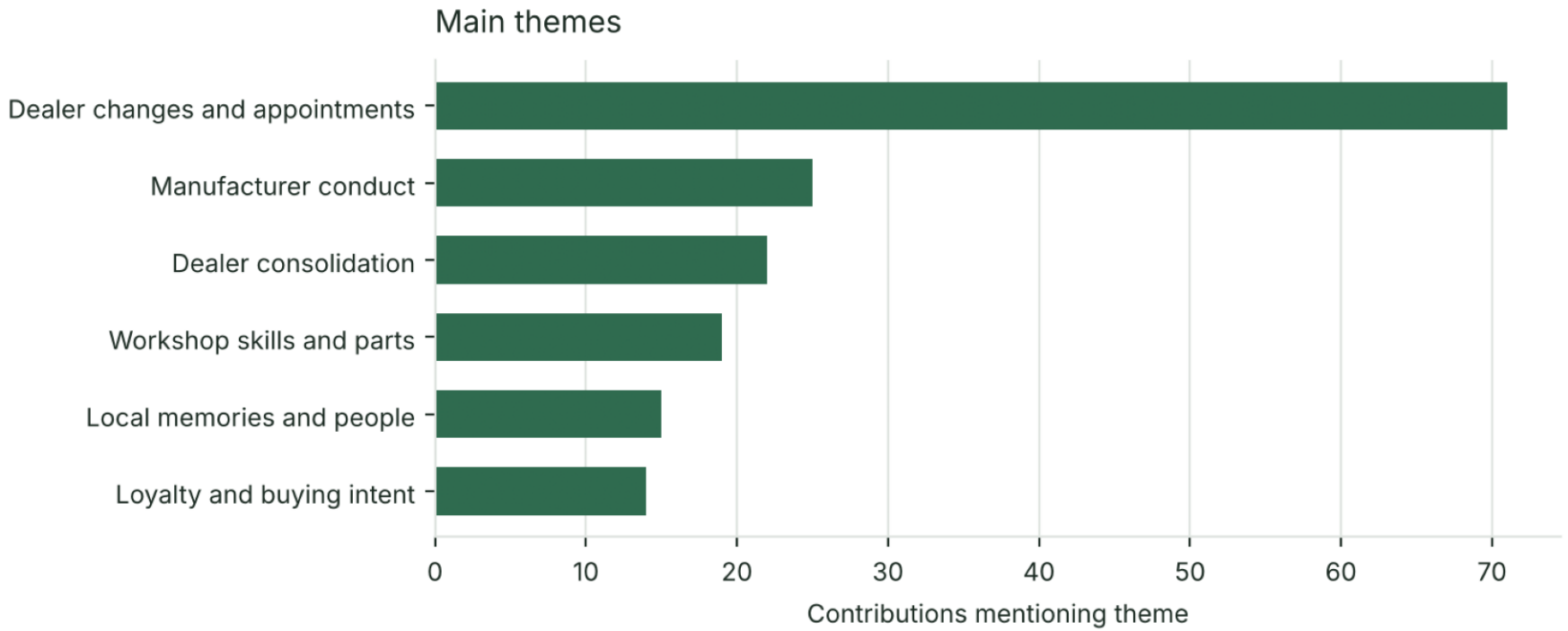
ACTIVITY

When the conversation happened



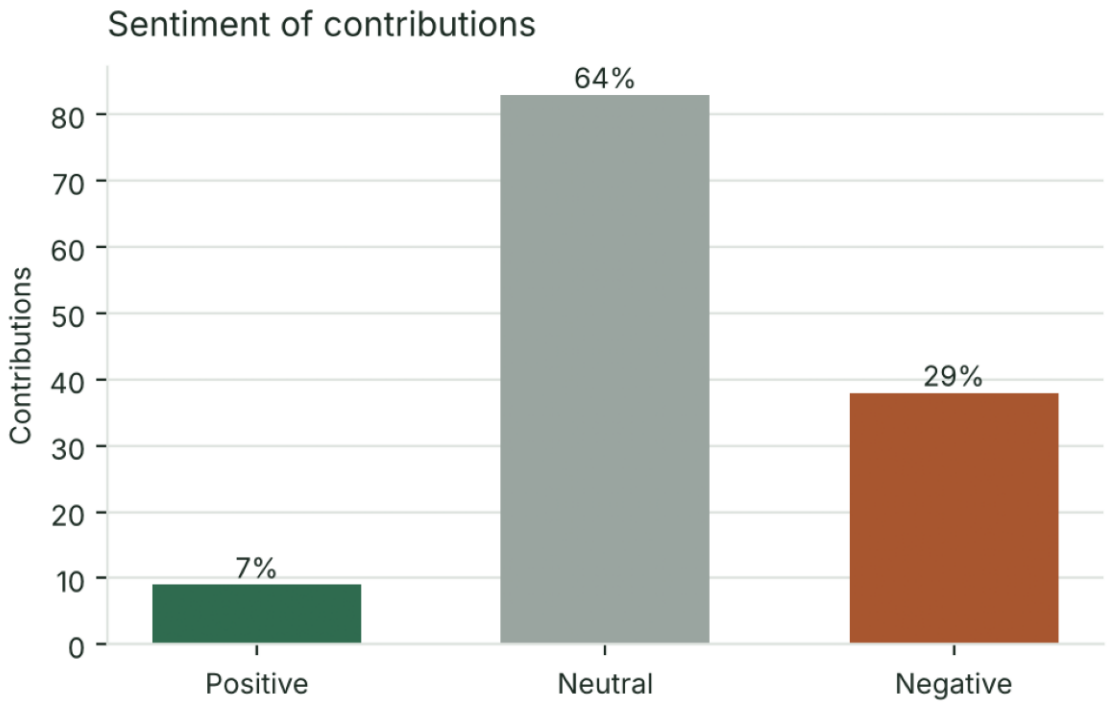
Peak day 2026-03-07 carried 37 of 130 contributions.

What the conversation was about



Dealer changes and appointments led with 71 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.

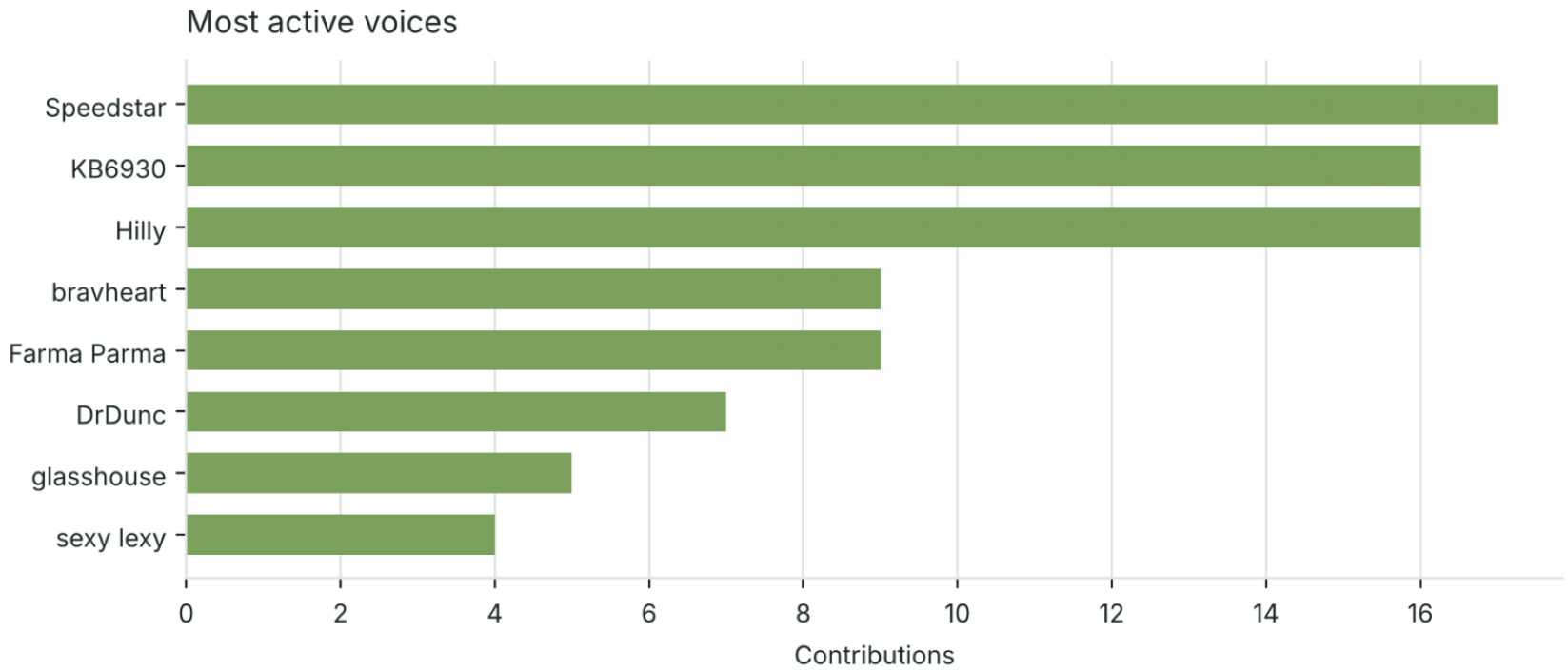
SENTIMENT

Which tone drew agreement

2.32	0.87	2.11
Average reactions on negative contributions	Average reactions on neutral contributions	Average reactions on positive contributions

— 38 negative (29.2%), 83 neutral (63.8%), 9 positive (6.9%).

Who drove the conversation



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

QUOTATIONS

In their own words

"Local dealer up here has lost pottinger,not going down well with the locals as they have pushed the brand very hard in the last few years with a lot of machines going into local farms,these farms will be..."

HAM135 · 7 reactions

"Go back a few more years, and the "advisors" had only just started charging for their advice telling farmers to sell their machinery and instead employ contractors Every farm had their own cultivation,..."

DrDunc · 7 reactions

"How can a salesman sell something to someone that they simply don't want tho ?"

KB6930 · 6 reactions

SOURCE

Read the source conversation

— Yet another Borders Dealer

— 9,450 views · 130 visible contributions · Machinery

— https://thefarmingforum.co.uk/index.php?threads/yet-another-borders-dealer.435546/

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.