CONVERSATION ANALYSIS

Red Tractor Farmer Sentiment Survey - anyone else had it?

Agricultural Matters · 2026-01-16 to 2026-06-26

Prepared for the trade by Agri Web Media

OVERVIEW

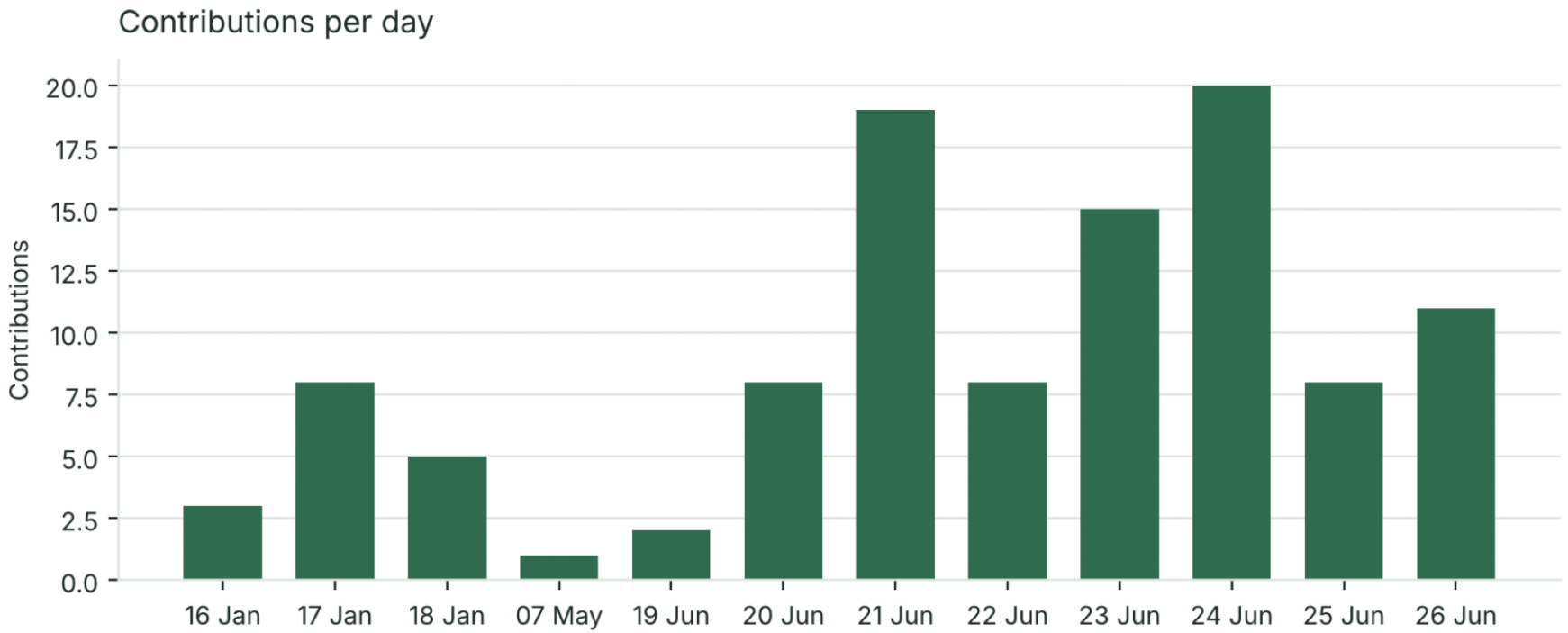
Conversation at a glance

108	3,696	254	2.35
Visible contributions	Views on The Farming Forum	Reactions	Average reactions per contribution

- Ran over 12 active days, peaking on 2026-06-24 with 20 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

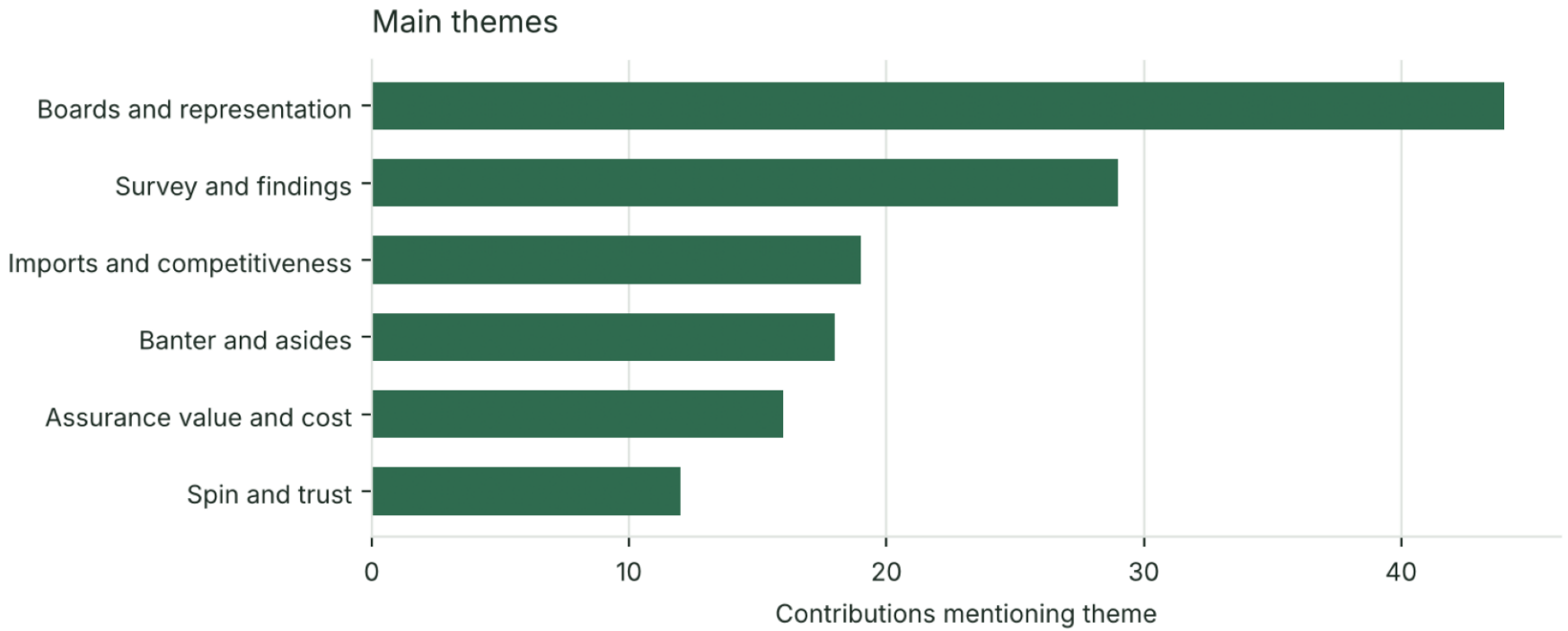
ACTIVITY

When the conversation happened



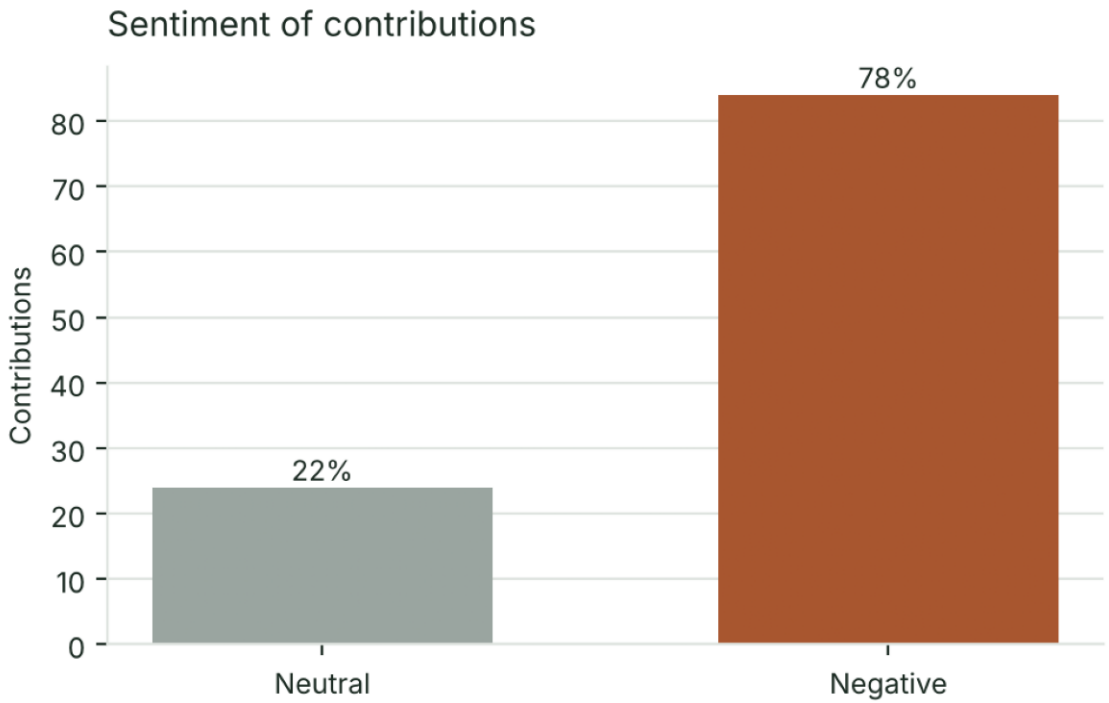
Peak day 2026-06-24 carried 20 of 108 contributions.

What the conversation was about



Boards and representation led with 44 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

2.68

Average reactions on negative contributions

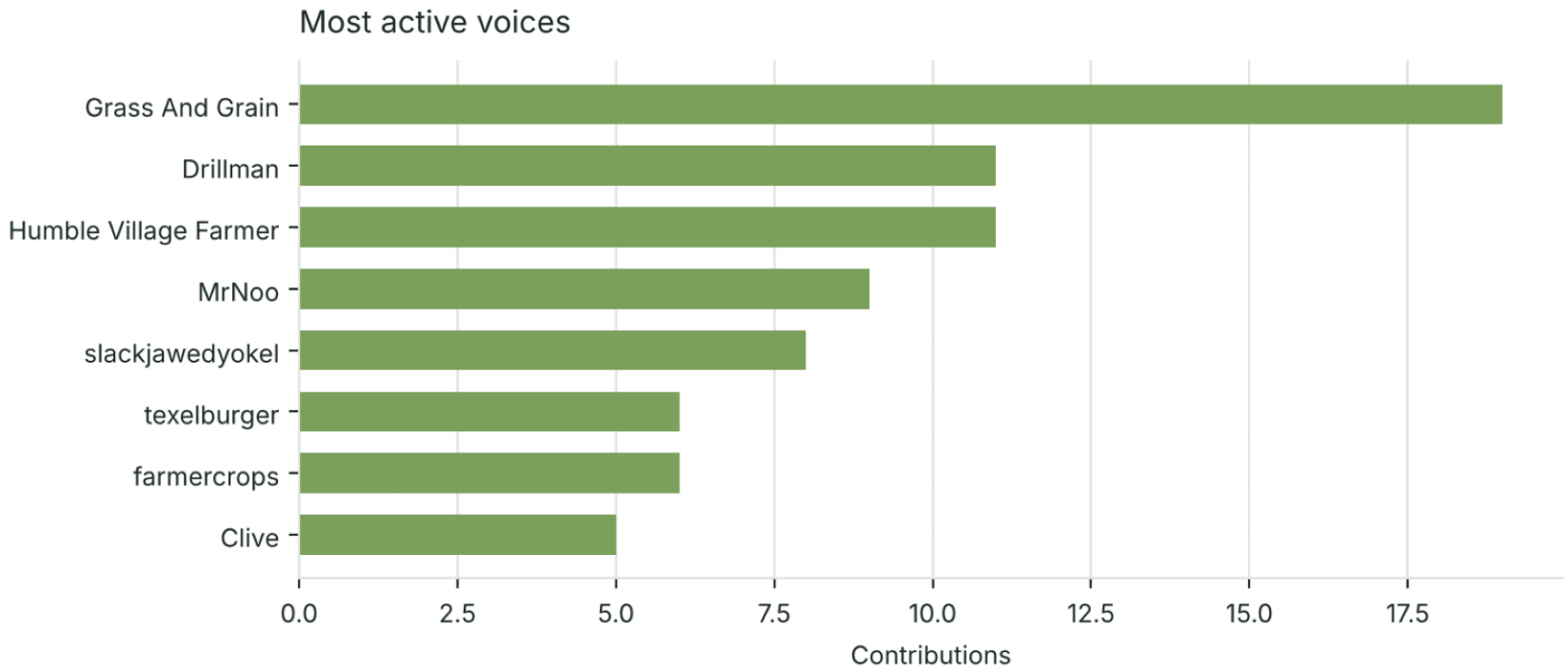
1.21

Average reactions on neutral contributions

— 84 negative (77.8%), 24 neutral (22.2%), 0 positive (0.0%).

CONTRIBUTORS

Who drove the conversation



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

QUOTATIONS

In their own words

"Same here. Didn’t hold back. The general gist of my message to them was that I consider them to be fiddling while Rome burns - particularly for combinable crops competing with non assured imports."

DrWazzock · 9 reactions

"Don't blame the players, blame the game. Having now been in a position with both Red Tractor and AHDB, I could have ended up on their various boards, However seeing the level of restriction that are..."

Clive · 9 reactions

"Whatever the results of the survey, I’m sure it will be spun into a win for RT..."

slackjawedyokel · 7 reactions

SOURCE

Read the source conversation

— Red Tractor Farmer Sentiment Survey - anyone else had it?

— 3,696 views · 108 visible contributions · Agricultural Matters

— https://thefarmingforum.co.uk/index.php?threads/red-tractor-farmer-sentiment-survey-anyone-else-had-it.434276/

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.