


pleinchamp.com
Le site expert des professionnels agricoles

An Internet site serving the world of agriculture: French experience



Bangkok
November 2007

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I - Why use the pleinchamp.com site?

Introduction: *Agriculture in France is highly mechanised and efficient and reacts to technical advances. It is highly organised and effective.*

In the year 2000:

- the agricultural population on the Internet was developing rapidly, although still relatively small (30,000 agricultural concerns on the Internet, i.e. less than 10% of the total),
- no major Internet site dedicated to agriculture in France.

Hence why the Cr dit Agricole Group decided to: provide farmers, who are still worlds away from new information and communication technologies, with a unifying Internet tool with considerable benefits for their profession

1 - by creating a main general-purpose site to bring together all the agricultural organisations, day-to-day partners of the farmers themselves
and
2 - by making this site:

- . a site for daily use: effective and useful on a daily basis in managing agricultural concerns with both national and local content
- . an expert site: containing information with high added value to facilitate decision-making

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In 2007:


pleinchamp.com: the No. 1 general agriculture site in France

- 1 million visits/month
- 300,000 different visitors / month
 - . 50% are farmers
 - . 35% are from the world of agriculture (farmers' partners)
 - . 15% are from outside agriculture

in a changing agricultural France:

- the agricultural population on the Internet has increased fivefold in 7 years
 - nearly 160,000 agricultural concerns now use the Internet for professional purposes, i.e. 50 % of the total number of agricultural concerns
- the Internet is an indispensable tool for the following purposes: weather, monitoring market trends, maps, traceability, etc., and for exchanging information: small ads, forums, etc.


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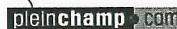
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First feature of the site: a site uniting the world of agriculture
In the eyes of the Crédit Agricole, the Internet should not do away with intermediaries, the farmers' partners: it should bring them together and advance their cause

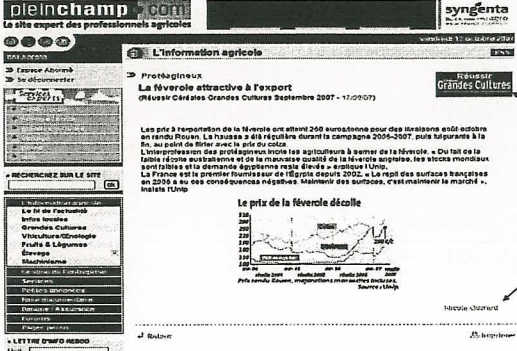
- 30 national partners and more than 600 local partners:
 - chambers of agriculture,
 - agricultural cooperatives,
 - agricultural economics and management centres,
 - Crédit Agricole bank/insurance
 - agricultural colleges,
 - agricultural press, etc.
- 40 companies, manufacturers of plant protection products and agricultural equipment manufacturers

publish information on their core subject on a daily basis (technical, economic, legal, fiscal, social, financial, etc.)
 under their logo
 and their own responsibility


5  pleinchamp.com, virtual community

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Example of an article published by a partner



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Second feature of the site: an effective site for day-to-day matters and information exchanges

for all Internet surfers – your pleinchamp.com


"I can personalise my homepage:
I can choose my local area and the weather criteria which interest me to obtain my weather
I can choose local information for my region
I can opt for the Expert Service of my choice (Arable Crops if I'm a cereal grower, Wine if I'm a wine grower, etc.)"

"I can showcase my own concern, including what I produce and the services I sell"

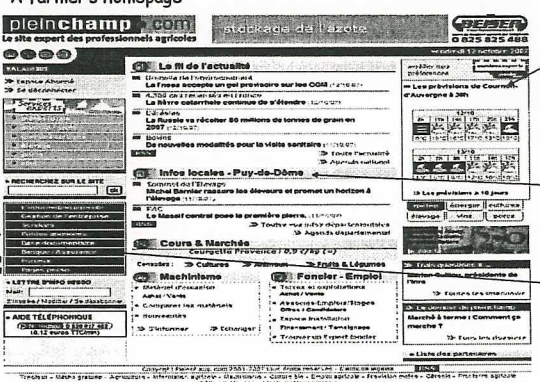
"I can publish small ads"

"I can ask the experts my own questions and exchange information in forums"

7 The homepage, a dashboard:
 direct access to the information I choose

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A farmer's homepage



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An expert site (information and services):

- 90% of the site content is freely accessible daily agricultural news items, regional weather, prices of agricultural products, comparison tool for agricultural machinery small ads, etc.
- 10% of the site content - the 6 Expert Services - are available by secure access. This content has a high added value for the farmer and is issued exclusively by acknowledged service providers. A charge is made for this service.

2 Expert Services for better control of your costs:

- Local weather to make sure your efforts pay off
- Energy/nitrogen to make sure you buy nitrogen fertilisers, fuel oil, gas at the right time

4 Expert Services to optimise products:

- Arable Crops, Livestock Farming and Pigs to make sure you sell at the right time
- Wine to promote your sales

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Expert Service - Local weather: grow successful crops, for example

My local area

I choose the optimum temperature and relative humidity to ensure efficiency of the treatment product

In green - hourly ranges which represent the best times to treat my crops

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Expert Service - Energy/nitrogen: monitor markets in order to anticipate fuel oil purchases, for example

Fuel oil prices in France

Analysis of the fuel oil market and expert opinion

Consolidation

Soixante l'influence du renforcement du dollar, les cours du pétrole sur le marché international ont enregistré quelques pertes en terrain. Les reprises de l'économie américaine, modifiable en fin de semaine dernière par les publications de la Banque de réserve de St Louis, ont permis de rétablir les marchés de pétrole à un niveau de 70 dollars le baril. Le pétrole américain a profité de ces gains pour poursuivre sa consolidation.

Les déclarations de l'Agence pour l'énergie indiquent que des découvertes à l'est de l'Asie du Sud-Est, en particulier au large de la Chine, pourraient être plus élevées que prévu, mais le risque des approches vers un autre scénario de hausse des prix reste élevé.

➔ L'avis d'Agritel

Déjà en correction cette semaine, les cours du fioul devraient cette semaine se détacher du seuil de 0,51 €/litre, à moins d'un bouleversement fondamentale ou géopolitique du marché.

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Expert Service - Arable Crops: monitor markets (including forward markets) to anticipate your wheat sales, for example

Wheat prices in 2007, highly volatile (-10% on the price = -50% on a cereal grower's income)

Analysis of the wheat market and expert opinion

Dans l'attente

Les intervenants restent toujours dans l'attente du rapport de l'USDA, l'organisme américain de l'économie agricole, qui devrait publier un rapport de l'état des stocks de céréales à l'exportation et un bilan mondial du marché. Dans l'attente, les marchés ont réagi à une nouvelle hausse des prix de la production de maïs aux États-Unis. Le marché reste en effet toujours très tendu sur le même support et les futures de maïs ont gagné de 10 à 15 centimes. Les futures de blé ont également gagné de 10 à 15 centimes.

Sur le marché à terme, l'achat est en hausse par rapport à la semaine dernière de 10 à 15 centimes. Sur le marché à terme, l'achat est en hausse par rapport à la semaine dernière de 10 à 15 centimes.

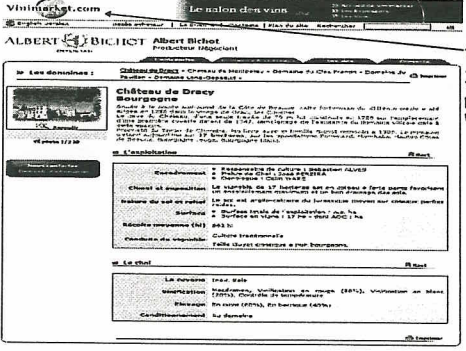
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Expert Service - Wine: tell the whole world about your wine-growing estate....

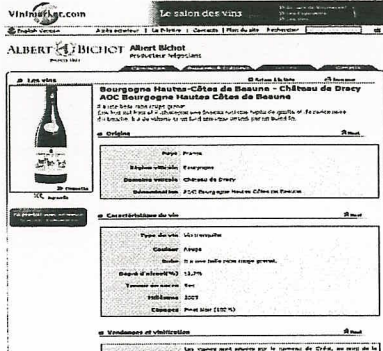


from pleinchamp.com...
to www.vinimarket.com,
the site used by
professional
wine buyers

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Expert Service - Wine: ... and advertise your wines for sale,



www.vinimarket.com:
In French and English
(optional: other languages),
for sales
throughout the world

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III - The Pleinchamp economic model pleinchamp.com

This model is governed by pleinchamp.com's dual vocation:

- No financial exchanges with partners
free content for free visibility
- Access to Expert Services for as many people as possible at the lowest price
cooperatives, technical colleges, regional Crédit Agricole Insurance Offices
pay for access in large quantities to serve their customers or members,
with mass distribution at low cost thanks to the Internet:
now: accessed by 125,000 people
Target within 2 years: all farmers using the Internet
- And to facilitate access to site information,
local weather,
export advice on markets,
daily news items,
alerts are also available via mobile

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To conclude: pleinchamp.com

pleinchamp.com:

- a site
 - . offering services
 - . to serve an entire profession at minimum cost
- a site
 - . set up and operated by Crédit Agricole to promote the world of agriculture
- a site
 - . bringing together farmers and their partners
 - . uniting the world of farmers

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To conclude:

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pleinchamp.com:

A site of its time

using the Internet as a means of offering

- . the most relevant information.
- . contact with partners.
- . opportunities for exchanging information

in real time

to people who are often isolated

in the countryside: i.e. farmers.

⇒ a site which can be transposed in terms of design and technical aspects (Internet and mobile) to other countries - and developing countries in particular - with contents to be adapted and arranged to suit local situations

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