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## Customer satisfaction and stewardship management go hand in hand

### Introduction

In sugarbeet cultivation, CONVISO® SMART was launched as a new system for weed control in the European market in 2018. The market entry in Germany took place in 2023's sowing season. To assess the new technology in practical application, an online survey was sent to all CONVISO® SMART growers in Germany regarding the topics of cultivation practice, stewardship for bolters and resistance management as well as customer satisfaction. In total, 214 growers participated in the online survey – corresponding to 33.5 percent of respondents. An extract from the extensive survey is presented below.

### Results

#### Decision factors for CONVISO® SMART

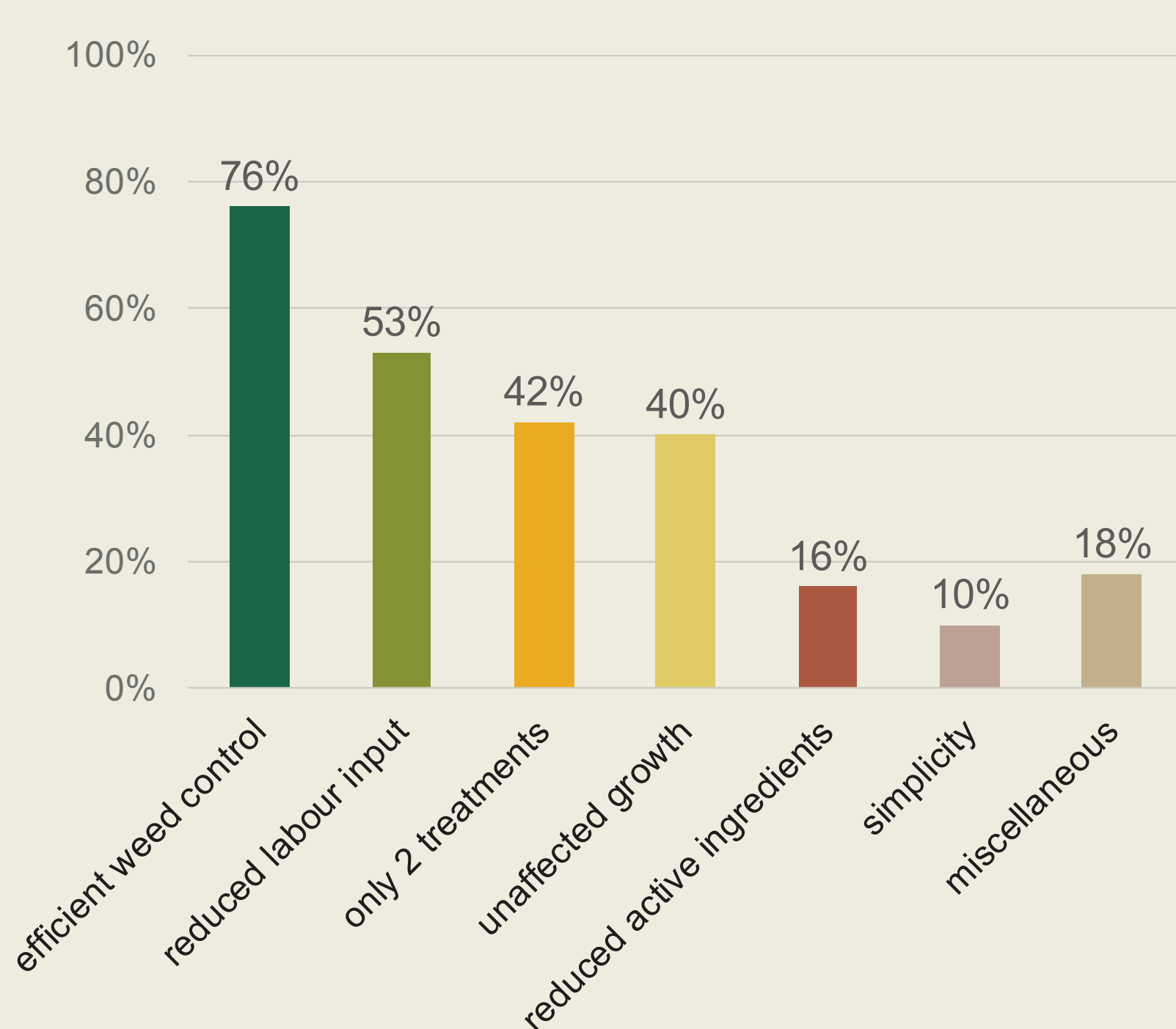


Fig.1: Why did you decide to use the CONVISO® SMART system?

- The efficacy of weed control (76%) and the reduced labour input (53%) followed by the fact, that only 2 treatments are necessary, are the main factors for choosing to use the CONVISO® SMART system.
- In addition, the removal of weed beets was mentioned most frequently under "miscellaneous".

#### Stewardship Implementation

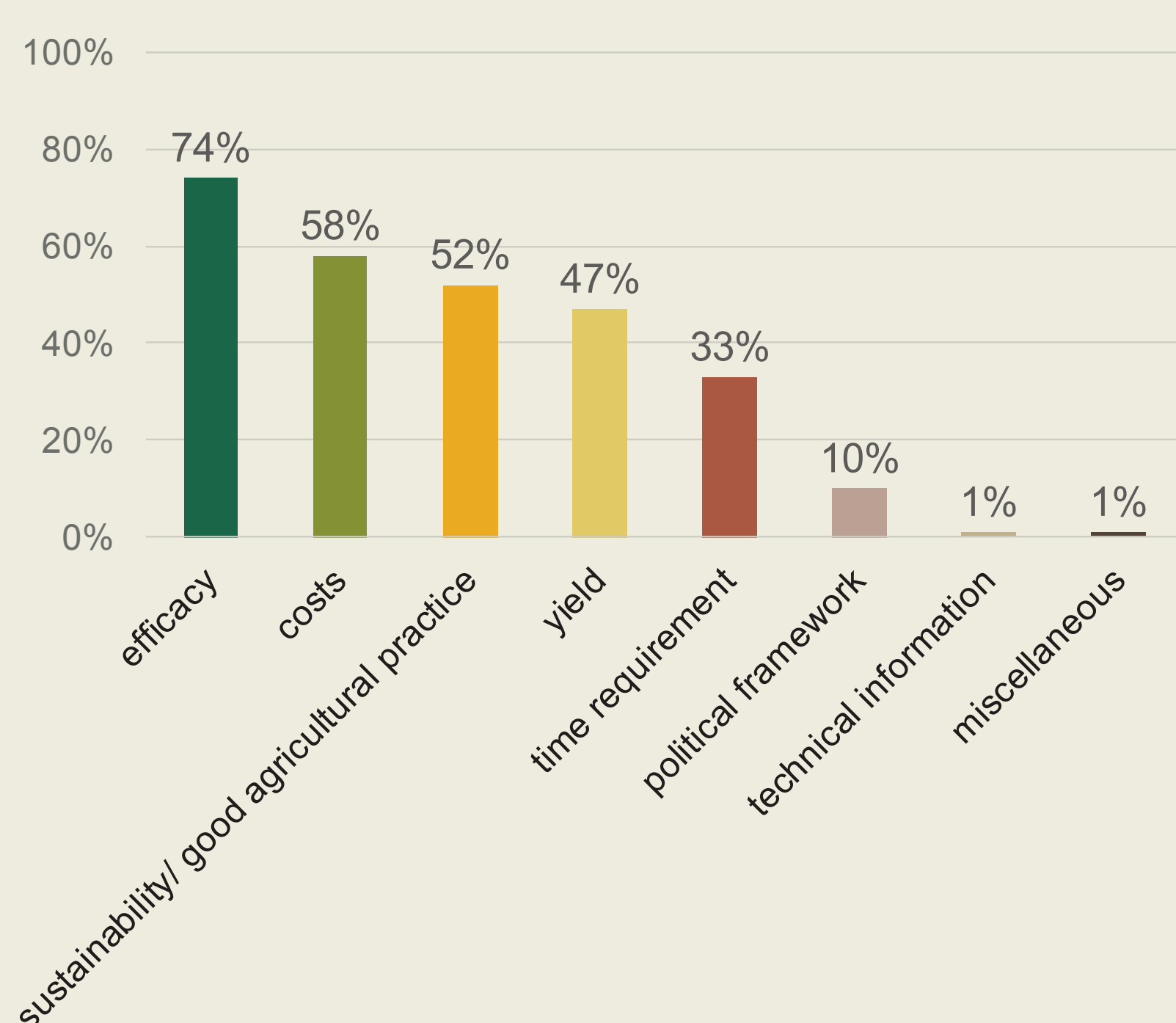


Fig.2: Which of the factors are most important to you when implementing integrated weed management?

- IWM measures (crop rotation, different modes of action) are the basis for a sustainable cultivation of CONVISO® SMART sugarbeet and are therefore a central element of the Stewardship communication.
- From the farmer's point of view, other decision-making factors such as efficacy, costs and sustainability in terms of agricultural practice need to be taken into account.

#### Communication Channels

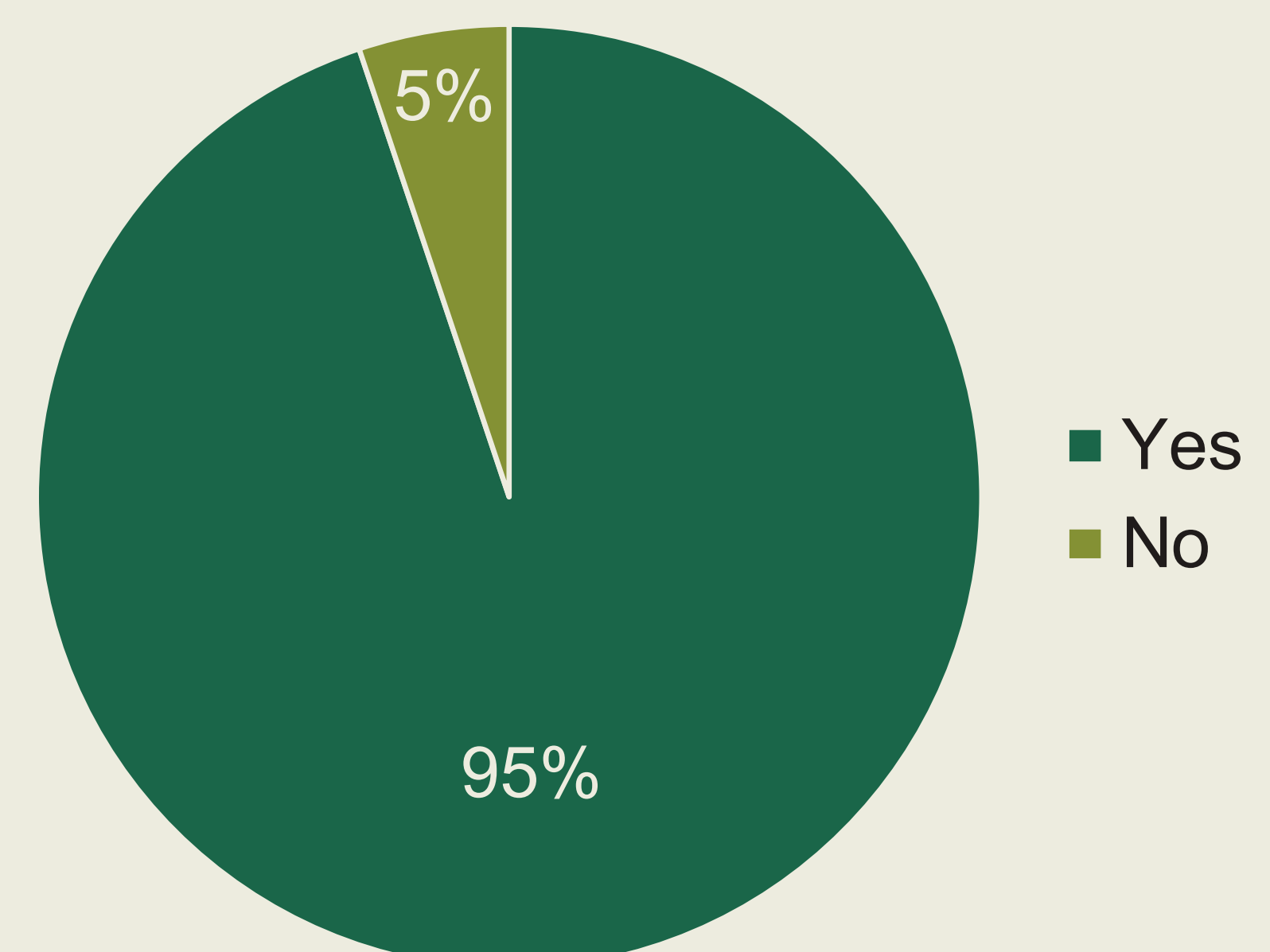


Fig.3-1: Do you feel that you are sufficiently informed about the CONVISO® SMART system?

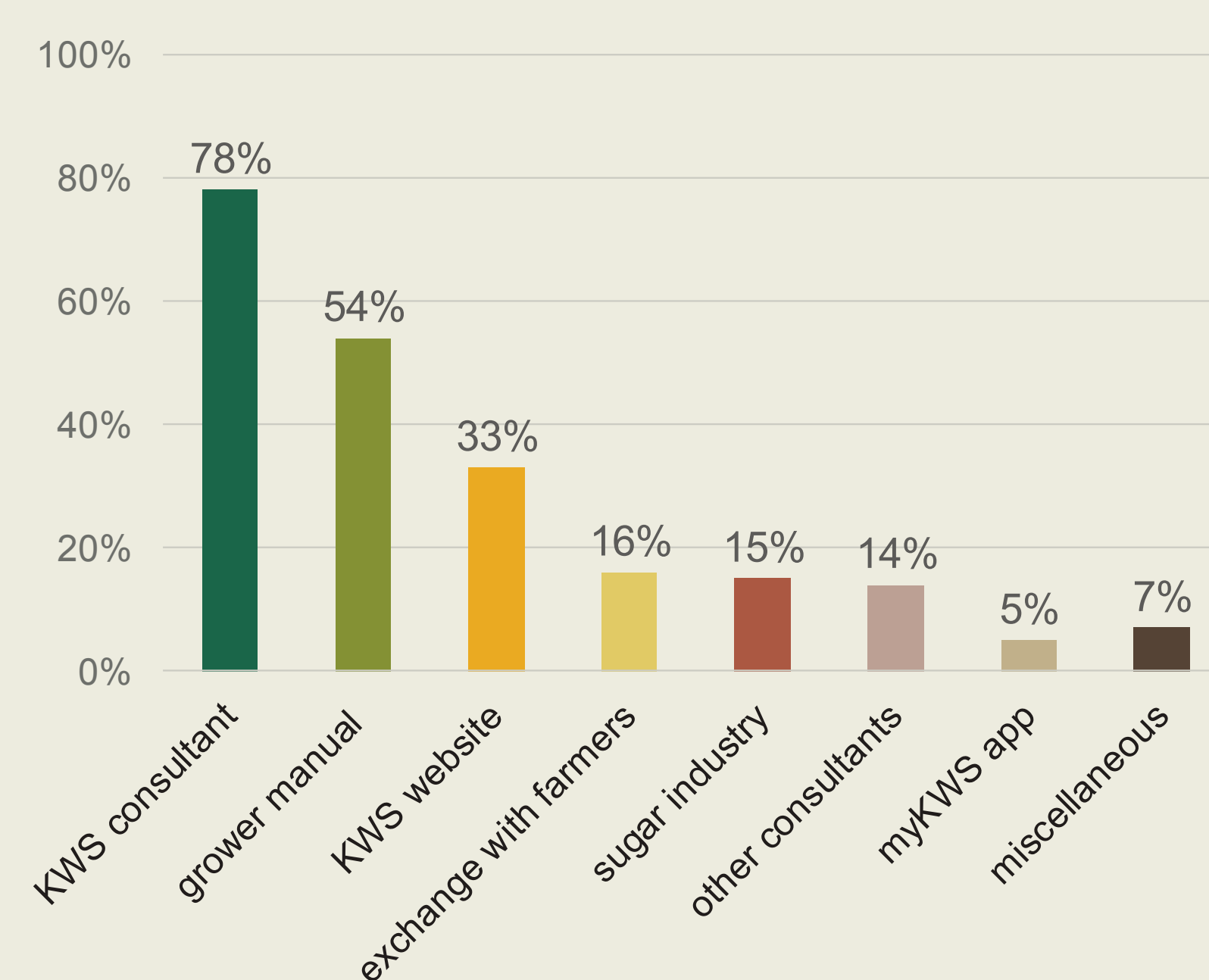


Fig.3-2: How did you obtain technical information about the CONVISO® SMART system?

### Conclusion/Outlook

The survey provides an overview of CONVISO® SMART experiences during its first year in Germany. Stewardship is important cornerstone for securing sustainable and long-term use of the system and an integral part of the market launch. Efficient, effective weed control with best crop-safety are seen as key decision factors. Besides costs and efficacy good agricultural practices are seen by farmers as key for integrated weed management. In communication most effective is personal consulting, but also the grower manual and the KWS website are important information channels.

