



# Product Data Sheet

## Harvesting the Sun – Photovoltaics in the German Agricultural Segment

<b>Release Date</b>	April 2009, in cooperation with BSW-Solar and Solarpraxis
<b>Information Sources</b>	<ul style="list-style-type: none"><li>▪ Quantitative survey of customer group: 52 interviews with German farmers conducted in February 2009</li><li>▪ Qualitative interviews with representatives from banks, regional machinery rings, PV system providers and wholesalers</li><li>▪ Data retrieval from the EuPD Research database (InstallerMonitor 2008/2009®, PriceMonitor Q1/2009)</li></ul>
<b>Contents</b>	<ul style="list-style-type: none"><li><b>A.</b> Introduction</li><li><b>B.</b> Key Figures about the Agricultural Sector in Germany</li><li><b>C.</b> Financing Possibilities for PV Systems</li><li><b>D.</b> Distribution Structure</li><li><b>E.</b> Farmers as End Customers</li><li><b>F.</b> Marketing Strategies and Recommendations</li><li><b>G.</b> Appendix</li></ul>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"><li>▪ Gain in-depth understanding of current PV agricultural market segments by discovering market drivers and key success factors.</li><li>▪ Obtain recommendations regarding a strategy for further market cultivation and penetration of agricultural PV sector.</li><li>▪ Increase your knowledge of implications regarding product features and marketing mix.</li></ul>
<b>Included in Delivery</b>	<ul style="list-style-type: none"><li>▪ 1x chart report (98 pages), high quality binding</li><li>▪ available in English and German</li></ul>
<b>Price</b>	€ 1,880 (excluding VAT and S/H) Price per copy for extra printed versions: € 69 (excluding VAT and S/H) 10% reduction for BSW-Solar members and subscriber of photovoltaik / pv magazine
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