

AGRANA audiences for messaging



AGRANA audiences*

Agriculture

- Farmers / cultivation partners
- Agricultural cooperatives (sugar beet farmers, dairy/ fruit cooperatives, VÖZ, etc.)
- Agricultural consultants (LKÖ, Bio Austria, etc.)

B2B Clients

- Purchasing
- Product development / R&D
- Marketing / Category management

End-consumers

- Indirect audience

Partners & suppliers

- Flavor houses
- Technology partners
- Research institutions
- Logistics
- Other service providers

Broader public & society

- Media / journalists
- NGOs / interest groups
- Politics / administration
- Regional public (residents, neighborhood, local initiatives)
- Local communities (mayors, local councils in the region of our plants)

Owners & share-holders

- Owners / major shareholders
- Small shareholders
- Investors / analysts

Employees & new talent

- Production & technology 'at the machine' (=blue collar)
- Office / administration / central functions (=white collar)
- Managers (blue + white)
- New employees (blue + white)
- Future talents (apprentices, students, trainees – blue + white)

*This is a general categorization of AGRANA's core audiences. Within each category, more specific segments may apply (e.g., B2B: Food Service, Ice Cream, Dairy, Construction, etc.).

Agriculture

- Farmers / cultivation partners
- Agricultural cooperatives (sugar beet farmers, dairy/fruit cooperatives, VÖSK, etc.)
- Agricultural representatives (LKÖ, Bio Austria, etc.)

Most important messaging topics



1. Heritage and expertise
From roots to results



2. Relationship building
Partners in progress



3. Regional adaptability
Global reach & local insight

Topics most relevant

This audience group cares about stability, fair conditions, and practical, forward-looking farming practices. They expect insight into market trends, crop performance, and sustainable innovation.

- Long-term price stability & fair contracts
- Climate resilience & weather impact
- Sustainable/regenerative farming practices (e.g., FSI)
- Crop performance & agronomic expertise
- Market insights & secured sourcing

Expectations from AGRANA

They care about stability, fair conditions, and practical, forward-looking farming practices. They expect insight into market trends, crop performance, and sustainable innovation.

- Long-term price stability & fair contracts
- Climate resilience & weather impact
- Sustainable/regenerative farming practices (e.g., FSI)
- Crop performance & agronomic expertise
- Market insights & secured sourcing

Preferred communication channels

They prefer direct, regular, and easy-to-access formats that foster collaboration and trust.

- Supplier portal / procurement platforms
- Email updates & newsletters
- Direct meetings, workshops, events
- Webinars, trade fairs and conferences

B2B Clients

- Purchasing
- Product development / R&D
- Marketing / Category management

Most important messaging topics

-  1. Responsible innovation
Evolving with purpose
-  2. Relationship building
Partners in progress
-  3. Heritage and expertise
From roots to results

Topics most relevant

This audience group looks for quality, innovation, and insights that help them stay competitive and meet market and consumer demands. Sustainability and traceability are key differentiators.

- Product quality, reliability & customization
- Innovation & co-creation opportunities
- Sustainability & traceability for ESG claims
- Market trends & category-specific insights
- Raw material availability & supply chain performance

Expectations from AGRANA

They need a strategic, solutions-focused partner who provides tailored, timely, and inspiring content for different functions within their business.

- Reliable, transparent information
- Tailored insights for marketing, innovation, procurement and general capabilities
- Inspiration for new products & ingredients
- Joint development and problem-solving
- Professionalism, expertise & thought leadership

Preferred communication channels

They value a mix of personal, digital, and experiential formats that inspire and inform.

- Sales dialogues, customer visits & trade fairs
- Innovation presentations & product tastings
- B2B newsletters & email updates
- Webinars, blogs, videos, podcasts
- Social media (esp. LinkedIn, Instagram)
- Website with product & trend information

End-Consumers

- Purchasing
- Product development / R&D
- Marketing / Category management

Most important messaging topics

-  1. Heritage and expertise
From roots to results
-  2. Relationship building
Partners in progress
-  3. Regional adaptability
Global reach & local insight

Topics most relevant

This audience is driven by values, lifestyle, and trust in what they consume. They want transparency on product origins and positive impact on health and environment.

- Naturalness & health (“good for you”)
- Sustainability & local sourcing
- Transparency & traceability of ingredients
- Taste, quality, and product origin
- Brand awareness & AGRANA’s societal impact

Expectations from AGRANA

Even if they don’t purchase directly from AGRANA, they expect the products they consume to be backed by responsible, authentic, and transparent practices.

- Trust in brand values & authenticity
- Commitment to environment & society
- Relatable storytelling via B2B customers
- Education & inspiration through content that supports customer brands

Preferred communication channels

They prefer direct, regular, and easy-to-access formats that foster collaboration and trust.

- Packaging claims & storytelling
- Social media & influencer partnerships
- Brand website & media/PR coverage
- Videos & lifestyle content
- Events (consumer-facing)

Partners & Suppliers

- Flavor houses
- Technology partners
- Research institutions
- Logistics
- Other service providers

Most important messaging topics

-  1. Relationship building
Partners in progress
-  2. Heritage and expertise
From roots to results
-  3. Responsible innovation
Evolving with purpose

Topics most relevant

Partners & suppliers care about stability, collaboration, and shared standards, with a focus on efficiency, innovation, and planning security.

- Process efficiency & digital collaboration
- Long-term planning security & reliability
- ESG standards & sustainability alignment
- R&D topics & co-creation opportunities
- Company strategy, sourcing, and vertical integration
- Innovation pipeline & collaboration opportunities

Expectations from AGRANA

They expect clear, consistent, and proactive communication that supports long-term, fair partnerships.

- Transparency & early updates on changes
- Clarity and consistency in communication
- Professionalism & industry expertise
- Thought leadership & stability
- Recognition as valued long-term partners

Preferred communication channels

They prefer structured, direct, and interactive channels that facilitate collaboration and operational alignment.

- Supplier portal & procurement platforms
- Email briefings & newsletters
- Direct meetings, workshops, and onboarding sessions
- Webinars, trade fairs, and conferences
- Website, media/PR, and videos for updates or thought leadership

Political stakeholders & society

- Politics / Government Administration
- Media / Journalists (because they influence both political and public narratives)
- NGOs / Interest Groups
- Regional & Local Public (residents, municipalities, local communities)

Most important messaging topics

-  1. Responsible innovation
Evolving with purpose
-  2. Regional adaptability
Global reach & local insight
-  3. Human connection
Driven by people

Topics most relevant

This broad audience focuses on AGRANA's societal and environmental impact, ethical practices, and contribution to local and regional communities.

- Industry advocacy & policy engagement
- CEO communications & public leadership topics
- Business performance & governance
- Environmental & social responsibility (CSR, sustainability, climate impact)
- Regional impact & local value
- Company values, ethics, and transparency

Expectations from AGRANA

They expect credible, transparent, and accessible information that demonstrates AGRANA's positive societal contribution.

- Thought leadership & industry insights
- Economic & societal impact
- Authenticity & transparency in communication
- Visible contribution to societal and environmental challenges
- CSR initiatives with measurable impact

Preferred communication channels

They rely on formal, public-facing channels and local engagement to access trustworthy information.

- Direct stakeholder meetings & policy forums
- Press releases, press conferences & media reports
- Annual, CSR, and sustainability reports
- Website, social media & videos
- Local events, partnerships, and public engagement initiatives

Owners & share-holders

- Owners / major shareholders
- Small shareholders
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Most important messaging topics

-  1. Heritage and expertise
From roots to results
-  2. Responsible innovation
Evolving with purpose
-  3. Relationship building
Partners in progress

Topics most relevant

This audience group focuses on financial performance, growth, and long-term value creation, with attention to ESG and market positioning.

- Resilience & risk management
- Growth strategy & future opportunities
- ESG performance & sustainability impact
- Market positioning & competitive advantage
- Long-term value creation & profitability

Expectations from AGRANA

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Most important messaging topics



1. Human connection
Driven by people



2. Relationship building
Partners in progress



3. Heritage and expertise
From roots to results

Topics most relevant

This audience cares about AGRANA’s purpose, strategy, and impact, as well as their own security, growth, and a values-driven workplace. They want to understand the company’s direction, feel proud of its products.

- Company purpose, strategy & outlook, incl. business results and changes
- Job security, stability & career development opportunities
- Company culture, values, benefits & work-life balance
- Innovation & products (pride in employer and work)
- Flexibility, wellbeing & recognition
- Social impact & sustainability (especially important for younger talent)

Expectations from AGRANA

Expect clear, transparent, and engaging communication that helps them understand their role and feel valued.

- Orientation & guidance on company developments
- Clear answers to “What does this mean for me?”
- Recognition & appreciation
- Involvement in decisions and initiatives
- Authenticity, motivation & inspiration through employee stories
- Information directly from the source (relevant to their department or role)

Preferred communication channels

They prefer a mix of personal, digital, and interactive formats that keep them informed and connected.

- Townhalls, plant info events & personal gatherings
- Direct communication from management & ambassadors
- Intranet (Agranet) & email newsletters, screens
- Videos, social media (LinkedIn, Instagram & Tiktok), career blogs
- Onboarding formats, job fairs, school/university visits
- Website & employer branding platforms