

dustry is deploying robotic automation to improve their production yields. The demand for food is outpacing available farmland and it's up to farmers to close this gap. Agricultural robots are helping them do just that.

It seems certain that robotics will continue to revolutionize agriculture and change the way we think about producing food. The market for agricultural robots is developing at a rapid pace, with a large number of established and startup technology companies developing, piloting, and launching an innovative range of robotic systems.

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MARKETING COMMUNICATION TOOLS AT AGRIBUSINESS ENTERPRISES

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In recent years the role of marketing communication at agribusiness enterprises has increased. Nowadays it is not enough to have good agricultural products and services. To ensure the successful sale of goods, agribusiness enterprises need marketing communication to do more than just produce high quality goods but sell them at the best prices and in the best way to maximize the profit of the agribusiness enterprises.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create and exchange value, and satisfy individual and organisational objectives.

Traditionally, an agribusiness enterprise has a number of tools to hand. There are four main instruments of the marketing called the 4 Ps: product, price, place of distribution, promotion or marketing communication.

Marketing communication is the most visible instrument of the agribusiness enterprises marketing. It involves all instruments by means of which the enterprise communicates with its target groups and stakeholders to promote its products.

Marketing communication is created to influence consumers to purchase a particular product or service. Marketing messages are often specifically tailored to particular groups of the consuming public broken down by age, sex and gender. Agribusiness enterprises create marketing messages based on the perceived preferences of these groups, or demographics. Marketing messages also vary widely from product to product. Agribusiness enterprises that produce a wide variety of products and services across numerous markets create diverse marketing campaigns across myriad demographics.

Marketing communication includes advertising, direct marketing, sponsorships, trade show appearances, public relations, point-of-purchase communications, sales promotions, personal selling, e-communications and more.

Advertising is non-personal mass communication using mass media (such as TV, radio, newspapers, magazines, billboards, etc.), the content of which is determined and paid for by a clearly identified sender (the agribusiness enterprise).

Direct marketing communications are a personal and direct way to communicate with customers and potential clients or prospects. Personalised brochures and leaflets (with feedback potential), direct mailings, telemarketing actions, direct response advertising, etc. are possible ways of using direct marketing communications.

Sponsorship implies that the sponsor provides funds, goods, services and know-how. The sponsee will help the sponsor with communications objectives such as building brand awareness or reinforcing brand or corporate image.

Exhibitions and trade fairs are of great importance in agricultural markets for contacting prospects, users and purchasers. They are established where participants can negotiate the sale and the purchase of different agricultural goods. Every exhibition is an eye-opening experience

and also a method to advertise products. Such events help to establish profitable contacts and promote mutual understanding among different nations.

Public relations consist of all the communications a company instigates with its audiences or stakeholders. Stakeholders are groups of individuals or organisations with whom the agribusiness enterprise wants to create goodwill. Press releases and conferences, some of the major public relations tools, should generate publicity. Publicity is impersonal mass communication in mass media, but it is not paid for by a company and the content is written by journalists (which means that negative publicity is also possible).

Point-of-purchase communications are communications at the point of purchase or point of sales (i.e. the shop). It includes several communications tools such as displays, advertising within the shop, merchandising, article presentations, store layout, etc.

Sales promotions are sales-stimulating campaigns, such as price cuts, couponing, loyalty programmes, competitions, free samples, etc.

Personal selling is the oral presentation or demonstration of one or more salespersons aimed at selling the products or services of an agribusiness enterprise. It is a personal contact between an agribusiness enterprise representative and a customer.

E-communications offer new ways to communicate interactively with different stakeholders. The internet, together with e-commerce, combines communicating with selling. Mobile marketing uses the possibilities of text, video and sound transfer to mobile phones. Interactive digital television has the potential to transform traditional advertising into interactive communication on television.

Marketing communication tries to influence or persuade the (potential) consumer by conveying a message. This message transfer may be directed to certain known and individually addressed persons, in which case it is called personal communications. The message transfer may also take place to a number of receivers who cannot be identified, using mass media to reach a broad audience. This is called mass communications. Personal communications are mainly direct and interactive marketing actions and personal selling.

Nowadays agribusiness enterprises are increasingly faced with the challenge of marketing their products internationally. In that case, they are often faced with different cultures and habits. Marketing

communications, as one of the most visual aspects of the marketing activity, have to avoid falling into the “self-reference criterion” trap, i.e. believing that the foreign environment is similar to the environment in the home market.

Cultural differences and factors have to be taken into account. Culture is the collective programming of the mind that distinguishes one group of people from another, and involves people’s opinions, attitudes, preferences and perceptions. The marketing communicator has to take account of different cultural components, such as

verbal and non-verbal languages, values and attitudes, religion, sense of humour and gender roles.

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САМОУПРАВЛЯЕМЫЙ ТРАКТОР

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В настоящее время в сельском хозяйстве происходит техническая революция, в результате которой появляются самоуправляемые трактора и роботы, которые позволяют значительно сократить затраты труда в этой области. С проблемой стареющего населения и нехватки рабочей силы в сельском хозяйстве сталкивается большинство развитых стран. При этом