

Who are potential buyers of WeLASER in Europe?

A European farmers' survey

A farmers' survey was distributed among farmers in seven EU countries, namely Belgium, Denmark, Italy, Germany, The Netherlands, Poland, and Spain (n = 298 valid responses), to investigate farmer's perception towards laser-weeding. One of the key findings is the identification of potential buyers of WeLASER.

The main findings of the discussion

Young farmers with strong agricultural backgrounds are the prime audience for WeLASER. Potential buyers of WeLASER are inclined towards organic farming, precision techniques, and professional weed control services. To introduce WeLASER effectively in the European market, a strategic focus on Northern EU regions is imperative, with a special emphasis on the organic farming sector.



WeLASER prototype in the field

Furthermore, WeLASER's success is enhanced through partnerships with precision agriculture machinery suppliers. Leveraging these networks opens the door to identifying prospective customers easily.

Practical conclusions

WeLASER promises to empower young, forward-thinking farmers with sustainable and efficient farming practices. Besides organic farming, WeLASER can respond to strict pesticide regulations in the EU as farmers perceive that this solution can be integrated with conventional weed control methods, aligning with the trend of reduced herbicide use.

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