

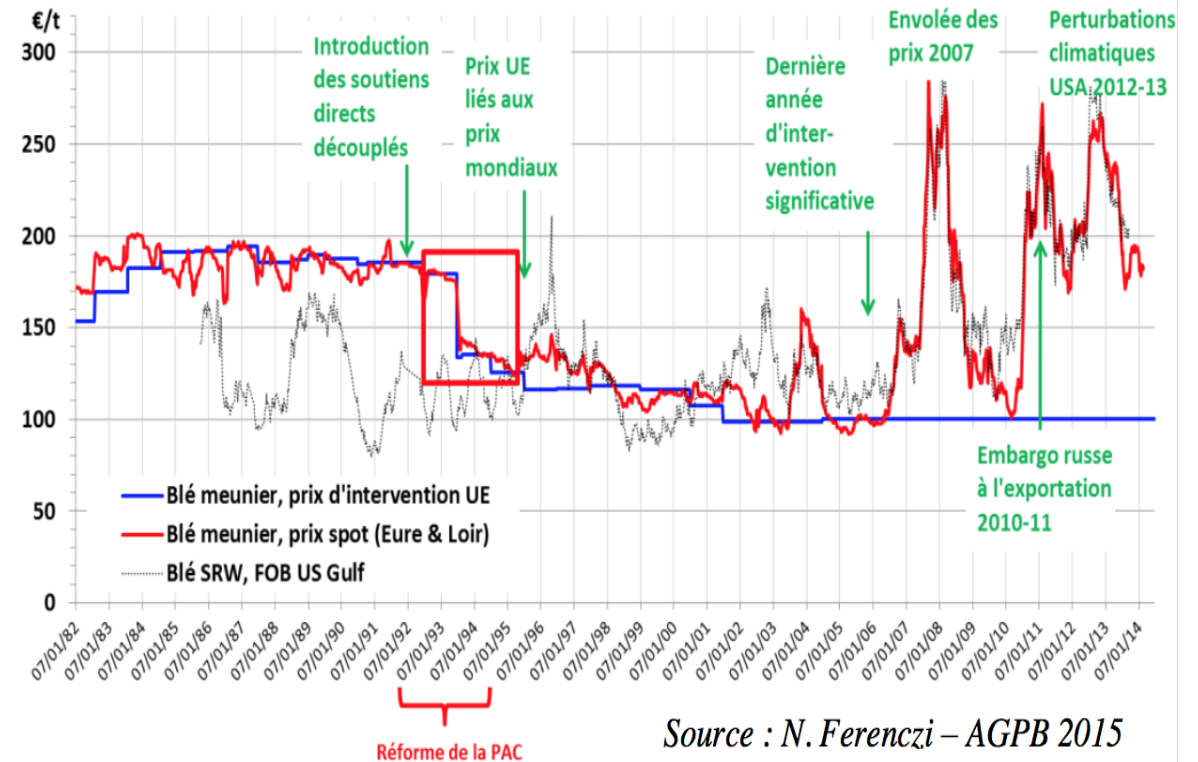
A digital tool for the appropriation of financial instruments by french wheat producers

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General context

- ▶ Volatility of agricultural prices.



- ▶ Availability of financial instruments through financial markets.
- ▶ Only 2000 grain producers, out of 260 000 use these instruments directly.

Research questions

Can a digital tool help farmers use financial instruments without a third party ?

1. Do farmers fit in financial markets ?
2. Why do the farmers prefer to pass by a third party to manage their financial risk ?
3. Can a serious game be a useful digital tool to initiate farmers to financial instruments ?

Research questions

1. Do farmers fit in financial markets ?

- ▶ Relationship between financial market and physical market

Dominance of the financial market in the transmission of information

- ▶ What type of actors are predominant in the market ?

At the opening of futures contracts : 100% of hedgers

Research questions

2. Why do the farmers prefer to pass by a third party to manage their financial risk ?



C-real Game

Survey associated to the serious game : Behavioral finance (Prospect theory : loss aversion, risk aversion ; other socio-demographic variables)

Research questions

3. Can a serious game be a useful digital tool to initiate farmers to financial instruments ?

We evaluate the serious game.

Thank you for your attention