



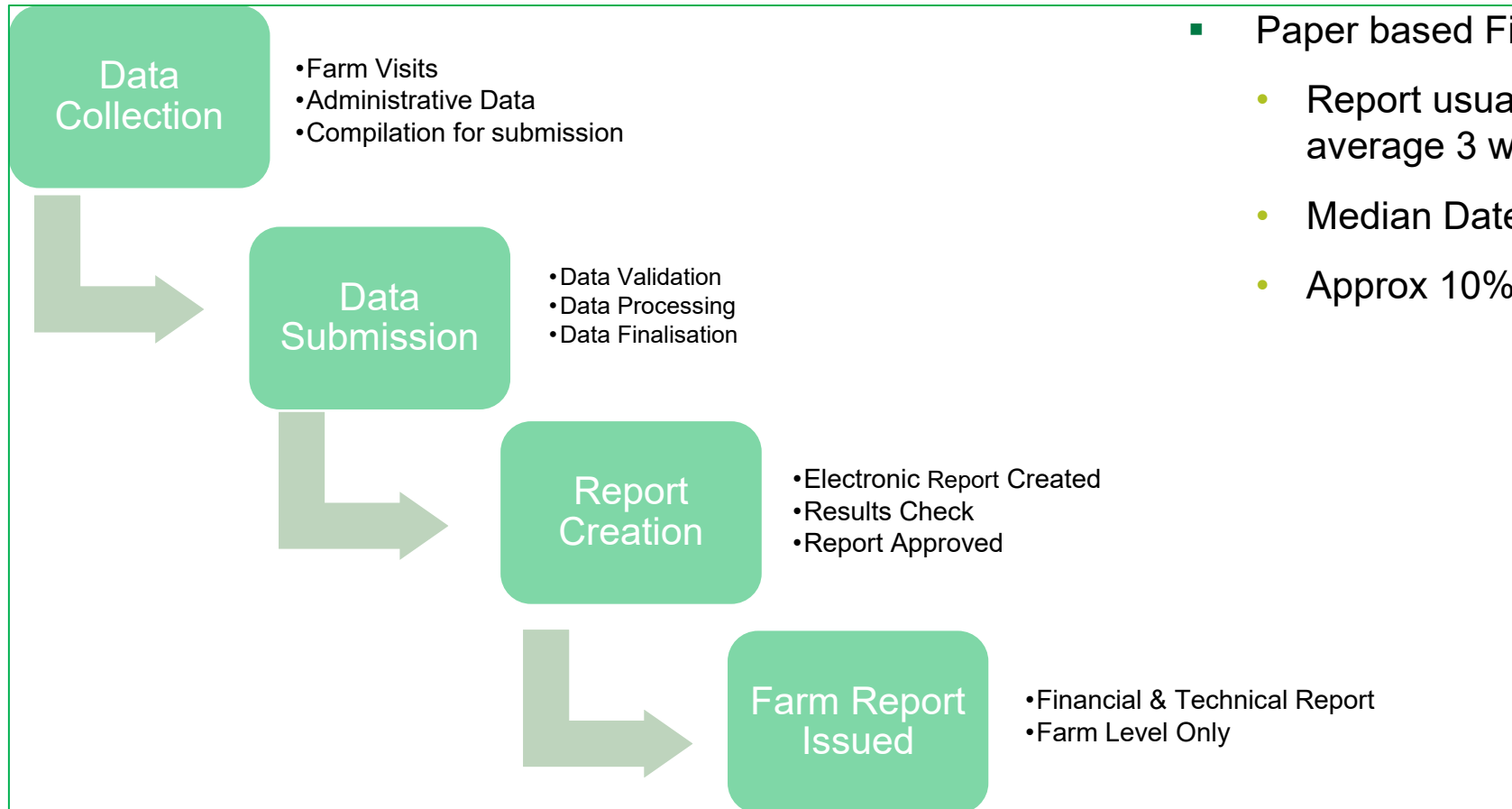
Evolution of Farmer Feedback

Pacioli 28 – Ptuj, Slovenia
October 2023

Why is feedback important

- **Profitability and Financial Health:** Financial feedback helps farmers assess the profitability and overall financial health of their operations. It allows them to track income, expenses, and profits, enabling informed financial decision-making.
- **Resource Allocation:** With financial feedback, they can identify areas where cost savings can be achieved
- **Investment Decisions:** Farmers often need to decide on investments in equipment, infrastructure, or new technologies. Financial feedback helps them make informed choices.
- **Access to Credit:** Financial feedback can enhance farmers' eligibility for credit and loans by demonstrating their creditworthiness and financial stability to lenders.
- **Diversification and Expansion:** It assists farmers in assessing the feasibility of diversifying into new crops or expanding their operations, considering the financial implications.

Current Practices



- Paper based Financial & Technical report
 - Report usually issues in print format within average 3 weeks from data submission.
 - Median Date mid April
 - Approx 10% of reports are re-issued

Current Content

- Income Statement
- Farm Details
- 3 year results
- Enterprise Analysis
- Profit & Loss
- Statement of Assets & Liabilities

FARM MANAGEMENT REPORT 2022

Published by:

Agricultural Economics & Farm Surveys Dept.
Teagasc Mellows Campus,
Athenry,
Co. Galway.



www.teagasc.ie



nfs@teagasc.ie

Farm Code

NFS Recorder

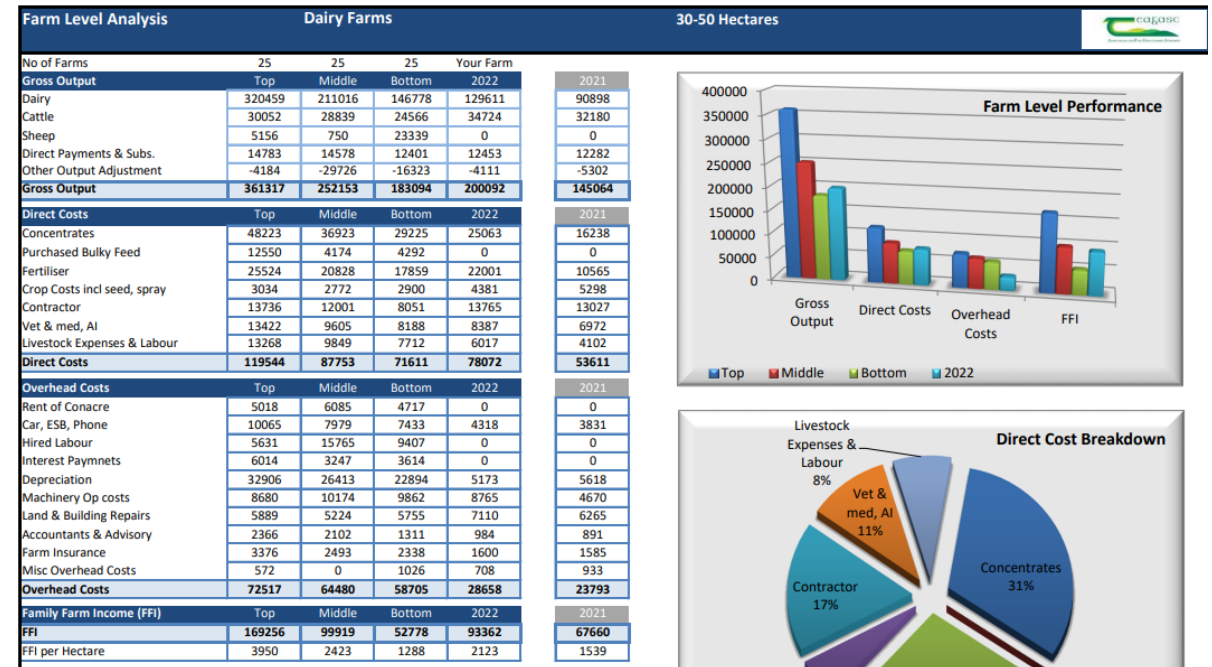
Date Produced **24-Mar-2023**

Rural Economy & Development Programme



Comparative Analysis – Benchmarking Report

- Created by Farm System
- Classified by Gross Margin
- Top/ Middle / Bottom
- Performance Improvement
- Enhanced efficiency
- Goal Setting & Measurement
- Better Decision Making
- Can only be done at year-end



Future Reporting Needs

- Sustainability and changing from Financial Feedback to Environmental Feedback
- Collected environmental metrics for a number of years for our use without feeding this information back to farmers
- Why?
- Lack of farmer knowledge? Lack of expert knowledge advisors & data collectors
- Problems – Confusion & Frustration, Loss of Credibility, Diminished Confidence

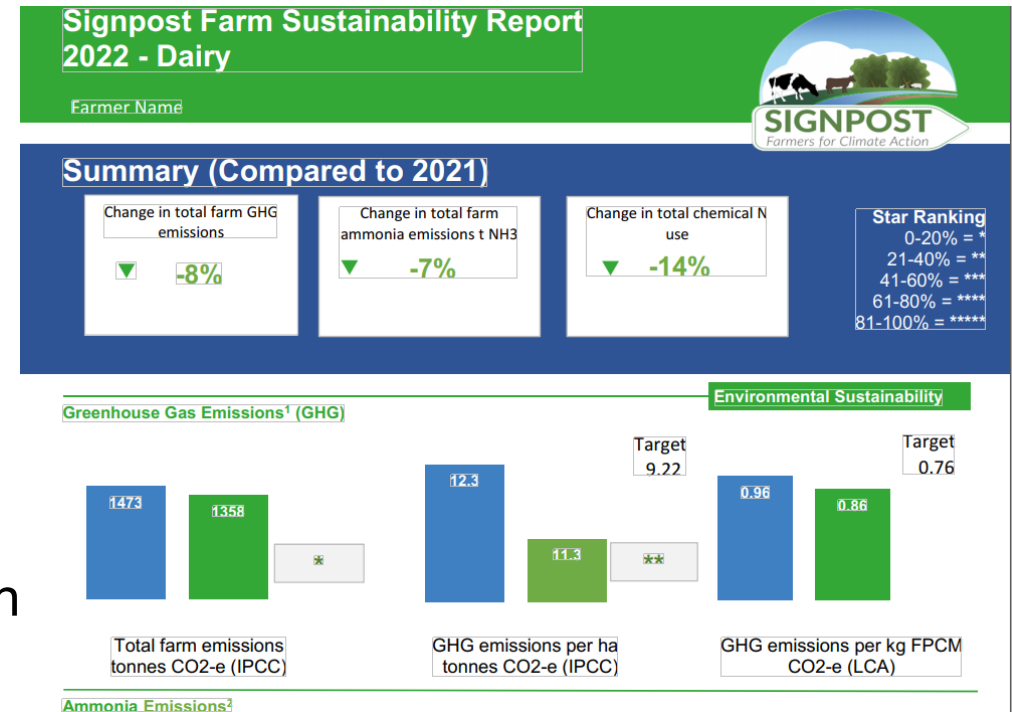
Sustainability Farm Level Report

- First version produced in 2022 for limited number of farms – 2021 Data
 - Commenced stakeholder engagement
 - Initial feedback was very mixed
 - 1 years data
 - Senior Management – very plain looking – improved visualisations
 - Advisors - too much information
 - Farmers wanted to know what were the key metrics and was it a good or bad score



Sustainability Farm Report 2022

- New Layout
- More Colour –Included Graphs
- Less Data Presented
- Included Targets
- Compare Year on Year
- Benchmarking vs National Avg
- Advisors - needing more information to be able to explain changes in emissions
- Can only be completed at year end



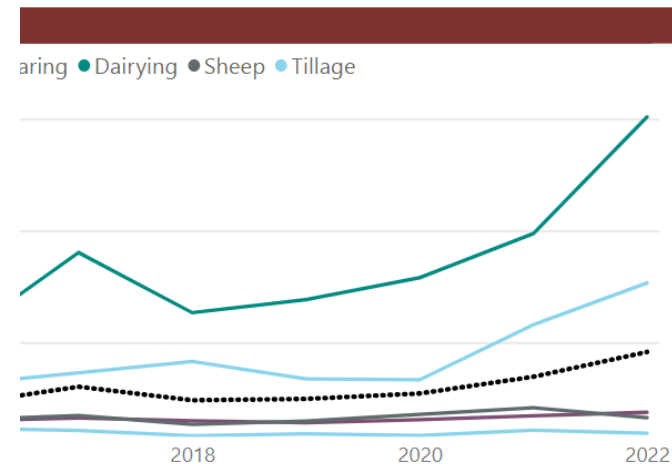
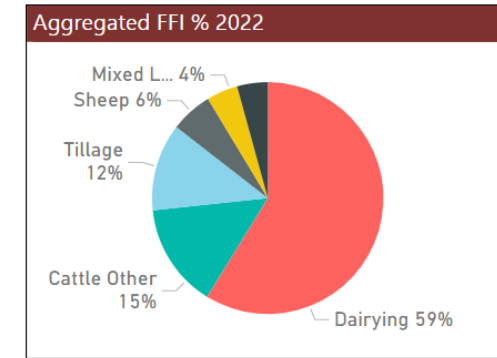
Challenges paper based Reports

- **Accessibility:** Cant find it when you need it
- **Collaboration:** In situations where remote work and collaboration are essential, paper-based reports can hinder efficient communication and decision-making.
- **Version Control:** Often revisions are made to data and making updates or corrections to paper reports can be time-consuming and may require reprinting and redistributing copies
- **Inefficient Distribution:** Distributing paper reports can be cumbersome and costly, involving printing, postage, and manual distribution efforts.
- **Environmental Impact:** Printing paper reports consumes resources
- **Lack of Interactivity:** Paper reports are static and do not support interactive elements such as hyperlinks, embedded multimedia, or dynamic content.
- **Solution** could be an online reporting tool

National Reporting

- Moved to online Power BI interactive presentation
- Allows much more data interaction
- Allows user select results that are of more of interest to them
- Would like it to be more interactive in future

Average FFI by System 2022	
Farm System	Family Farm Income
ALL Systems	€ 45,809
Cattle Other	€ 18,811
Cattle Rearing	€ 9,408
Dairying	€ 150,884
Sheep	€ 16,454
Tillage	€ 76,654



Average Family Farm Income 2022

€ 45,809



Farm Level Biodiversity Measurement

- Demo Project on FADN farms to pilot collection of farm level biodiversity data
- Farmer feedback was online via a weblink - report could be printed from the website. Hybrid approach
- <https://smartagrihubs.codeplus.ie/?00B03D>



National Farm Survey: Habitat Report Farm ID 92

Disclaimer: The area calculations and indicated boundaries of this farm habitat map are for guidance only.

Where multiple maps are provided, this reflects that farms are not on a single block.

Maps of the habitats on my farm



Online - Dashboards

- Farmers are getting used to accessing information electronically
- The majority of farms have a Smart Phone
- Younger farmers expect to be able to access their data online
- Farm system and farm size are factors which need to be considered

The screenshot shows a web page for a 'Dairy Farm Data Sustainability Workshop'. On the left is a vertical navigation menu with buttons for: Home, GHG, Ammonia & Water Quality, Biodiversity, Innovation, Soils, Weather, Dairy Structural, Dairy Technical, Dairy Costs, Farm Profit, and Balance Sheet. The main content area has a header 'Dairy Farm Data Sustainability Workshop' and a sub-header 'Dairy Farm Sustainability Workshop' with the tagline 'Using Data Dashboards to interpret dairy farm sustainability'. It specifies the venue is 'Online'. A paragraph describes the workshop's purpose: to demonstrate how dairy farm performance with respect to KPIs could be visualised to support learning to enhance farm sustainability as part of the Signpost Programme and farm sustainability in general. Another paragraph mentions the workshop will explain the benefits of streamlining the data collection process from dairy farms to benefit Signpost Farms and National Farm Survey Data collection. A green banner indicates the date and time: 'Tuesday March 2nd 10.30am - 1pm'. Below this, it says 'Agricultural Economics and Farm Surveys Department - Signpost Farms'. On the right, there are two form fields: 'Select Your farm Id to get Started' with a dropdown menu showing '1', and 'Select Reference Years' with a range from 2016 to 2021. The bottom of the page features logos for eagasc, MEF 4CAP, SIGNPOST, MET éireann, icbf, NMP, SMART AGRI HUBS, and An Roinn Talmhaíochta, Bia agus Mara (Department of Agriculture, Food and the Marine).

Summary

- Farmer feedback is a key component of the process
- Better feedback report should lead to improved decision making
- Readiness of farmers and advisors for electronic feedback will differ
- Hybrid approach using traditional paper based reports will likely be needed to accommodate wide range of stakeholders
- Collaboration and additional funding help to improve current practices

Questions?