

So Why is Your Farm Data Important?



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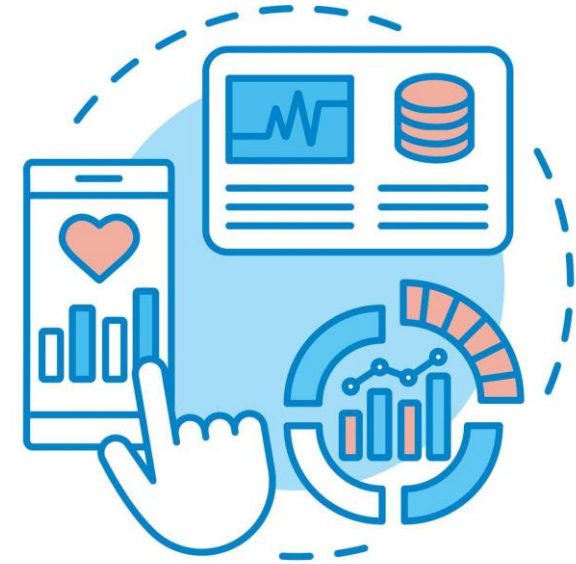
The Layer Industry the Next Decade

Hotel Kilmore, Cavan

April 25th 2023

Some examples of why data is important

1. **Environmental challenges**, climate change, biodiversity
 - need for **sustainable agricultural practices**
 - **minimise negative impacts** on the environment
2. **Retailer and consumer demands**
 - for **sustainable** and **ethically** produced food
3. EU and Irish gov implementing **regulations and standards**
 - to promote agricultural sustainability
4. **Long-term viability** of agriculture is crucial
 - need to make the **best decisions**
 - for **food security** and **economic stability**



Emerging Environmental Concerns (Farm2Fork)

- **Farm2Fork** is an EU policy document
- **GHG and Ammonia Emissions, Biodiversity, Water Quality**
 - All need to be addressed
- **Pesticides**
 - Reduce by 50% the overall use
- **Nutrient Losses**
 - Reduce **nutrient losses** by at least 50%
 - Maintain soil fertility
 - Reduce use of **fertilisers** by at least 20%
- **Antimicrobials**
 - Reduce sales of **antimicrobials** in farming by 50%
- **Organic Farming**
 - target of 25% of the EU's agricultural land in **organic farming**



Sustainability demands also in supply chain

- **Commercial pressure** for sustainability also
- “While price is a hot topic, sustainability remains crucial”
 - Consumers
 - Retailers
- **Pressure due to rising costs**
- **Pressure also from environmental NGOs**
 - Focus on adverse climate impact in particular
- Data is required to show what is really happening

One step beyond organic or free-range:
Dutch farmer's chickens lay carbon-neutral eggs

Poultry owner claims his new approach has the highest welfare standards and lowest cost to environment



British egg producers face uncertain future

► Rising costs, bird flu and supermarket policies threaten egg farmers' livelihoods, says sector body



Ethical farming dilemma: should we be helping the chicken or fixing the egg?

The decision between caged, cage-free or pasture-raised eggs might seem simple, but it isn't. What's best for the environment may not be best for the bird - or for people



National Farm Survey

- **Teagasc**

- Collecting farm data for over 50 years

- **Data collection responsibility**

- EU Farm Accountancy Data Network (FADN) – Teagasc National Farm Survey (NFS)

- **Data collectors**

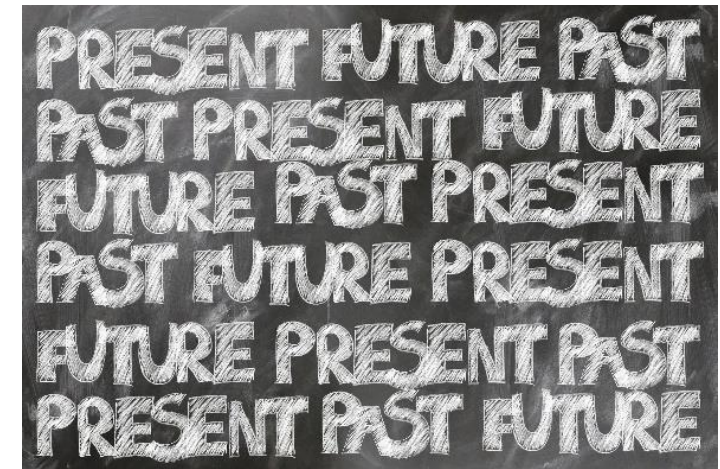
- employees of Teagasc collect data from farms

- **How are farms chosen?**

- Normally farmers who participate are **chosen at random**

- **Does it cost the farmer money?**

- Farmer **participation is voluntary**
- Farmers don't have to pay to participate
- Farmers are not paid to participate



Teagasc National Farm Survey

National Farms Survey Farms (900 farms)

- **Key Objective of National Farm Survey**

- Data on farm output, costs and income to European Commission
- New EU Farm Sustainability Data Network (FSDN)
 - Collecting a wider range of data (especially for environmental an

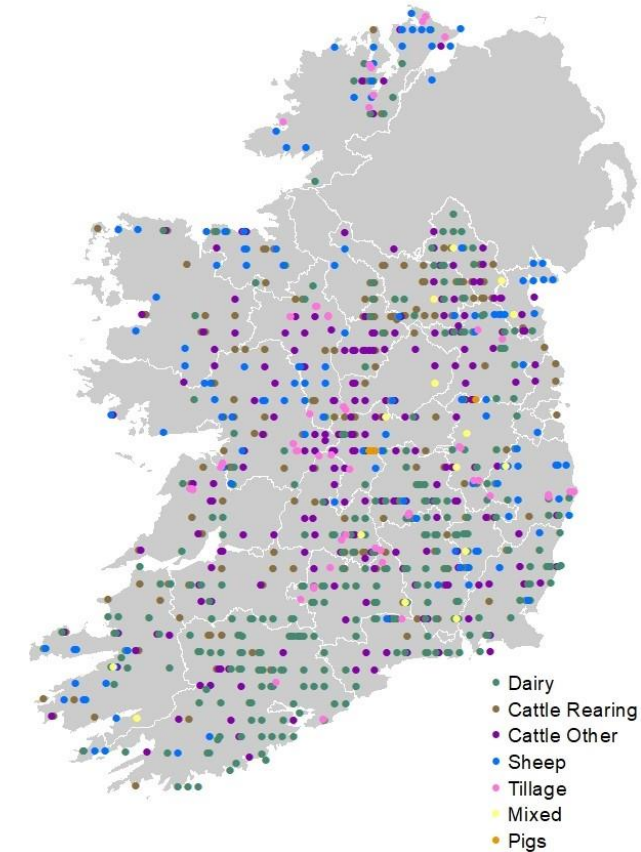
- **Measuring the Sustainability of Agriculture**

1. **Economic:** financial and technical situation in farming
2. **Environmental:** GHGs (incl. carbon footprint), Ammonia, Nitrogen B.
3. **Social:** age, education, advisory contact, health, work/life balance

- **Research:** a database for research on sustainability of Irish farming

- **Main focus** to this point has been on **dairy, cattle, sheep** and **arable**

- But **now** want to include **poultry** and **pigs**



Economic Benefits (Better Decision Making)

- Sustainable farming practices
 - lead to **improved economic viability** in the long run
- Measuring sustainability allows poultry farmers to
 - **collect data** and gain insights into their operations,
 - make better **decisions** about **resources, production practices** and **risk mitigation**
- Implementing sustainable practices can help poultry producers
 - **optimise resource use**
 - **reduce waste**, and
 - **manage costs** more effectively
 - leading to **improved economic sustainability**



**Productivity
and Efficiency**

Retailer and Consumer Demand

- **Consumers and supermarkets**
 - increasingly **demanding sustainably produced food**
- **Premium** for some products
 - **environmentally responsible** and **socially ethical** practices.
- **By measuring sustainability, farmers provide evidence**
 - for **use of sustainable practices**
 - gaining a **competitive edge**



Regulatory Compliance

- Government, EU and regulatory agencies
 - implementing **policies to promote sustainable agriculture** practices
 - **animal welfare, GHGs, ammonia and food safety**
- **Measuring sustainability** can help farmers
 - **demonstrate compliance** with these regulations
 - show **progress achieved**
 - **anticipate and adapt to future** regulatory changes, minimising disruptions to their business



Risk Management

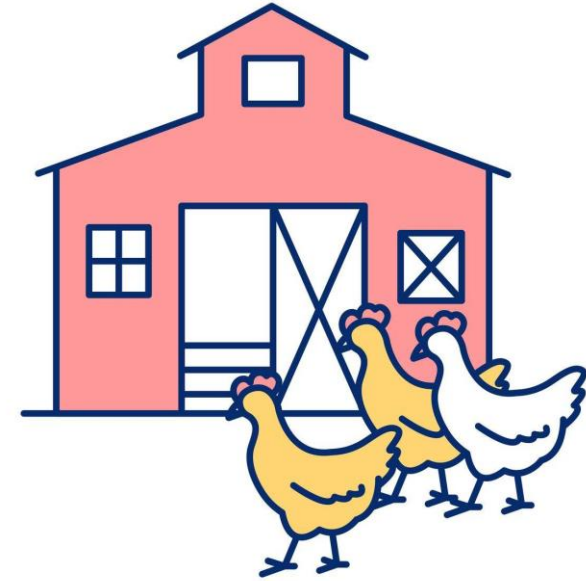
- Measuring sustainability helps poultry farmers **identify and mitigate risks** associated with a range of factors
 - environmental
 - economic
 - social
- Proactively **manage potential risks**
 - safeguard your operation against adverse impacts



**Management
Of Risk**

Reputation and Community Relations

- Farmers' reputation and **relationships with consumers, neighbours and other stakeholders** are crucial
- Adopting **sustainable practices** and **measuring sustainability** can
 - **enhance farmers' reputation** as responsible business people,
 - promote **positive community relations** and
 - **foster trust and goodwill** among consumers, neighbours, and other stakeholders



Long Term Performance Monitoring

- **Measuring sustainability** allows poultry farmers to
 - **track their performance** over time,
 - identify **areas for improvement**, and
 - **set targets** for achieving sustainability goals,
 - leading to **continuous improvement** and
 - better **operational efficiency**

- Measuring sustainability is crucial for **ensuring the long-term viability** of poultry farming by
 - promoting **responsible resource management**,
 - **reducing environmental impacts**, and
 - **protecting the reputation** and **profitability** of the business for future generations



We do our best to make the process as easy as possible

- We **visit** you on **2/3 occasions** per year
- We provide you with **guidance on the record-keeping** that is required
- With your permission **we can use data from other sources** where available
- Our data recorders **collect the data in a standardised way**
 - **spreadsheet** that has been **specifically designed for the process**
 - provide an **opportunity to identify and correct any inaccuracies**
- We aim to build a **relationship of trust and confidentiality** with farmer
 - it is important that **you feel comfortable providing accurate data.**
- **Individual personal data is kept confidential**
 - we **adhere to** the General Data Protection Regulation (**GDPR**)



Data Sources we can use (with farmer permission)

National Farm Survey

Farmer

There is some data that only the farmer him/herself can provide

Accountant

With the farmer's permission the farm accounts can be used

DAFM AIM

Data on animal numbers

Co-operative

Data on outputs sold by the farmer to the co-op and data on inputs bought by the farmer from the co-op



Data Sources

Bank

Bank Statement - primarily relating to interest on loans

ICBF

Sales data on individual animals

DAFM Payments

Data on support payments

DAFM LPIS

Structural data relating to the farm (farm size, parcel use)

Conclusion

- In conclusion, measuring sustainability is important for farmers as it can
 - lead to **economic benefits**,
 - show **environmental improvements**
 - **satisfy retailer/consumer** requirements,
 - demonstrate **regulatory compliance**,
 - **lead to improved reputation/community** relations

