

# So Why is Your Farm Data Important?



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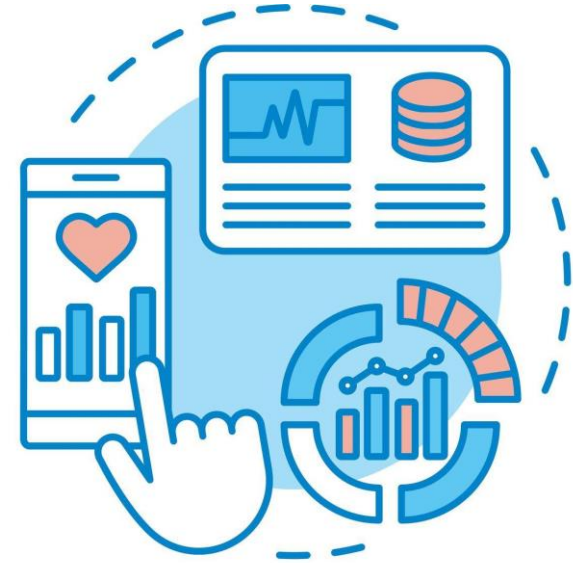
**The Layer Industry the Next Decade**

**Hotel Kilmore, Cavan**

**April 25<sup>th</sup> 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**

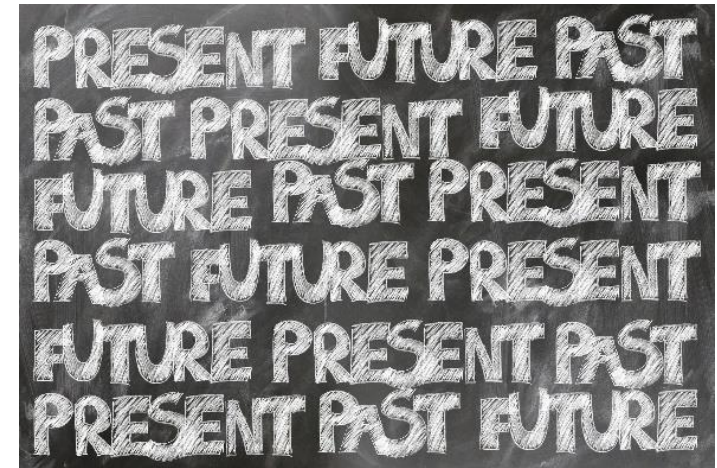
- employees of Teagasc collect data from farms

- **How are farms chosen?**

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

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

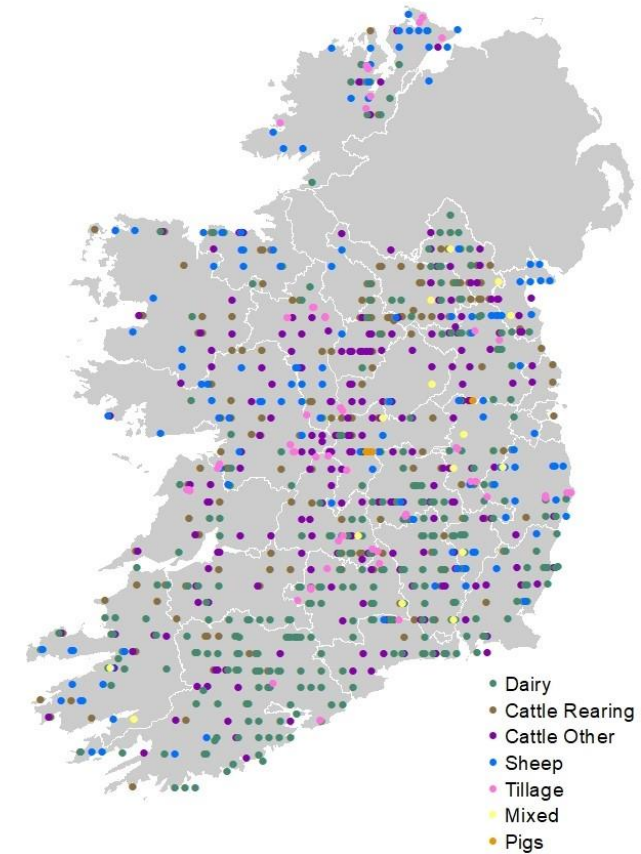
- Farmer **participation is voluntary**
- Farmers don't have to pay to participate
- Farmers are not paid to participate



# 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**

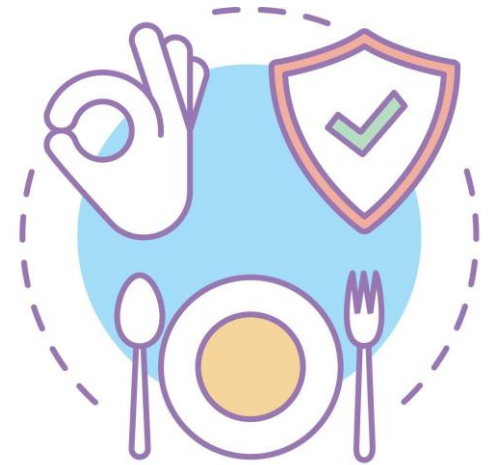
# Retailer and Consumer Demand

- **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

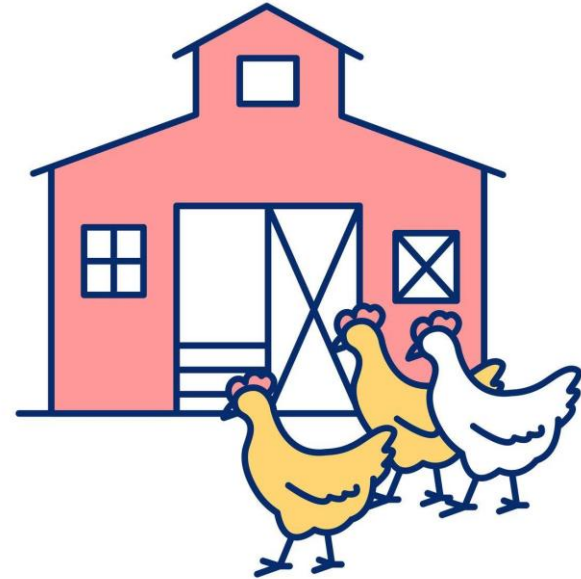
- Measuring sustainability helps poultry farmers **identify and mitigate risks** associated with a range of factors
  - environmental
  - economic
  - social
- Proactively **manage potential risks**
  - safeguard your operation against adverse impacts



**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

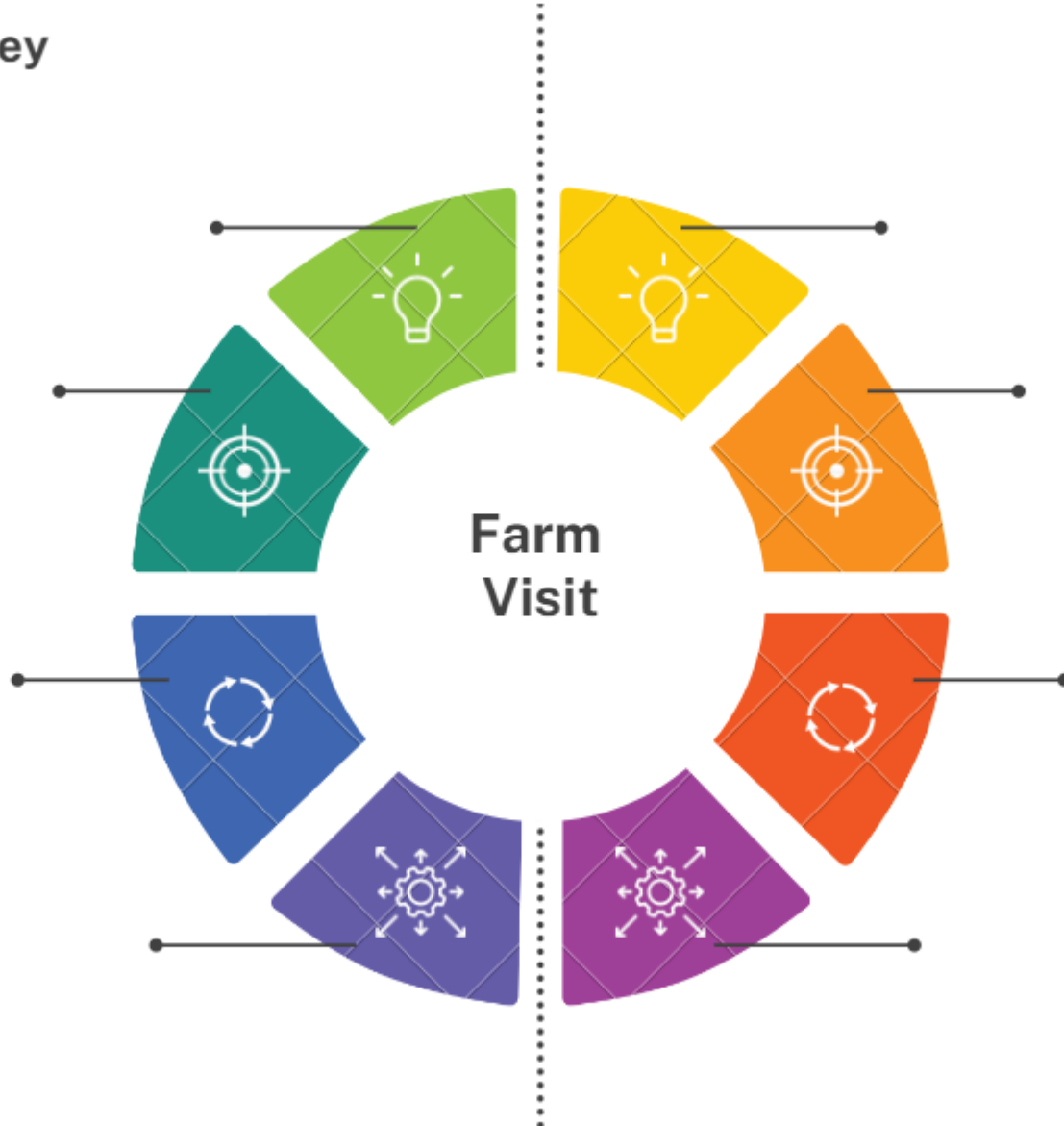
With the farmer's permission the farm accounts can be used

### 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

