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Benchmarking of Farm Productivity and Sustainability Performance

Body:

How can farmers and advisers use benchmarking data and process to improve productivity and sustainability performance?

The [final report](#) [1] of this Focus Group has been published. Get all the information at a glance in the [Benchmarking factsheet](#) [2].

Tasks:

- **Make an inventory** of existing farm assessment tools and benchmarking systems, including private ones and covering different types of farming, to describe and evaluate their characteristics and objectives and to map their use by farmers and others in different member states/organisations.
 - **Review** how farmers and businesses in the food value chain make use of benchmark indicators and assessment tools for decision making, for improving farm productivity and sustainability performance. In particular the usability and accessibility of individual data to the farmer and his advisers (for example on-line via computer or via smartphone). Looking into innovative ways that allow farmers to actually use relevant data for “day-to-day” management and more strategic decisions.
 - **Analyse** the use of farm performance benchmarking by advisory systems (including use of ICT, coaching, strategic management) and the evolving best practices in the use of farmers’ own data to improve the effectiveness of advisory services, for example:
 - Use in one-to-one consultations
 - Use in group meetings
 - Training and education
 - Use of branding and marketing
 - **Identify** the main problems and issues in farm benchmarking related to collection, processing, access and usability of data on the different levels (farm level, advisory and policy information support) and the operational solutions and innovative actions to tackle these issues, including how the different systems can be integrated with each other at higher levels.
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Results:

- [Final report](#) [1]
- [Factsheet](#) [2]

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Related content:

[FAO brochure: National e-agriculture strategy](#) [27] (2017)

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It is a Focus Group:

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Links

[1] <https://ec.europa.eu/eip/agriculture/en/content/eip-agri-focus-group-benchmarking-final-report>

[2] <https://ec.europa.eu/eip/agriculture/en/content/eip-agri-factsheet-benchmarking>

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