

SIP



SUSTAINABLE INTENSIFICATION
RESEARCH PLATFORM



SCIENCE, POLICY AND PRACTICE NOTE 8 Benchmarking Sustainable Intensification





The Issue

Sustainable Intensification Benchmarking for Sustainable Futures

Benchmarking is about comparing performance or outcomes with a view to improving or changing something. Farmers have been informally benchmarking for centuries – such as comparing yields of crops, milk yields or lambing percentages. As both policy and market interests in sustainability have grown, farmers are increasingly interested in the wider performance of their business, and how this compares with other farm businesses. Some retailers now require farmers to undertake sustainable practices as part of their supply contract. The future direction of support payments from Government is likely to be more focused on sustainable farming and land management practices. All these points have led to a growing interest in farmers needing metrics and indicators of their sustainability practices. But as we all know, the foundation of any sustainable business is economic sustainability – in most cases this goes hand-in-hand with sound environmental and social practices.

Farm Business Benchmarking – the foundations of success

Farmers and advisers have been using data from the highly respected Farm Business Survey (FBS) for over 80 years for business comparison purposes. For over a decade, Rural Business Research (RBR) – the consortium that undertakes the Defra-FBS – has hosted and improved a Farm Business Benchmarking service (www.farmbusinesssurvey.co.uk). Key features of this site include:

- Free to use, interactive way to undertake farm business benchmarking
- Receives well over 100,000 hits per annum
- Benchmarking tools at enterprise and farm business levels
- EU benchmarking to compare performance with main trading nations
- Projection Calculator tool to allow farmers to plan ahead

Of course, farm businesses do not operate in isolation from their local and global environment, and achieving sustainable intensification requires development across economic, environmental and social areas.

SIP's Response

From Economic to Environmental and Social Benchmarking

The SIP project has extended the FBS Business Benchmarking site to develop a sister “Sustainable Intensification Benchmarking Tool”. We have drawn on methodologies and protocols from other SIP work to make the SI Benchmarking Tool accessible to farmers and advisers without the need for reams of detailed farm records. This exciting new benchmarking service allows farmer and advisers to compare their SI performance across a range of environmental metrics and social indicators, in addition to their economic performance. There are four main SI areas covered by the system:

- Greenhouse Gas (GHG) emissions
- Nutrient Balances
- Land Use Diversity
- Social Indicators

Each of these four main components has either local or global landscape implications that are of importance in achieving SI. GHG emissions are of global importance, while nutrient balances and land use diversity typically have greater impacts within the local landscape. Social factors impact across different scales, from the farm business to local and national levels.

Using Our New Benchmarking Tool

Match your Farm to Similar Businesses

The SI Benchmarking Tool allows you to compare your SI performance with a unique set of comparative farms that are very similar to your own – both geographically and with respect to the activities and enterprises on their farm. This is achieved by the benchmarking tool searching the FBS data set to find the farm businesses that are most closely matched to your own. Using the SI Benchmarking site you can:

- Chose to compare only part of your farm's SI performance (e.g. GHG emissions)
- Compare a wide range of SI performance metrics across the four main areas
- Obtain instant summary feedback results as soon as you start entering data



- Enter some data and save this so that you can return to it later
- Highlight areas of good performance, as well as areas for improvement

How can I Benchmark My Own Farm?

The new SI Benchmarking Tool is available at www.benchmarkmyfarm.co.uk

- The site is free-to-use and your data and information are entirely secure
- You need to complete a simple registration process to allow you to enter and save your data
- Your data can only be accessed by you, and your data will not be used by others – unlike many benchmarking sites, the SI benchmarking tool does not 'harvest' your data
- Comparative data is drawn from the Farm Business Survey (FBS) which has been independently validated to ensure you are comparing your performance with real farm business data

By providing the flexibility of use above you will start to receive comparative data back as soon as you start entering information into the tool. Like many things in life, the more you put into the system the more you will get out of it.

Opportunities for Policy and Practice

In addition to the many benefits that this sustainable intensification benchmarking tool brings to farmer and advisers, it also has direct relevance to wider stakeholders and policy makers. For example the tool facilitate comparison of the four key metrics and indicators noted above across farm types, or across locations. This means that policy makers can look across the SI performance per hectare, or per input uses, such as fertiliser inputs. These comparisons can help policy makers identify trade-offs and win-wins in policy design and implementation.





Author

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NOTE: The www.benchmarkmyfarm.co.uk tool has been developed by Mark Reader, Ben Lang, Rachel Lawrence and Ian Hodge at the University of Cambridge and Stephen Ramsden and Paul Wilson at the University of Nottingham.

Further Resources

Farm Business Survey Benchmarking:

www.farmbusinesssurvey.co.uk

Rural Business Research:

www.ruralbusinessresearch.co.uk

Sustainable Intensification Benchmarking:

www.benchmarkmyfarm.co.uk

The below report can be accessed via the Defra website.

Please visit <http://bit.ly/2tYtWnx>

Wilson, P., Reader, M., Lang, B., Hodge, I. and Ramsden, S. (2017). *Design and Development of a Sustainable Intensification Benchmarking System to Stimulate Information-sharing Between Groups of Farmers*. Report for Defra project LM0302 Sustainable Intensification Research Platform Project 2: Opportunities and Risks for Farming and the Environment at Landscape Scales

Acknowledgements

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The Sustainable Intensification Research Platform (SIP) is a multi-partner research programme comprising academia, farmers, industry experts, environmental organisations, and policymakers.

Funded by Defra and the Welsh Government, the platform explores the opportunities and risks of Sustainable Intensification (SI) from a range of perspectives and landscape scales across England and Wales.

The Platform, run from 2014-17, has investigated ways to increase farm productivity, reduce environmental impacts, and increase the benefits that agricultural land provides to society.



SUSTAINABLE INTENSIFICATION
RESEARCH PLATFORM

More Information

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at Landscape Scales

Opportunities and Risks for Farming and the Environment
Sustainable Intensification Research Platform Project 2:
*Benchmarking System to Stimulate Information-sharing
Between Groups of Farmers*. Report for Defra project LM0302
(2017). *Design and Development of a Sustainable Intensification*
Wilson, P., Reader, M., Lang, B., Hodge, I. and Ramsden, S.

Ymwelwch a: <http://bit.ly/2tVtWnx>

Gellir darllen yr adroddiad isod ar wefan Defra.

www.benchmarkfarm.co.uk

Meincnodi Dwysau Cynaliadwy:

www.ruralbusinessresearch.co.uk

Ymchwil Busnes Gwledig:

www.farmbusinesssurvey.co.uk

Meincnodi Arolwg Busnes Fferm:

Adnoddau pellach

Paul Wilson o Brifysgol Nottingham.

Ian Hodge o Brifysgol Caergrawnt a Stephen Ramsden a
ddatblygu gan Mark Reader, Ben Lang, Rachel Lawrence ac
NODER. Mae'r arf www.benchmarkfarm.co.uk wedi ei

Paul Wilson (Prifysgol Nottingham)

Awduro

Diolchadaw

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Llun y Clawr Cefn: [Phutball/Flickr.com](https://www.flickr.com/photos/phutball/) CC BY 2.0

Rhaglen ymchwil aml-bartner yw'r Plaffform Ymchwil i Ddwysau Cynaliadwy
(SIP) sy'n cynnwys academaidd, ffermwyr, arbenigwyr y diwydiant, sefydliadau
amgylcheddol, a gwneuthurwyr polisi.
Ariennir y plaffform gan Defra a Lywodraeth Cymru, ac mae'n archwilio'r
cyfleoedd a'r risgiau sydd ynghlwm wrth Ddwysau Cynaliadwy o amrywiaeth
o safbwyntiau a grraddfeydd tirwedd ar draws Cymru a Lloegr.
Mae'r Plaffform, a oedd yn gweithredu o 2014-17, wedi ymchwilio i ffyrdd o
gynyddu cynhyrchiant ffermydd, lleithau effeithiau amgylcheddol, a chynyddu
manteision tir amaethyddol i'r gymdeithas.





- ▶ Mae'r wefan am ddim i'w defnyddio a chaffi eich data a gwyboddaeth eu cadw'n hollol ddiogel
- ▶ Mae angen i chi gwblhau proses gofrestru syml i'ch caniatáu i fewnbynnu ac arbed eich data
- ▶ Dim ond chi sy'n gallu cael mynediad i'ch data, ac ni chaffi eich data ei ddefnyddio gan eraill – yn wahanol i lawer o safleoedd meincnodi, nid yw'r offeryn meincnodi data yn 'cynaeafu' eich data

Mae'r Offeryn Meincnodi Dwysau Cynaliadwy newydd ar gael ar www.benchmarkmarkymfarm.co.uk

Sut mae Meincnodi Fy Fferm Fy Hun?

- ▶ Cael canlyniadau adborth cryno ar unwaith cyn gynted ag y byddwch yn dechrau mewnbynn timer data
- ▶ Mewnbynn timer rhywfaint o ddata a'i arbed er mwyn i chi allu dychwelyd ato yn ddiweddarach
- ▶ Amlygu ardaloedd o berfformiad da, yn ogystal ag ardaloedd i'w gwella

Cyflioedd ar gyfer Polisi ac Ymarfer

Yn ogystal â'r manteision niferus i ffermwyr a chynghorwyr sy'n deillio o'r offeryn meincnodi dwysau cynaliadwy hwn, mae hefyd yn uniongyrchol berthnasol i ranndeiliaid a llunwyr polisi ehangach. Er enghraifft, mae'r offeryn yn hwyluso dull o gymharu'r prif fetrigau a dangosyddion a nodwyd uchod ar draws mathau o ffermydd, neu ar draws leoliadau. Mae hyn yn golygu y gall llunwyr polisi ystyried y perfformiad Dwysau Cynaliadwy fesul hectar, neu fesul defnyddiau mewnbwn, er enghraifft mewnbynnau gwrtaith. Gall y cymariaethau hyn helpu llunwyr polisi i nodi sefyllfaoedd lle mae'n rhaid cyfaddawdu a lle mae pawb yn elwa mewn perthynas â'r broses o gynllunio a gweithredu polisi.

- ▶ Daw data cymharol o'r Arrolwg o Fusnesau Ffermio (FBS) sydd wedi'i ddilysu'n annibynnol i sicrhau eich bod yn cynharu eich perfformiad â data busnes ffermio go iawn Drwy ddarparu hysblygrwydd o ran defnydd, fel y nodwyd uchod, byddwch yn dechrau derbyn data cymharol cyn gynted ag y byddwch yn dechrau mewnbynn timer gwyboddaeth i'r offeryn. Fel llawer o bethau mewn bywyd, y mwyaf y byddwch yn ei fuddsoddi yn y system, y mwyaf y byddwch yn elwa ohoni.





Ymateb SIP

From Economic to Environmental and Social Benchmarking

O Feincnodi Economaidd i Feincnodi Amgylcheddol a Chymdeithasol mae prosiect SIP wedi ymestyn y safle Meincnodi Busnes FBS i ddatblygu "Offeryn Meincnodi Dwyasau Cynaliadwy" ategol. Rydym wedi defnyddio methodolegau a phrotocolau o waith SIP arall i wneud yr Offeryn Meincnodi Dwyasau Cynaliadwy yn hygyrch i ffermwyr a chynghorwyr heb fod angen llawer o gofnodion manwl ar y ffermydd. Mae'r gwasanaeth meincnodi cyffrous newydd hwn yn caniatáu i ffermwyr a chynghorwyr gymharu eu perfformiad o ran Dwyasau Cynaliadwy ar draws amrywiaeth o fetrigau amgylcheddol a dangosyddion cymdeithasol, yn ogystal â'u perfformiad economaidd. Cwmpesir pedair prif faes Dwyasau Cynaliadwy gan y system:

- Alltiriadau Nwyon Ty Gwyr
- Cydbwysedd Maethynau
- Amrywio'r Defnydd o Dir
- Dangosyddion Cymdeithasol

Mae gan bob un o'r pedair prif effen hyn oblygiadau lleol Mae gan bob un o'r pedair prif effen hyn oblygiadau lleol neu fyd-eang o ran tirwedd sy'n bwysig i gyflawni Dwyasau Cynaliadwy. Mae alltiriadau Nwyon Ty Gwyr o bwysigrwydd byd-eang, tra bod cydbwysedd maethynau ac amrywio'r defnydd o dir fel arfer yn cael effaith fwy o fewn y dirwedd leol. Mae ffactorau cymdeithasol yn cael effaith ar raddfeydd gwahanol, o'r busnes ffermio i lefelau lleol a chenedlaethol.

Defnyddio Ein Hofferyn Meincnodi Newydd

Paru eich Fferm â Busnesau Tebyg

Mae'r Offeryn Meincnodi Dwyasau Cynaliadwy yn eich caniatáu i gymharu eich perfformiad Dwyasau Cynaliadwy gyda set unigryw o ffermydd cymharol sy'n debyg iawn i'ch rhai chi – yn ddadearddol ac mewn perthynas â'r gweithgareddau a'r mentrau ar eu fferm. Cyflawnir hyn drwy'r offeryn meincnodi yn chwilio set data FBS i ddod o hyd i'r busnesau ffermio sy'n cyfateb â'ch busnesau orau. Drwy ddefnyddio'r wefan Meincnodi Dwyasau Cynaliadwy gallwch:

- Dewis gymharu rhan o berfformiad Dwyasau Cynaliadwy eich fferm yn unig (e.e. alltiriadau Nwyon Ty Gwyr)
- Cymharu amrywiaeth eang o fetrigau perfformiad Dwyasau Cynaliadwy ar draws y prif pedair ardal

Y Problem

Meincnodi Dwyasau Cynaliadwy ar gyfer Dyfodol Cynaliadwy

Mae meincnodi yn ymwneud â chymharu perfformiad neu ganlyniadau gyda'r bwrriad o wella neu newid rhywbeth. Mae ffermwyr wedi bod yn meincnodi'n anffurfiol ers canrifoedd – fel gymharu pwyasau cnydau, y llath a gynhyrchrir neu ganrannau wyna. Gan fod diddordebau polisi a marchnadoedd ym maes cynaliadwyedd wedi cynyddu, mae ffermwyr yn dangos mwy o ddiddordeb ym mherfformiad ehangach eu busnes, a sut mae hyn yn gymharu â busnesau ffermio eraill. Mae rhai masnachwyr bellach yn gofyn i ffermwyr gymnal arferion cynaliadwy fel rhan o'u contract cyflawni. Mae cyfeiriad taliadau cymorth gan Llywodraeth yn y dyfodol yn debygol o ganolbwyntio mwy ar arferion ffermio a rheoli tir yn gynaliadwy. Mae'r holl bwyntiau hyn wedi arwain at gynydd yn nifer y ffermwyr sy'n teimlo'r angen i gael metrigau a dangosyddion ar gyfer eu harferion cynaliadwyedd. Ond fel y gwyrddom, sylfaen unrhyw fusnes cynaliadwy yw cynaliadwyedd economaidd – yn y rhan fwyaf o achosion mae hyn yn mynd law yn llaw ag arferion amgylcheddol a chymdeithasol cadarn.

Meincnodi Busnesau Ffermio – sylfeini llwyddiant
Mae ffermwyr a chynghorwyr wedi bod yn defnyddio data o'r Arolwg o Fusnesau Ffermio (FBS) uchel ei barch ers dros 80 o flynyddoedd at ddibenion cymharu busnesau. Ers dros ddegawd, mae'r mchwil i Fusnesau Gwledig (RBR) – y consortiwm sy'n cynnal Defra-FBS – wedi cynnal a gwella gwasanaeth Meincnodi Busnesau Ffermio (www.farmbusinesssurvey.co.uk). Ymhlith nodweddion allweddol y wefan hon mae'r canlynol:

- Am ddim i'w ddefnyddio, ffordd ryngweithiol o wneud gwaith meincnodi busnesau ffermio
- Yn derbyn dros 100,000 o ymweliadau y flwyddyn
- Offer meincnodi ar lefelau menter a busnes ffermio
- Meincnodi'r UE i gymharu perfformiad â'r prif wledydd masnach
- Offeryn Cyfrifo Rhagamcanion i alluogi ffermwyr i flaengynllunio

Wrth gwrs, nid yw busnesau ffermio yn gweithredu yn gwbl ar wahân i'w hamgylchedd lleol a byd-eang, ac mae cyflawni dwyasau cynaliadwy yn gofyn am ddatblygu ar draws ardaloedd economaidd, amgylcheddol a chymdeithasol.



NODYN GWYDDONIAETH, POLISI AC YMARFER 8
Meincnodi Dwysau Cynaliadwy

