

Improvements to analysis and dissemination in the Wales Farm Business Survey

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<https://gov.wales/statistics>

<https://gov.wales/statistics-and-research/farm-incomes/?lang=en>

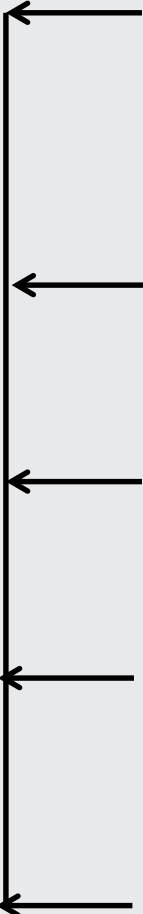


Contents

- Background – Wales and Welsh agriculture
- Wales Farm Business Survey
- Improvements to dissemination - farm income statistics
- Other work that may be of interest:
 - Farmer segmentation questions
 - GDPR
 - Dissemination of Welsh Government statistics - improvements

20 years of devolution in Wales - a timeline

Evolution over time



1997 referendum on whether to establish an elected assembly for Wales with devolved powers (50.3% Yes, on turnout of 50.1%).
Then the **Government of Wales Act 1998** establishes the National Assembly for Wales in 1999.

2006 Government of Wales Act enables the National Assembly to pass some laws in 20 subject areas devolved to Wales (including agriculture)

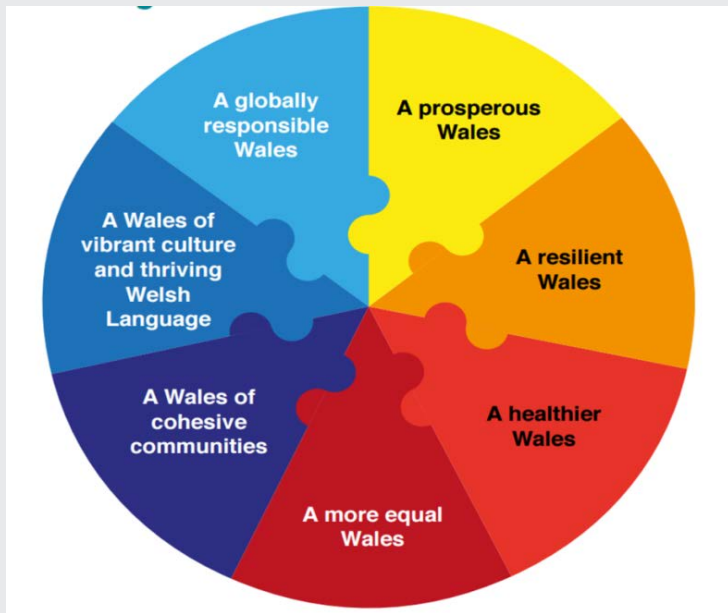
2011 referendum on full law making powers: Yes to full law making powers in the 20 subjects devolved at the time (63.49% on turnout of 35.6%)

2014: Wales Act devolves powers to legislate for Welsh taxes to replace UK taxes for stamp duty and landfill, gives new borrowing powers, and provides for further taxes to be devolved later

2017: Wales Act alters the devolution settlement from a **conferred** to a **reserved** powers model, and devolves limited further powers in areas such as the composition and size of the Assembly, water, transport, energy and teachers' pay.

Well-being of Future Generations (Wales) Act 2015

- Statisticians played a role in ground-breaking legislation, **Well-being of Future Generations Act 2015**
- Commitment to measure the progress of Wales towards **seven Well-being Goals**



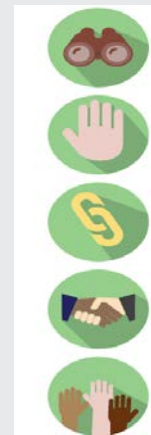
Long term

Prevention

Integration

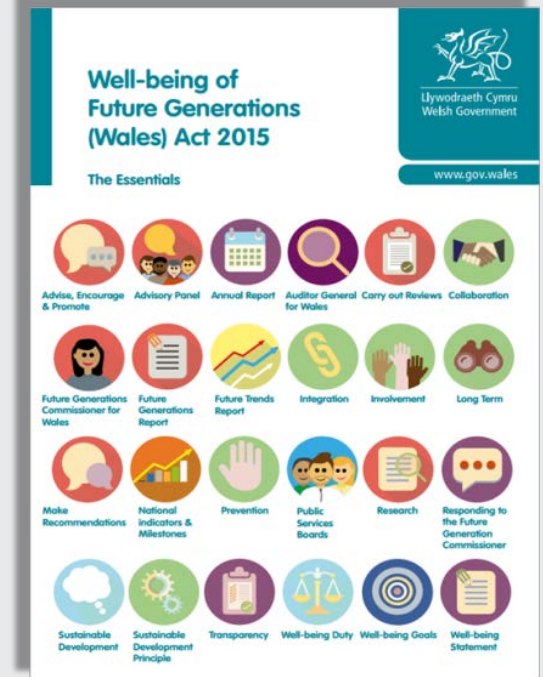
Collaboration

Involvement



“What Wales is doing today the world will do tomorrow”

(Nikel Seth, Director Sustainable Development, United Nations, 2015)

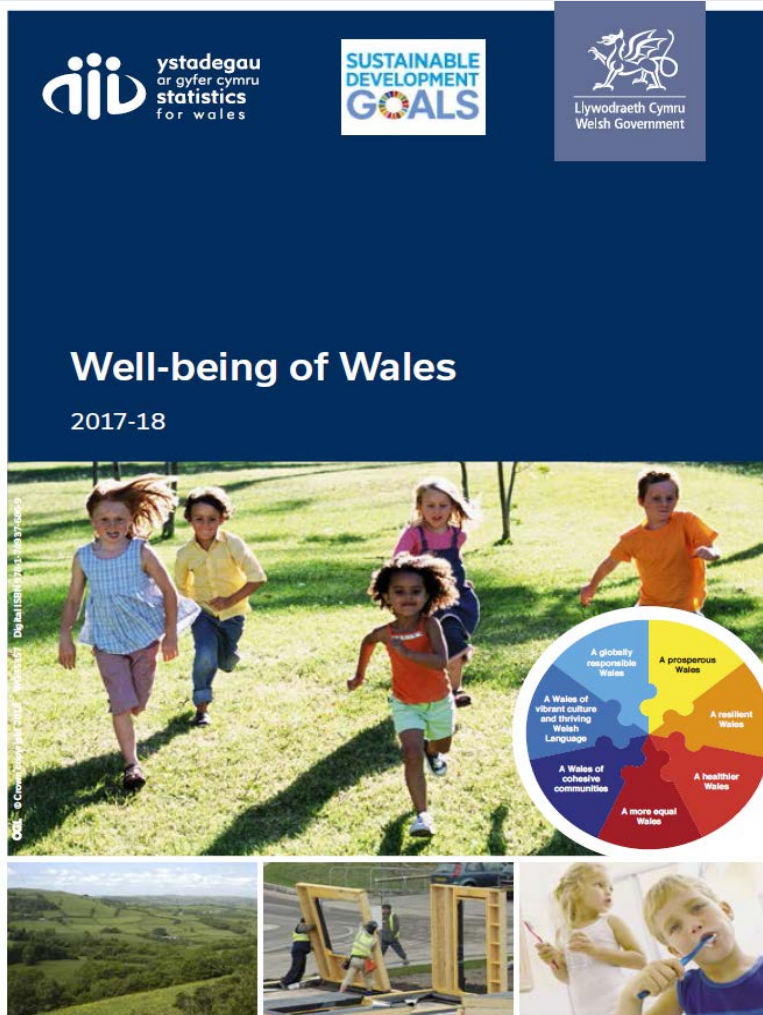


Well-being Goals

Goal	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A globally responsible Wales. A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

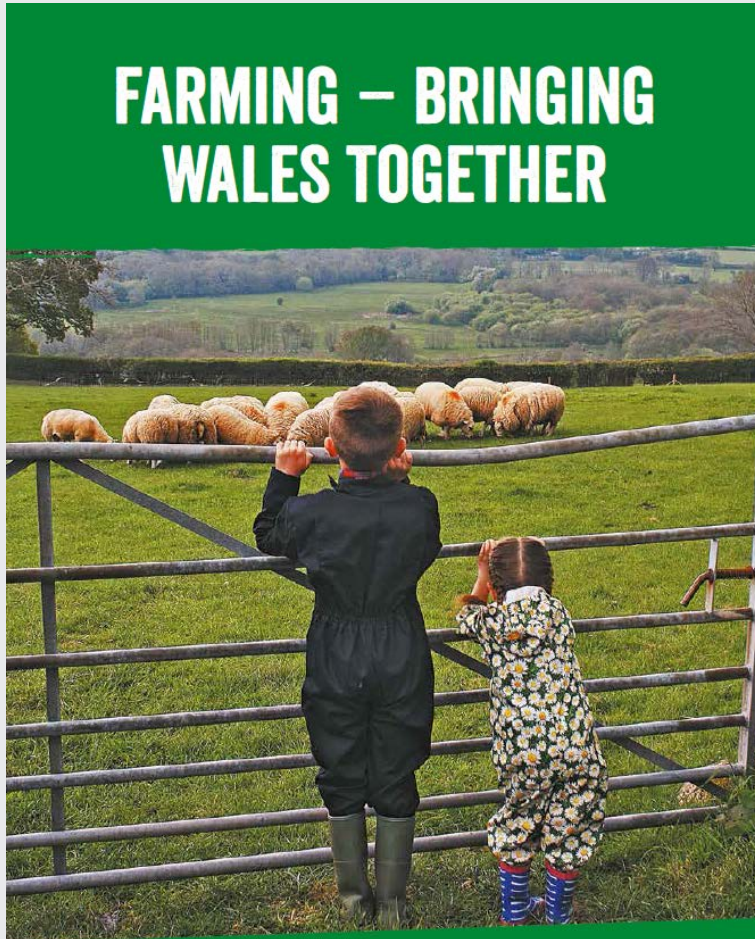
Well-being of Future Generations (Wales) Act 2015

- Development of 42 National Indicators for Wales and milestones
- Indicators are presented in a PowerBI dashboard
- Annual Well-being of Wales report




Well-being of Wales								
National Indicators for Wales								
The seven well-being goals for Wales								
Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7		
A Prosperous Wales	A Resilient Wales	A Healthier Wales	A More Equal Wales	A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	Globally Responsible Wales		
The way in which we are measuring progress								
National Well-being Indicators for Wales		1	2	3	4	5	6	7
01	Percentage of live single births with a birth weight of under 2,500g							
02	Healthy life expectancy at birth including the gap between the least and most deprived							
03	Percentage of adults who have fewer than two healthy lifestyle behaviours							
04	Levels of nitrogen dioxide (NO2) pollution in the air							
05	Percentage of children who have fewer than two healthy lifestyle behaviours							
06	Measurement of development of young children							
07	Average capped 9 points score of pupils, including the gap between those who are eligible or are not eligible for free school meals							
08	Percentage of adults with qualifications at the different levels of the National Qualifications Framework							
09	Gross Value Added (GVA) per hour worked (relative to UK average)							
10	Gross Disposable Household Income per head							
11	Percentage of businesses which are innovation-active							
12	Capacity (in MW) of renewable energy equipment installed							
13	Concentration of carbon and organic matter in soil							
14	The Ecological Footprint of Wales							
15	Amount of waste generated that is not recycled, per person							
16	Percentage of people in employment, who are on permanent contracts (or on temporary contracts, and not seeking permanent employment) and who earn more than 2/3 of the UK median wage							

A report from a Welsh farming union: 14 case studies about how Welsh farming contributes towards the 7 wellbeing goals



FARMING – BRINGING WALES TOGETHER

An illustration of how Welsh agriculture delivers the Well-being of Future Generations Act



A PROSPEROUS WALES

NAME:	Rhys Lougher
REGION:	Bridgend, Glamorgan
SECTOR:	Dairy



Rhys Lougher farms a traditional Welsh family dairy farm, Tŷ Tanglwyst Dairy, on the Bridgend coast. He is one of the three generations of the Lougher family who live and work on the 150 acre farm. The farm runs 110 pedigree Holstein cows which are milked three times a day, with all the cows having been born on the farm.

The Lougher family process all the milk they produce in a purpose built modern dairy on the farm, just metres away from the milking parlour. There the family bottle milk and produce cream and butter. The high production standards mean that each cow's milk is regularly, individually quality tested. Tŷ Tanglwyst Dairy produce is then retailed locally, mainly within half an hour of the farm, to cafés, nurseries, and pubs, as well as on a traditional milk round, building a strong brand that is associated with a quality product. The family believe that their locally produced food benefits the environment through reducing food miles, as well as ensuring effective traceability and increased consumer awareness of where their food comes from. The farm now employs 14 people, working in a variety of roles such as production, administration and delivery drivers.

Connecting with the customer is a key objective for Tŷ Tanglwyst Dairy. Rhys participates in Open Farm Sunday every year, also hosting school visits and local community group visits to the farm.

The Lougher family dairy farm demonstrates the role high quality Welsh produce has in supporting the local community and rural economy. Their desire to sell locally means their farm has a direct link to the local supply chain which strengthens the local economy. This, in turn, supports employment and underpins Wales' largest manufacturing sector, the food and drink industry.

"Food production is my main aim as a farmer. Through producing high quality milk, cream and butter and supplying local businesses I support the rural economy and create a sustainable business to pass onto the next generation."

Around 20,000 litres of milk are processed on the farm each week, which is then supplied to local businesses



5

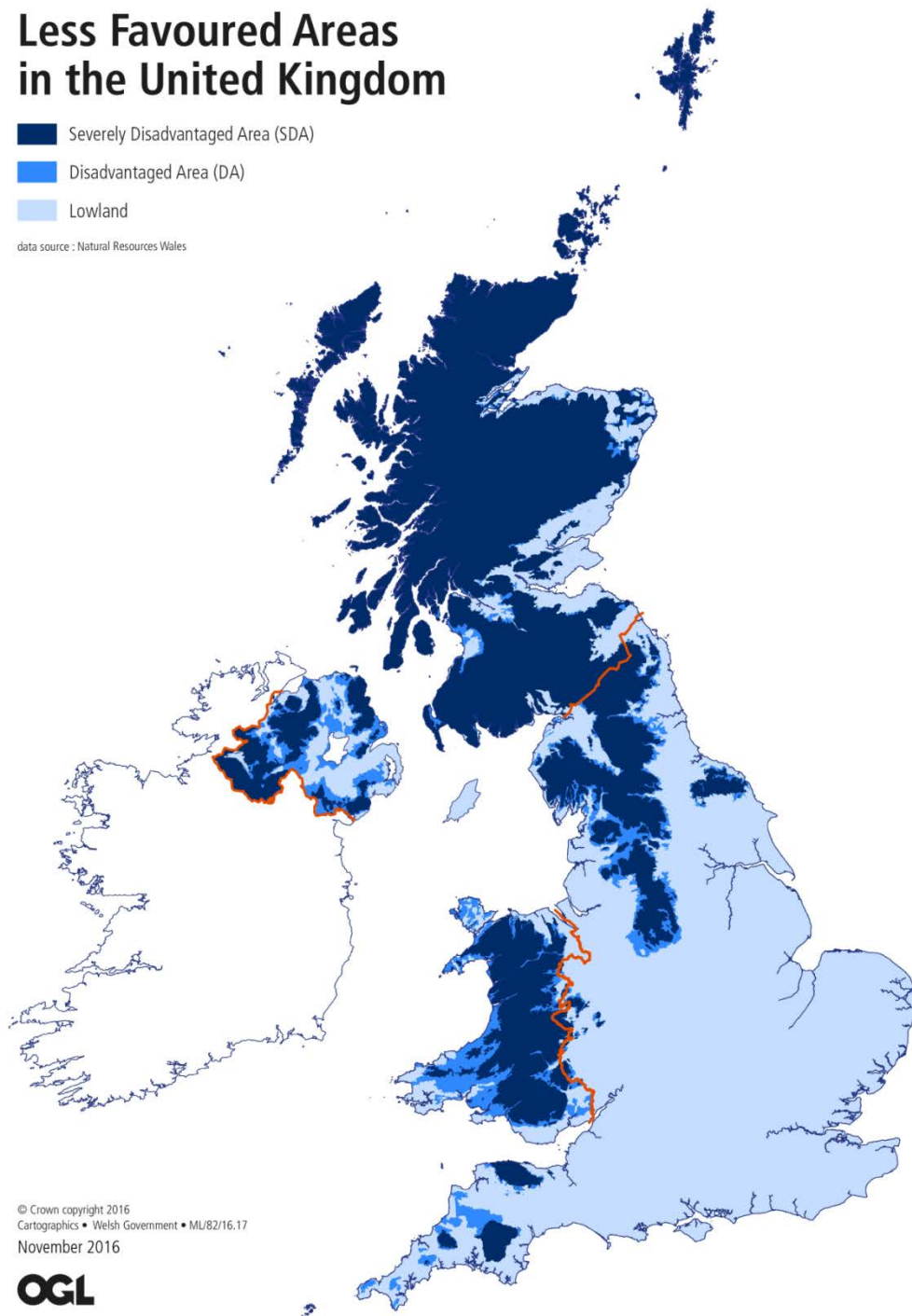
2016 data: Wales & UK

	Wales	UK	%
Population (million)	3.1	65.6	5%
All land (million ha.)	2.1	24.4	9%
Sheep (mil)	10	34.8	29%
Cattle (mil)	1.1	10	11%
Poultry (mil)	8	182	4%
Pigs (000's)	20	5000	0.5%

Less Favoured Areas in the United Kingdom



data source : Natural Resources Wales



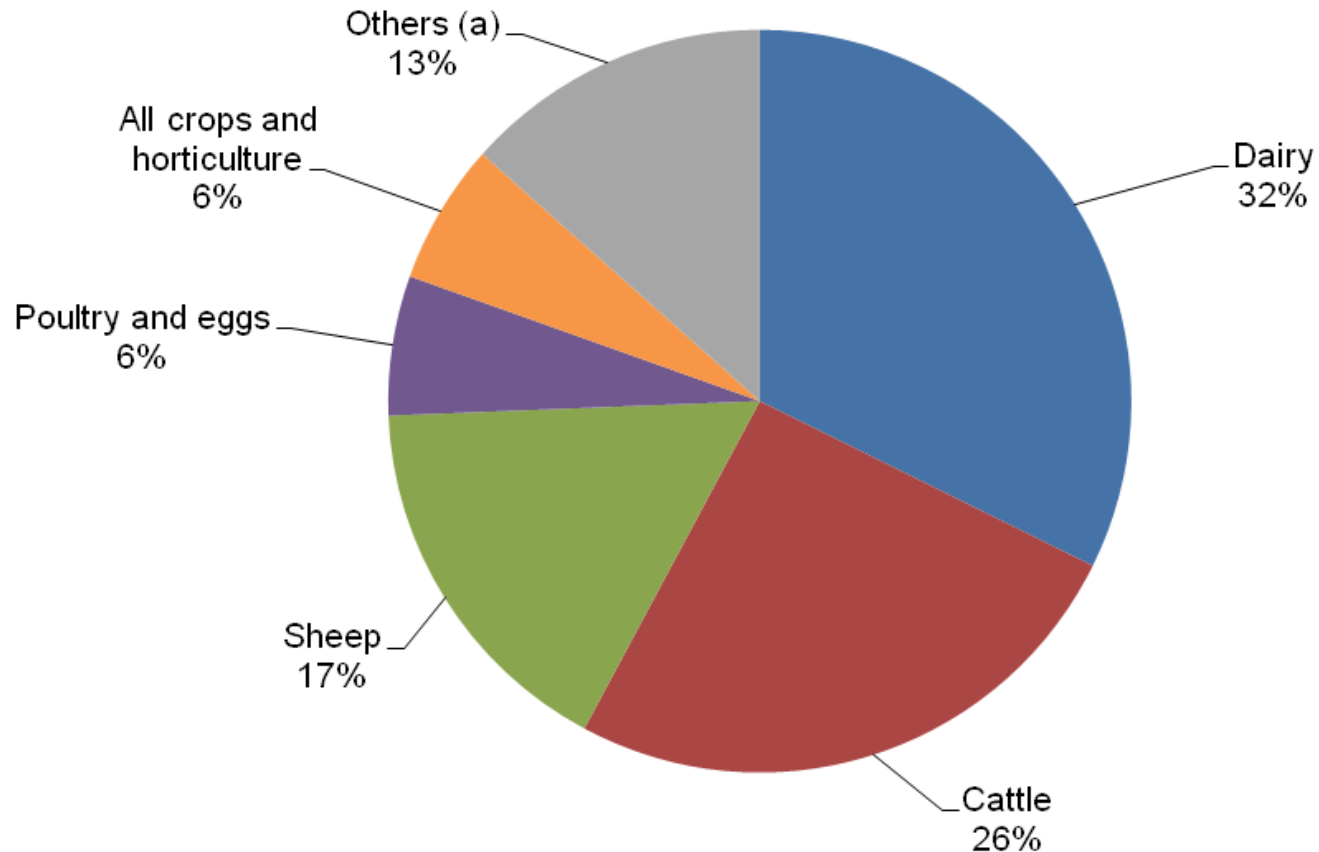
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 November 2016

OGL

Components of the gross output of Welsh agriculture, 2017

Gross figures for turnover are used here (ie. before subtracting costs).

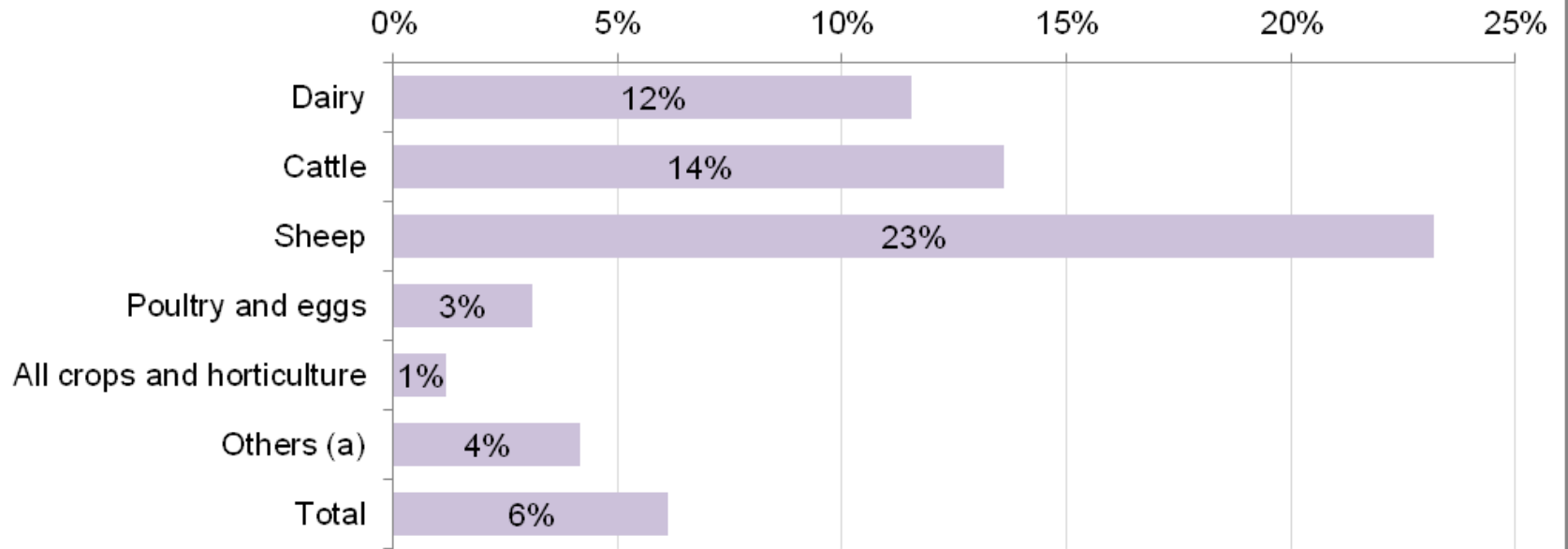
Note also that all agricultural subsidies and any other subsidies are excluded here.



Source: 2017 Aggregate agricultural account, Welsh Government

(a) 'Others' includes pigs, clip wool, capital formation in livestock, other agricultural activities and 'inseparable secondary activities'.

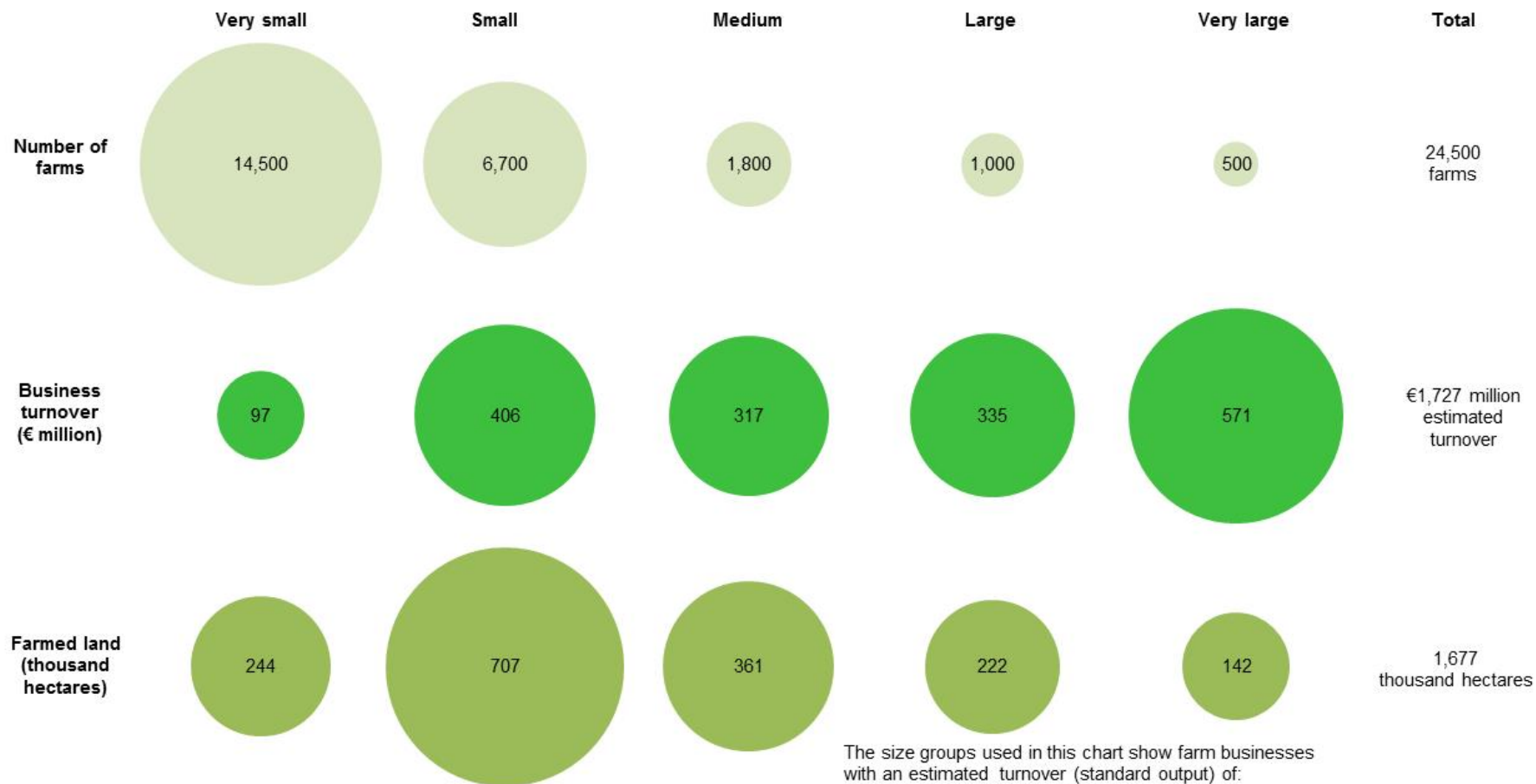
Wales share of UK: Value of agricultural output, 2016



Source: 2016 Aggregate agricultural accounts for Wales and UK, Welsh Government and Defra
(a) 'Others' includes pigs, clip wool, capital formation in livestock, other agricultural activities and 'inseparable secondary activities'.

Structure of farming in Wales

Number of farms, business turnover and farmed land - by economic size of farm: Wales, 2016



The size groups used in this chart show farm businesses with an estimated turnover (standard output) of:


- Very small: Under €25k
- Small: €25k - €125k
- Medium: €125k - €250k
- Large: €250k - €500k
- Very large: At least €500k

Wales Farm Business Survey

- Began in 1930s. Evolved significantly since then
- Contracted out to Aberystwyth University
- 550 participating farmers per year
- Relatively small sample – challenges for analysis
- 300 farm account records sent to FADN each year
- >25,000 EUR Standard Output threshold (giving a population of 10,000 farms)
- Strict confidentiality – only Aberystwyth University know the identity of participating farmers
- Entirely through a data collection visit to the farm: 2-4 hours on farm
- Co-ordination with other UK countries for FADN. Eg use England's FBS contractor for our FADN processing.

Farm incomes statistical release, 2013-14 (before I came into this role)

Only 3 pages of analysis in the release. Little discussion of factors which can affect farm incomes



First Release
Datganiad Cyntaf

SDR 205/2014 27 November 2014

Farm incomes in Wales, 2013-14


- This release presents figures on farm incomes in Wales for 2013-14 based on three measures: Farm Business Income, Net Farm Income and Cash Income. Further information about each of these indicators is included in the 'Notes' section at the end of this release. The farm incomes figures presented here are on the basis of averages, and it should be noted that the data for individual farms may be very different, with farm-level factors influencing variations in production and costs.
- The farm income figures for 2013-14 are based on a farm classification typology using new 2010 standard output coefficients, which are now used in place of the previous 2007 standard output coefficients. Backdated estimates of farm income measures for 2012-13 are also presented on the basis of 2010 standard output coefficients for comparability. The results published on the basis of the 2010 standard output coefficients are not directly comparable with those published for earlier years. See the 'Farm Type Classification' note below for further information.

Key Results

- Average farm business income per farm in Wales (at current prices) for the combined All Farm Types was around £29,300 in 2013-14, representing a rise of around 10 per cent since 2012-13.
- For Cattle & Sheep (LFA) farms average farm business income per farm decreased by around 11 per cent, to £19,200. Average farm business income per farm for Lowland Cattle & Sheep farms meanwhile increased, by 5 per cent, to £28,600. Dairy farms saw an increase in average farm business incomes of around 71 per cent, to £77,000, driven by increased milk prices compared to 2012-13.
- In real terms (at 2013-14 prices) average farm business income per farm in Wales increased by 8 per cent for All Farm Types between 2012-13 and 2013-14, rising by 68 per cent for Dairy and 3 per cent for Cattle & Sheep (Lowland) farms, but decreasing by around 13 per cent for Cattle & Sheep (LFA) farms.
- Average net farm income per farm (at current prices) for All Farm Types in Wales increased by 15 per cent between 2012-13 and 2013-14, to £17,700.
- Average net farm income per farm for Cattle & Sheep (LFA) farms decreased by 28 per cent over this period. For Cattle & Sheep (Lowland) farms average net farm income per farm increased by 10 per cent. The average net farm income per farm for Dairy farms increased by 99 per cent.

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 Next update: February 2015 (provisional)
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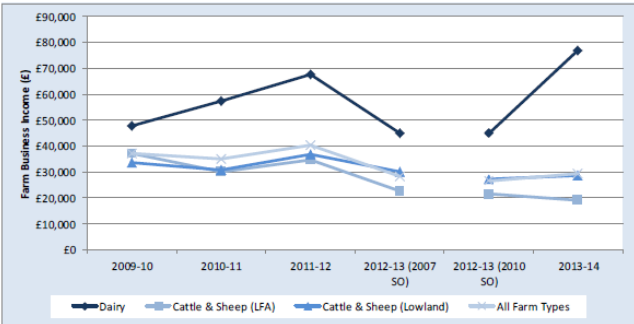


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Llywodraeth Cymru
Welsh Government

- Between 2012-13 and 2013-14 average cash income per farm for All Farm Types increased by 10 per cent to £41,900, increasing by 41 per cent for Dairy farms, by 2 per cent for Cattle & Sheep (LFA) farms and by 8 per cent for Cattle & Sheep (Lowland) farms.

Chart 1: Farm Business Income in Wales 2009-10 to 2013-14 (current prices)



Source: Farm Business Survey
 Note: Break in the line represents the change from 2007 SOs to 2010 SOs. See Farm Type Classification note below for further information.

Table 1: Average Farm Business Income by Type of Farm in Wales

Farm Type	Average farm business income per farm £ / farm				
	2011-12	2012-13 (2007 SO)	2012-13 (2010 SO)	2013-14 (a)	% Change 2013-14 / 2012-13
At current prices					
Dairy	67,800	45,100	45,100	77,000	71%
Cattle & Sheep (LFA)	34,700	22,700	21,600	19,200	-11%
Cattle & Sheep (Lowland)	36,700	30,200	27,200	28,600	5%
All Farm Types	40,500	28,200	26,600	29,300	10%
In real terms at 2013-14 prices					
Dairy	70,200	45,900	45,900	77,000	68%
Cattle & Sheep (LFA)	35,900	23,100	22,000	19,200	-13%
Cattle & Sheep (Lowland)	38,000	30,800	27,700	28,600	3%
All Farm Types	42,000	28,800	27,100	29,300	8%

(a) Provisional
 Source: Farm Business Survey

Some improvements to the 2014-15 edition: analysis of variation in income

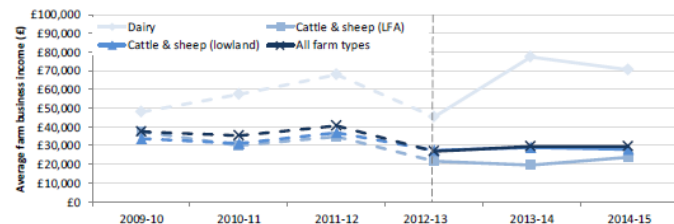
Farm incomes in Wales, 2014-15

This release presents figures on farm incomes in Wales for 2014-15. The figures presented reflect farming conditions only in the period January 2014 to March 2015. These figures replace the forecast estimates for 2014-15 published on 26 February 2015. Farm incomes presented here are based on three measures: (1) farm business income, (2) net farm income and (3) cash income. Farm business income is generally regarded as the headline measure of farm incomes in Wales, but net farm income and cash income are sometimes used. Further information on each of these measures is included in the [Notes](#) section at the end of this release. It is important to note that farm income figures are shown here as averages, while the data for individual farms may be very different, with farm-level factors influencing variations in production and costs. Also, analysis of the distribution of farm incomes is included in this release for the first time (page 3).

Headline results

- Average farm business income per farm in Wales (at current prices) for all farm types combined was around £29,400 in 2014-15, very similar to the figure of £29,300 for 2013-14.
- For cattle & sheep (LFA) farms, average farm business income per farm increased by around 21 per cent, to £23,300. Average farm business income per farm for lowland cattle & sheep farms meanwhile decreased, by 3 per cent, to £27,800. Dairy farms saw a decrease in average farm business income of around 9 per cent, to £70,200, driven by lower milk prices compared with 2013-14.
- In real terms (at 2014-15 prices), average farm business income per farm in Wales decreased by 1 per cent for all farm types between 2013-14 and 2014-15, also decreasing by 10 per cent for dairy farms and 4 per cent for cattle & sheep (lowland) farms, but increasing by around 20 per cent for cattle & sheep (LFA) farms.

Chart 1: Average farm business income in Wales, 2009-10 to 2014-15 (at current prices)



Note: The vertical dashed line at 2012-13 above represents the change from 2007 Standard Outputs (SOs) to 2010 SOs. See the [Notes](#) section of this release (Farm type classification and Standard Output) for further information on this change.

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Next update: February 2016 (provisional)
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- Between 2013-14 and 2014-15 average cash income per farm for all farm types (at current prices) increased by 4 per cent to £43,700, by 15 per cent for cattle & sheep (LFA) farms, by 1 per cent for cattle & sheep (lowland) farms and decreased by 2 per cent for dairy farms.

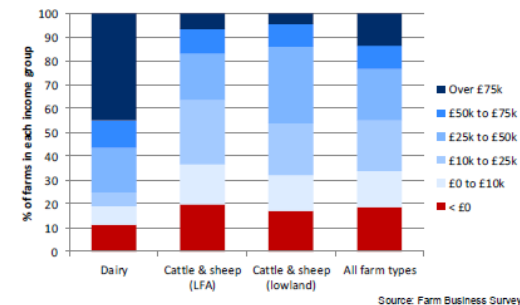
Distribution of farm incomes

The average values shown in tables 1, 2 and 3 mask the considerable variation in incomes at the level of individual farms, both between and within farm types. One way of looking at the variation in incomes is to consider different income groups. Chart 2 below shows farms grouped by the level of their farm business income in 2014-15.

The level of income on a farm can be influenced by a range of factors. The skill and business acumen of the farmer will play a role. The level of income will also depend on production costs and the circumstances of the farm (location, land quality, size, types of activity undertaken for example). Incomes will also be affected by where a farm is in its business cycle. For example, a farm that has just invested to expand or improve may have a temporary low income until the benefits start to accrue.

Chart 2: Distribution of farm business income within farm types in Wales, 2014-15

Percentage of farms in each income group



Source: Farm Business Survey

- Chart 2 above shows that there is great deal of variation around the average farm business income in each of the farm types.
- Nearly 20 per cent of cattle & sheep (LFA) farms failed to make a profit in 2014/15 compared with 11 per cent of dairy farms.
- Over half of cattle & sheep farms (both LFA and lowland) generated incomes below £25,000, while the corresponding figure for dairy farms was around a quarter.
- Around 45 per cent of dairy farms had an income of more than £75,000. The corresponding figures for cattle & sheep (LFA and lowland) farms were just 7 per cent and 5 per cent respectively.
- Analysis has also been conducted on the distribution of farm incomes for the 2012-13 and 2013-14 years. Considering the fact that measures of farm income are volatile across years, the analysis did not show any structural change in the data.

There is further analysis that could be done to understand what a particular level of income could mean to farms.

2015-16 edition - transformation

Farm incomes in Wales, 2015-16

8 December 2016
SFR 160/2016

Average farm business income in Wales in 2015-16, and change since 2014-15 (a)



Dairy farms: lower output driven by a fall in milk prices was partially offset by higher volumes of milk produced. Variable and fixed costs were lower, particularly purchased feed and fodder.



Cattle and sheep (LFA) farms: lower output was almost entirely offset by lower variable and fixed costs.



Cattle and sheep (lowland) farms: output fell by more and input costs fell by less than on cattle & sheep (LFA) farms.
(a) At current prices.

About this release

Figures are presented on farm incomes in Wales for 2015-16 (up to March 2016).

These figures replace forecast estimates for 2015-16 published on 25 February 2016 and represent the results of the Wales Farm Business Survey for 2015-16.

Results largely exclude very small and part time holdings (see 'Notes' for details).

New analysis

This release includes new analysis not published here before (marked * below).

In this release

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This edition of the statistical release includes new analyses aimed at improving understanding of factors that can affect farm incomes, including:

Long term context: It is important to see farm income figures in the context of longer term trends in farm incomes and market conditions. Farm incomes are the small difference between total output and total input, therefore are volatile across years. Small changes in output or input (such as movements in input costs) can result in large percentage changes in farm income.

Variation around the average: Whilst farm incomes and other measures are shown as averages, such average values mask the considerable variability in incomes at the farm level. This variation exists both between and within farm types, with farm-level factors influencing variations in production and costs. Some analysis of this variation is presented.

New analysis of components of income and output, including subsidy (section B), and assets, liabilities and net worth of farms in Wales (section E).

Contextual information: Data on commodity prices and weather patterns.

Now 20 pages of analysis – longer. Added lots of new features and analysis:

- Components of income (including basic payment, diversified income)
- Factors which can affect income (weather and commodity prices: milk, beef, lamb)
- Farm assets, liabilities and net worth
- Definitions explained alongside the charts, for ease of reference
- New animal graphics on the front page

Nearly won a prize in our department (for 'most improved statistical output')

Farm incomes

CURRENT RELEASE

PAST RELEASES

BACKGROUND INFORMATION

Release date: 22 March 2018 Period covered: 2017-18 Next update: December 2018

Two annual reports: 1) final figures on farm incomes (with greater analysis, including assets, liabilities and net worth); and 2) forecasts of average farm business income.

Forecasts of farm incomes, 2017-18

Release date: 22 March 2018

The forecasts give a broad indication of how farm incomes are expected to move since 2016-17, and are subject to a margin of error.

The 2016-17 release includes final figures for 2016-17, and greater analysis. Final figures for 2017-18 are provisionally due to be published in December 2018.

The figures must be seen in the context of longer term trends in farm incomes, particularly for dairy farms.

Key points

Forecasts for average farm business income in Wales in 2017-18, and change since 2016-17 (at current prices)



£65,000



Dairy farms: There is a large increase expected in 2017-18. However, average income on dairy farms is expected to remain below the levels seen in 2013-14 and 2014-15.



£25,500



Cattle and sheep (Less Favoured Area) farms: Average income is forecast to be higher than any year since 2011-12.



£24,500



Cattle and sheep (lowland) farms: Although there is forecast to be an increase in 2017-18, average income is expected to remain below levels seen during 2008-09 to 2014-15.

Source: Welsh Government

DETAILS

[Forecasts of farm incomes, 2017-18](#)

[Additional tables - 2017-18](#)

[Farm incomes, 2016-17](#)

[Infographic - Farm business income in Wales, 2016-17](#)

USEFUL LINKS

[How we use your data for statistics and research](#)

[Aggregate agricultural output and income](#)

[Farm diversification](#)

[Farm rents](#)

TAGS

[Environment and countryside](#)

[Farming](#)

[Income](#)

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2015-16 edition:

Began to put the key points in a graphic on the webpage

2015-16 edition - media interest

Farmers across Wales see income plummet by more than 20% over the last year

Dairy farmers were hit the hardest with their average income dropping by 53%

Farmers across Wales have endured a tough financial year with average incomes plummeting across the board, according to latest figures.

Average **farm** business income dropped by 23% to £22,000 in 2015-16 compared to the previous year, according to statistics released in a report by the Welsh Government.

Income on dairy farms was hit the hardest, with income dropping by 53% to an average of £32,800 in 2015-16.

The report claims the drop in dairy farm income was "almost entirely due" to the reduced value for milk output, driven by a 25% fall in the price in Wales - a greater price drop than the 21% fall seen across the UK.

In the last five years the average milk price paid to farmers in Wales was around one to two percent lower than the UK as a whole.

Cattle and sheep farm incomes fell by 1% to £21,900 in environmentally challenging areas, such as hill and mountain terrain, mainly due to lower output from sheep and wool business.

'We are confident'

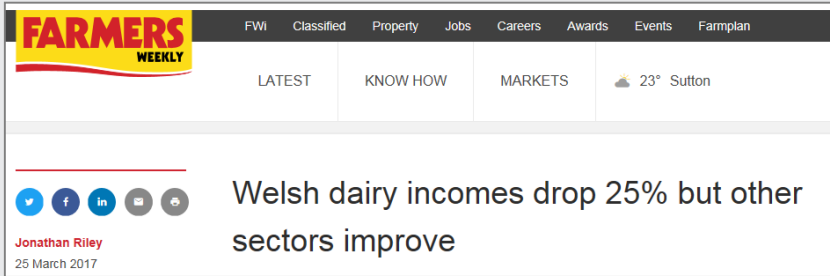
Lowland cattle and sheep farms saw a 40% income drop to £16,300, the lowest figure for this farm type since 2005-06.

The report details that the winter of 2015 caused slow crop growth, some soil damage and difficulties emptying slurry stores earlier in the season due to mild and wet conditions.

The media article uses statistics from different places in the release.

The reporter didn't just look at the first page of the release!

2016-17 farm income forecasts – more media interest



FARMERS WEEKLY

FWI Classified Property Jobs Careers Awards Events Farmplan

LATEST KNOW HOW MARKETS 23° Sutton

Welsh dairy incomes drop 25% but other sectors improve

Jonathan Riley
25 March 2017



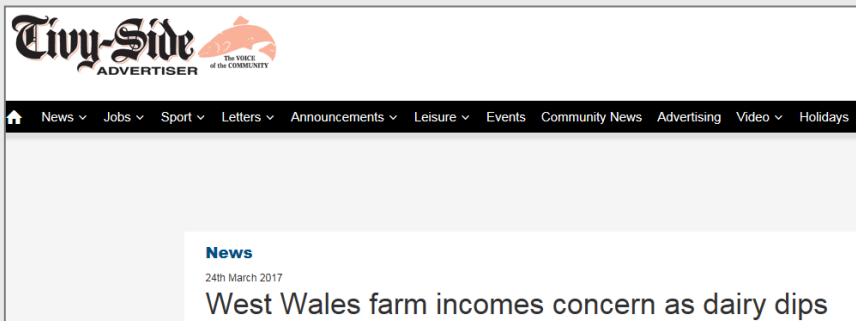
NFU CYMRU the heart of Welsh farming wrth galon ffermio Cymru

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LATEST NEWS

Forecast farm incomes paint a mixed picture



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News
24th March 2017
West Wales farm incomes concern as dairy dips



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17 September 2018 | Online since 2003

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24 March 2017 08:18:26 | Dairy, Finance, Market Reports, News

Forecast farm incomes paint a mixed picture across Wales, with dairy farmers income expected to fall

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Welsh dairy incomes crash to 13-year low but 2016-17 was a better year for Welsh beef and sheep farms

Mixed fortunes for the farming sector in Wales prompts calls for greater government support in the run-up to Brexit



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Red meat production triumphs in Wales

Posted on Apr 20, 2017

in

A bulletin produced by the Welsh Government has revealed that the Welsh sheep and cattle sector enjoyed a buoyant year in 2016, with the combined value of their output having represented the highest share of Welsh agricultural output, at 44%.

2016-17 edition: Produced a new, separate infographic

Farm business income* in Wales, 2016-17

Average farm business income per farm, 2016-17
Change since 2015-16 (at current prices)

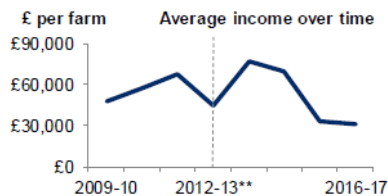


£31,300

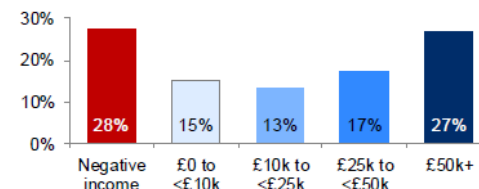
5%

Dairy farms:

Average income varied greatly in the past five years. A small fall in 2016-17 was preceded by a much larger fall from 2014-15 to 2015-16.



Percentage of farms in each income group, 2016-17
For example, 28% of dairy farms had a negative income, while 27% of dairy farms had a farm business income of least £50,000

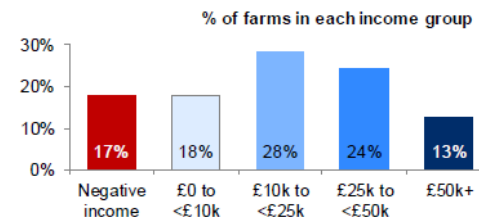
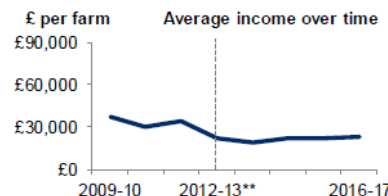


£23,100

6%

Cattle & sheep (Less Favoured Area) farms:

Average income was marginally higher than any year since 2011-12.

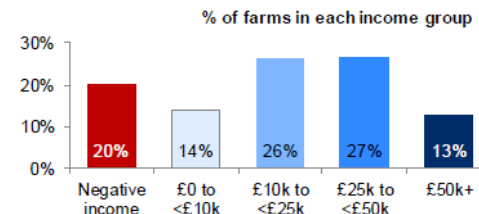
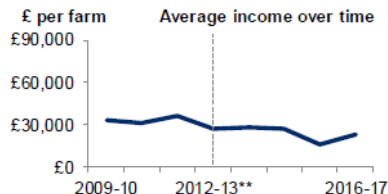


£22,700

40%

Cattle & sheep (lowland) farms:

Despite the increase in 2016-17, average income remains below levels seen during 2008-09 to 2014-15.



* Farm business income is essentially a measure of net profits.

** Figures from 2012-13 onwards include a slight change in methodology; this had only a minor impact.

For full definitions and further analysis, please see the statistical release 'Farm incomes in Wales, 2016-17' on the Welsh Government Statistics and Research web pages.

2016-17 edition of the release:

Included new diversification analysis in a new section of the release.
These statistics were later reported in the media.

WalesOnline

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Diversify or die: The farmers forced to chase new incomes as pressure mounts on their way of life

According to the latest data from the Farm Business Survey, 38% of Welsh farms have some form of diversified activity.

Diversify or die?

In 2016-17, the average income from diversified enterprises was £7,400 per farm, according to Welsh Government stats.

The most lucrative schemes were tourist accommodation, catering, sport and recreation, which generated an average additional income of £8,800.

At the other end of the scale, farmers diversifying into renewable energy activities earned an average £1,100.

Often then, diversification is more about supplementing farm income rather than replacing it.

**Other work that
may be of interest**

Wales Farm Business Survey

- Need a better understanding of farmer motivations and interests when they make decisions on the farm.
- Initial telephone survey of 1,800 farmers
- 50 questions asked in the survey. These were later narrowed down to 9 key questions (see the next slide for the 9 questions).
- A farmers responses to the 9 questions places them in 1 of 5 'segments'
- 9 questions added to the 2017-18 Farm Business Survey (and elsewhere)

Farmer segmentation model

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is...

	1 - Not at all important	2	3	4	5 - Very important
...talking to other farmers as a source of information and advice for you personally? (Q3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

On a scale of 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you...

	1 - Not at all interested	2	3	4	5 - Extremely interested
...in accessing information or advice about farming on the internet? (Q11)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent to you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Achieving a good quality of life is more important to me than maximising income from my holding (Q13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
All farms should strive to be as environmentally sustainable as possible (Q14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Collaborating with other farmers improves the running of a farm (Q15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I always make time to socialise with other farmers (Q22)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am always looking to learn new skills and knowledge that I can apply to my holding (Q24)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am keen to apply new technology on my holding as it becomes available (Q26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
I am happy to take advice about managing the natural environment on my holding (Q32)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Welsh Government Farmer segmentation cluster finder

Calculated segment (93% overall predictive accuracy):

Cluster 4

96.8%

Probabilities of alternative cluster membership:

Cluster: 1 (1.1%), 2 (0.5%), 3 (1.1%), 5 (0.5%)


BROOKLYNDHURST
v. 1, created 2014

CLEAR ALL

Note: predictive accuracy is based on tests using the dataset which was used to create the original 5-cluster segmentation model and therefore for which cluster allocations are known (n=1572). As such, the predictive accuracies cited here must be transferred to other contexts with caution (e.g. different sampling approaches, elapsed time since the original survey and varying priming effects).

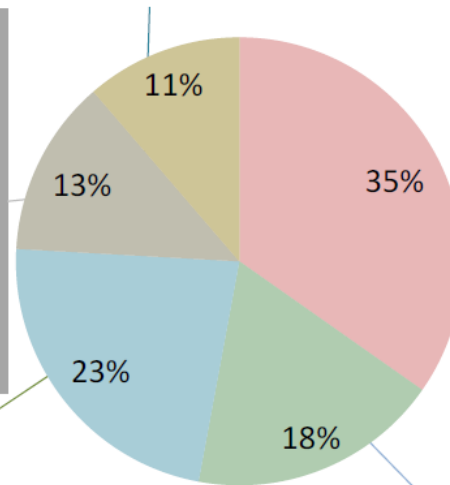
Farmer segmentation model

Cluster U

Tend to deprioritise a good quality of life in favour of maximising the income from their farm. Tend to hold weak attitudes towards the environment. Strongly inclined to collaborate with other farmers, but tend not to make time for socialising. Tend to be very keen to learn new skills and knowledge they can apply to their farm. Also tend to be relatively interested in adopting farming technologies as they become available.

Cluster R

Tend not to prioritise a good quality of life over maximising the income from their holding. Not inclined to collaborate with others to help improve the running of their farm, though tend to value time spent socialising with other farmers. Unlikely to hold strong positive attitudes towards the natural environment. Tend not to seek out new information, skills or technologies that can be used to run their farm holding effectively.



Cluster C

Tend to be extremely open to external sources of information and advice, via other farmers and the internet. Likely to believe collaborating with other farmers improves the running of their farm, and that socialising with others is also important. Inclined to prioritise a good quality of life over the prospect of maximising income from their farm. Likely to hold strong positive attitudes towards the environment. Also tend to embrace the opportunity to acquire new skills and use to technology to help manage their holding more effectively.

Cluster M

Tend to be more traditional – being less open to acquiring new information and skills, or applying new technologies to help manage their farm. Unlikely to out seek information from external sources, such as the internet or other farmers. Tend not to connect with other farmers, socially or professionally. Inclined to hold strong positive attitudes towards the environment. Tend to place much greater importance on quality of life than maximising income from their holding.

Cluster Y

Tend to be independently minded, being less inclined to collaborate with other farmers or make the time to engage with them in a social setting. Likely to hold strong positive attitudes towards the environment and agree that quality of life is important when compared to income maximisation. Generally tend to be interested in learning new skills and knowledge they can apply to their farm holding. Also likely to want to apply new technologies on their farm.

GDPR (lots of work!)

- New 1-page privacy notice
- I'm reminded of this Mark Twain quote: "I didn't have time to write a short letter, so I wrote a long one instead"
- Given out in person to participating farmers
- Published on our website
<https://gov.wales/statistics-and-research/about/how-we-use-your-data/?lang=en>
- Update to data collection contract with GDPR terms and conditions

Farm Business Survey - How will information on me and my farm be used?

Aberystwyth University and the Welsh Government are data controllers for any data collected under this Survey. Only Aberystwyth University know which farms are taking part; the Welsh Government will only receive an anonymised dataset of the responses. The data protection officer for Aberystwyth University can be contacted at infocompliance@aber.ac.uk.

You or your farm will not be identified in any reports. Neither will information be shared or combined in a way that could lead to you or your farm being identified.

In any publication of survey results, data are only shown as grouped information or as averages for the different farm types and sizes, thereby ensuring that it will not be possible to identify the performance or financial situation of any individual farm.

It is entirely voluntary to take part in this Survey. If you decide to take part, the information you provide will only be used to allow us to carry out the public task of the Welsh Government and for the purposes below:

- for research into the economic conditions of farming and farms.
- for local and national policy purposes. The data extends the fund of data available for farm management advising, teaching, research and statistical analysis.
- for understanding the priorities and interests of farmers.

Your personal information will be held by Aberystwyth University. If you leave the survey, the farm contact details will be kept for five years so that you will not be accidentally re-recruited. After that, the personal information is destroyed.

The anonymised data shared from Aberystwyth University (to the Welsh Government, Defra, EU, and also authorised researchers) will be sent and stored securely. The anonymised data will only ever be shared with authorised researchers under the agreement of the Welsh Government and under strict conditions, to ensure it is only used in the ways listed above.

All of the information obtained is treated confidentially. Only Aberystwyth University know which farms are in the Survey and they will not reveal to anyone else that you are taking part in this Survey.

Should you have any questions or wish to access your personal data, please contact - farmsurv@aber.ac.uk, or write to:
Farm Business Survey, IBERS, Aberystwyth University, Gogerddan, Aberystwyth. SY23 3EE

Your rights Under data protection law, you have the right:

- to access the personal data which Aberystwyth University holds on you;
- to rectification of any errors in that data;
- to (in certain circumstances) object to or restrict use of your personal data;
- for (in certain circumstances) your data to be 'erased'.

Please contact the address above if you wish to exercise these rights.

You also have the right to complain to the Information Commissioner's Office (ICO), our independent regulator for data protection. The contact details for the ICO are:

Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF
Telephone: 01625 545 745 or 0303 123 1113 Website: www.ico.gov.uk

Dissemination of Welsh Government statistics - developments

1 webpage for each statistical release

.....to.....

‘Collections’ and ‘series’ of related statistics

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Statistics Surveys

Farm incomes

CURRENT RELEASE PAST RELEASES BACKGROUND INFORMATION

Release date: 22 March 2018 Period covered: 2017-18 Next update: December 2018

Two annual reports: 1) final figures on farm incomes (with greater analysis, including assets, liabilities and net worth); and 2) forecasts of average farm business income.

Forecasts of farm incomes, 2017-18

Release date: 22 March 2018

The forecasts give a broad indication of how farm incomes are expected to move since 2016-17, and are subject to a margin of error.

The 2016-17 release includes final figures for 2016-17, and greater analysis. Final figures for 2017-18 are provisionally due to be published in December 2018.

The figures must be seen in the context of longer term trends in farm incomes, particularly for dairy farms.

DETAILS

- PDF Forecasts of farm incomes, 2017-18
- ODS Additional tables - 2017-18
- PDF Farm incomes, 2016-17
- PDF Infographic - Farm business income in Wales, 2016-17

USEFUL LINKS **TAGS**

COLLECTION

Land Transaction Tax statistics

The Welsh Revenue Authority (WRA) publishes official statistics for Land Transaction Tax (LTT).

Organisation: [Welsh Revenue Authority](#)
First published: 16 May 2018
Last updated: 21 September 2018

In this collection

- [Latest releases](#)
- [Quarterly and annual releases](#)
- [Monthly releases](#)
- [Monthly statistics \(before June 2018\)](#)

RELATED

- [Contact the Welsh Revenue Authority](#)
- [Welsh Revenue Authority statistics publication timetable](#)

Latest releases

[Land Transaction Tax statistics: August 2018](#)
21 September 2018 Statistics

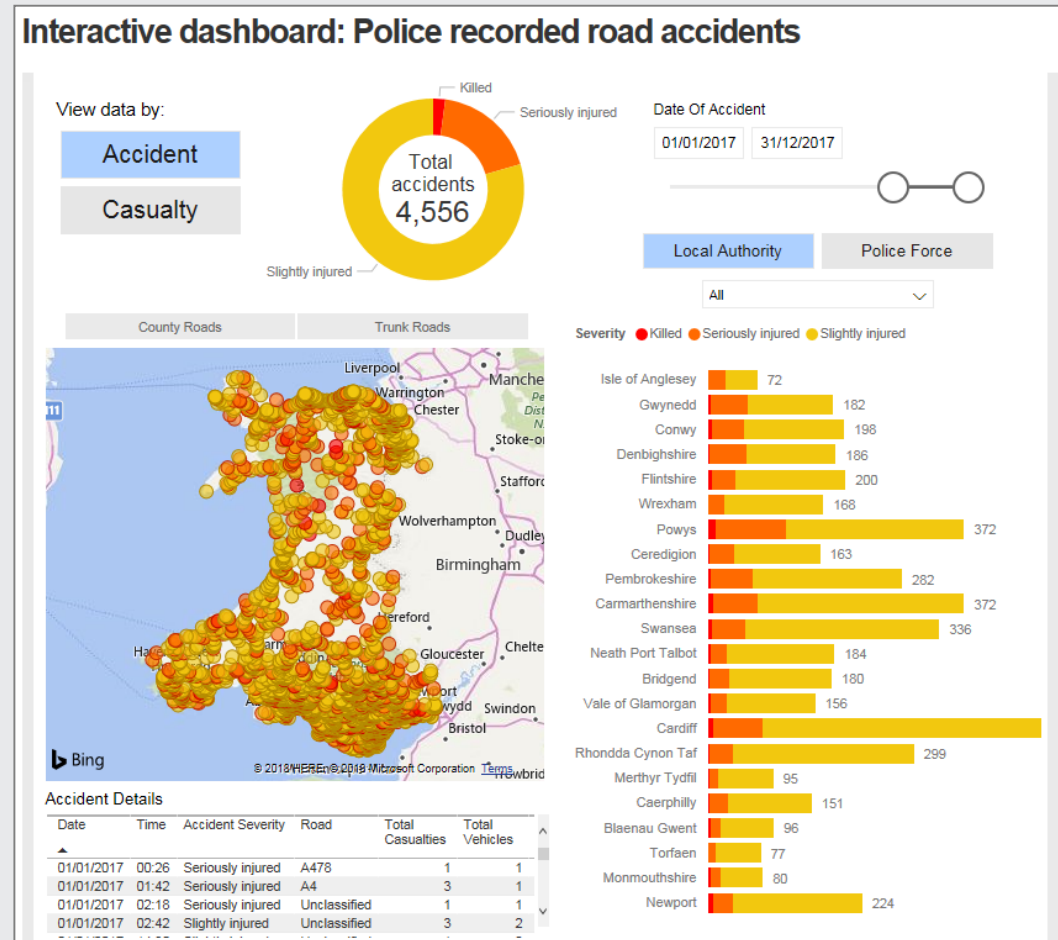
Quarterly and annual releases

We publish statistical releases with accompanying commentary for each of the calendar quarters. Those are:

- April to June
- July to September
- October to December
- January to March

Dissemination of Welsh Government statistics - developments

- Try to move away from PDF statistical releases
- Make the messages from our statistics clearer. E.g. use SlideShare to present summary results.
- Encourage innovation – not just updating last year's statistics.
- Encourage use of newer tools e.g. publish interactive PowerBI dashboards on our website



Dissemination of Welsh Government statistics - developments

- StatsWales website: 600 data 'cubes' in 4* open data format
- Users can use 'open data feeds' to link directly to StatsWales data in their work.
- StatsWales is fully bilingual

StatsWales > Agriculture > Agricultural Survey > Sheep on a farm

Sheep on a farm

Actions: Revert, Link, Export, Print, Full Screen

Year (2014)

Estimates	Number on a farm						Number on a farm	
	None	1 to 249	250 to 499	500 to 999	1000 to 1999	At least 2000		
Farms	10,405	7,141	1,835	2,136	1,984	1,221	24,722	
Responses	2,564	1,890	509	665	580	315	6,523	
Size - Turnover(€000s)	758,396	163,363	93,532	159,318	226,857	285,327	1,686,793	
Size - Profit(€000s)	358,541	78,308	44,373	74,290	106,610	135,049	797,171	
Size - FTE Labour	9,381	3,537	2,224	4,272	6,693	9,046	35,154	
Land on a farm (ha)	417,497	204,419	122,515	230,635	332,908	323,389	1,631,364	
Land on a farm (ha)	Permanent Grass	271,504	151,982	88,973	156,609	202,559	1,047,916	
	Rough Grazing	20,234	15,295	13,474	38,735	76,648	257,055	
	New Grass	55,735	15,287	8,419	17,782	28,738	152,571	
	Woods and others	25,120	13,660	6,604	10,207	14,592	87,094	
	All crops	44,904	8,195	5,045	7,302	10,371	86,728	
	Cereals	24,392	4,437	3,209	4,481	5,682	6,101	48,302
All crops	Stockfeed	11,086	2,652	(2) 976	2,210	3,775	24,557	
	Other Crops	9,426	1,105	(2) 860	(2) 610	(2) 914	(2) 953	
	All cattle	535,650	128,962	68,604	107,195	129,117	133,240	1,102,768
All cattle	Dairy Cows	172,075	28,504	9,540	9,411	8,216	(2) 6,559	234,305
	Beef Cows	41,233	17,371	11,980	24,340	34,530	38,345	167,799
	Other cattle	322,342	83,087	47,084	73,444	86,371	88,336	700,664
	Sheep	(1) 0	503,869	663,575	1,564,615	2,815,497	4,191,315	9,738,871
Poultry	6,723,653	144,297	75,944	350,514	400,907	1,301,885	8,997,200	
Pigs	16,852	3,870	(1) 1,130	(2) 1,067	(1) 1,885	(1) 3,559	28,363	

Metadata

High level information | Summary information | Statistical quality information | Weblinks | Keywords | Open Data

Title
Number of sheep 2014

Thank you for listening!

Welcome any questions and comments!