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# Performance of Dutch agro sector; AgroFoodPortal.com

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23<sup>rd</sup> Pacioli Workshop

27–30 September 2015, Belgrade, Serbia



## Agro & food portal

The Netherlands is a major producer and trading partner in agricultural products. This portal gives insight into the people, planet and profit performance of the Dutch agricultural sector. It combines the best available data sources and presents long-time developments on hundreds of indicators on themes like agricultural trade, farm income, environmental impacts, employment and prices. In short, this website contains all relevant data on Dutch agriculture.

By using interactive charts and clear search and filter possibilities visitors can navigate easily through the site and can also download charts for own use.

> [About us](#)



E-mail: [Yvonne Fernhout](mailto:Yvonne.Fernhout@wur.nl)  
Phone: +31(0)70-3358338



### Higher auction turnover for cutflowers and potted plants

In the first quarter of 2015, the auction turnover for cutflowers was more than 8% above the long-term average. Yields are also higher than last year after the first quarter ...

> [Read more](#)

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# Motivation

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- Reports are outdated the moment they are published
- Hard-copy reports are much more difficult to browse and/or surf than information on the web.
- The Web gives a far wider access to information
- The Web provides better reusability of data
- Also, the technical creation of tables is a repetitive, scriptable and therefore highly automatable and (in the end) a less costly task
  
- Therefore, policy –and decision makers as well as reporters are better served by web-reporting/publishing

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# Agrofoodportal.com

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## Important milestones:

- December 2013 agrofoodportal.com (Dutch) released
  - Information structured by theme and sector
- January 2015
  - Grüne woche
    - Also in English
    - Other information added, for example:
      - Trade data, Price statistics and food prices, FADN 'standard results'
- Extension to portal with all data on Dutch agriculture
  - Ministry/ Statistics Netherlands / RIVM / PBL

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# Underlying technology

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- iPub – content management system and workflow
- HighCharts/Stock/Maps - presentation
- MetaBase – data management
  
- Front-end: c# ASP.net and pure HTML5, JavaScript applications

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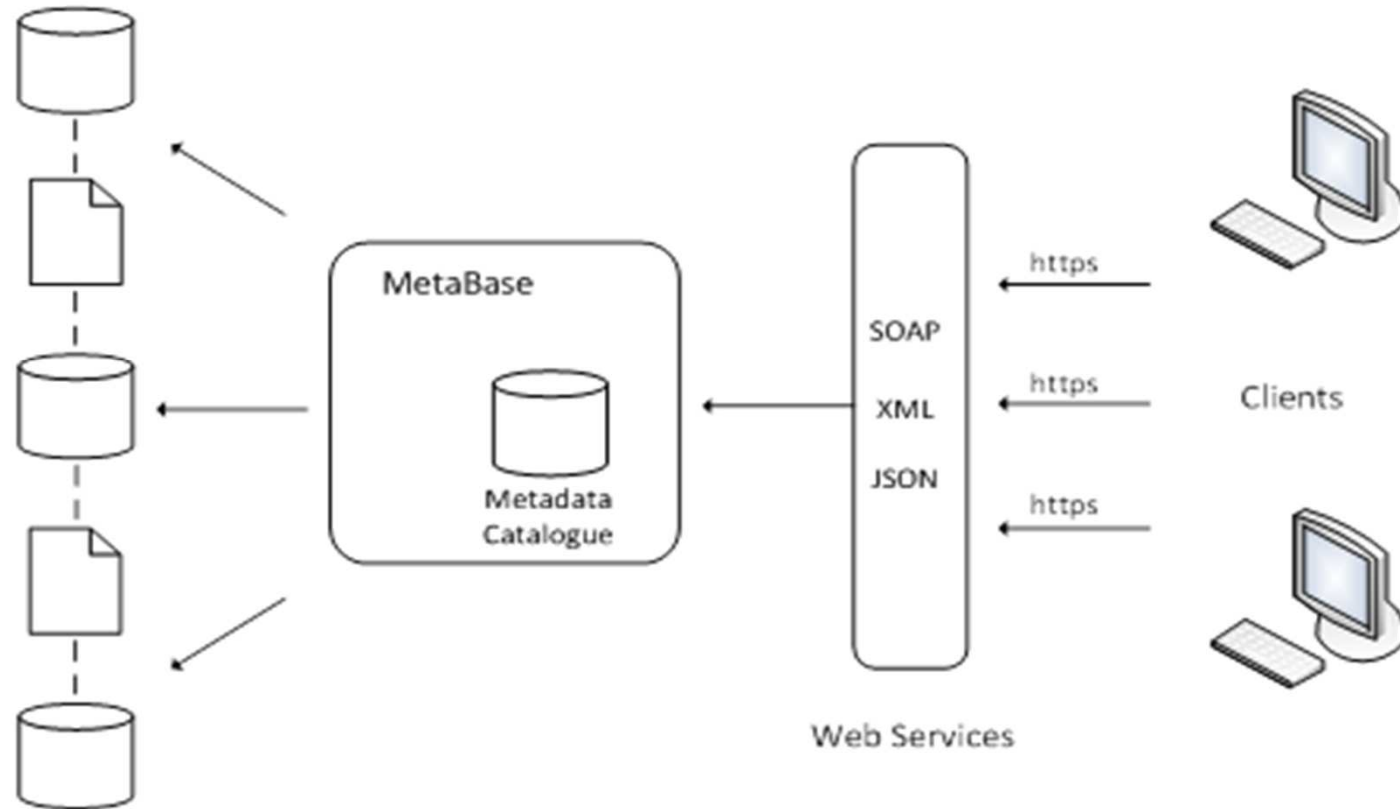
# MetaBase

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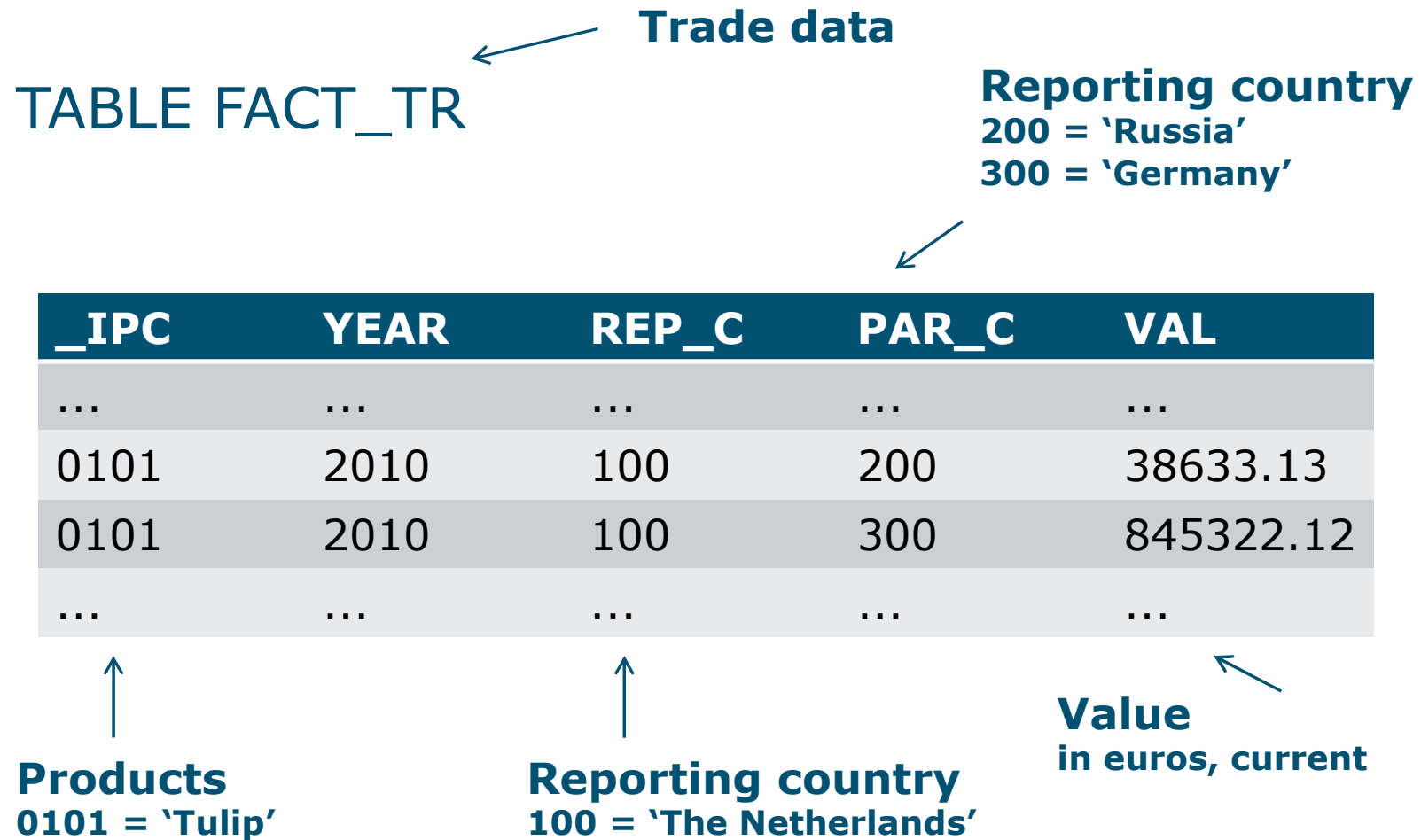
- Research often requires large volumes of data that is distributed over many heterogeneous public, private, or proprietary data sources
- Requiring knowledge of data sources at hand
- Requiring a range of IT skills
  
- MetaBase is a system that provides a common interface to a multitude of heterogeneous data sources that can be queried by researchers transparently
- Without any knowledge of the semantic and technological intricacies of the underlying data sources.
- In order to provide this environment, IT and data (source) experts feed the system with the required knowledge

# MetaBase Architecture

Data Sources

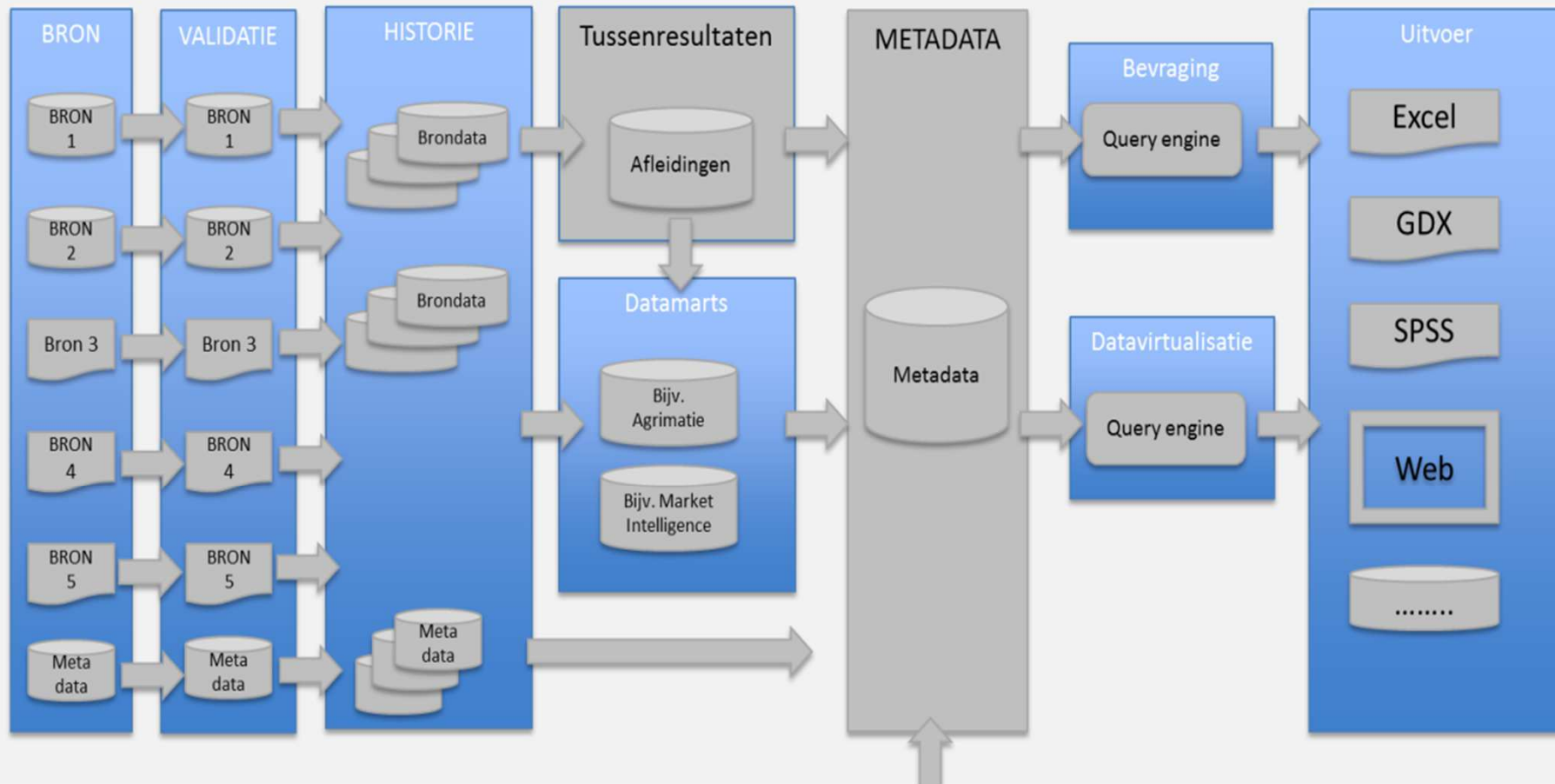


# MetaData





# CENTRAAL



# DECENTRALE BRONNEN



# Sectors



Agro &



## Agro & food

The Netherlands is a leading partner in agricultural research. We provide insight into the performance of the sector. We combine the best of both worlds and present long-time indicators on them.

income, environmental impacts, employment and prices. In short, this website contains all relevant data on Dutch agriculture.

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> [About us](#)

### CROP PRODUCTION

- Arable farming
- Bulb growing
- Tree nursery
- Fruit growing
- Greenhouse horticulture
- Outdoor vegetable production

### LIVESTOCK

- Dairy farming
- Poultry farming
- Pig farming
- Other livestock farming

### TOTAL

- Agriculture
- Fisheries



## Remarkably stable food prices for consumers

In the first quarter of this year, the food prices for consumers have hardly changed. This contributes to the low inflation rate. On a yearly basis, food prices are also remarkably ...  
> [Read more](#)



E-mail: [Yvonne Fernhout](mailto:Yvonne.Fernhout@wur.nl)  
Phone: +31(0)70-3358338



# Themes

The screenshot shows the LEI Wageningen UR website. At the top right, there is a language selector set to 'en|English' and the text 'Agro & food portal'. A green navigation bar contains links for Home, Sector, Theme, Data, News, About us, Search, and Contact. The 'Theme' dropdown menu is open, displaying four categories: CONTEXT, PROFIT, PEOPLE, and PLANET, each with a list of sub-themes. Below the menu, there is a main content area with a heading 'Agro & food porta' and a paragraph of text. To the right, there is a banner for 'Update of monthly prices' with a 'Read more' link. At the bottom left, there is contact information for Yvonne Fernhout and social media icons.

**LEI WAGENINGEN UR**

en|English

Agro & food portal

Home Sector Theme Data News About us Search Contact

**Agro & food porta**

The Netherlands is a major production partner in agricultural products. To gain insight into the people, planet and performance of the Dutch agricultural sector, LEI combines the best available data and presents long-time developments and indicators on themes like agricultural income, environmental impacts, and prices. In short, this website contains data on Dutch agriculture.

By using interactive charts and clear search and filter possibilities visitors can navigate easily through the site and can also download charts for own use.

> About us

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Phone: +31(0)70-3358338

[in](#) [t](#) [f](#) [e](#)

**CONTEXT**

- Structure
- Demographics
- Organic farming
- Sustainability
- Spatial coverage
- Other gainful activities
- Fish landings
- Fish quota
- Fleet deployment

**PROFIT**

- Economic performance
- Debts
- Competitiveness
- Trade
- Innovativeness
- Sector economics
- Prices
- Confidence

**PEOPLE**

- Labour
- Consumption
- Animal welfare
- Acceptance
- Sustainable food
- Spatial quality
- Food safety

**PLANET**

- Biodiversity
- Energy
- Particulate matter
- Crop protection
- Climate
- Nutrients
- Plant health
- Water

**Update of monthly prices**

The price database of LEI Wageningen UR has been updated with monthly data. The data are available from the tables under the data button at [www.agrimatie.nl](http://www.agrimatie.nl). These contain ...

> [Read more](#)

# Economic performance

## Select an indicator

- i** Barometer: results per month
- i** Costs
- i** Agriculture versus SMEs
- i** Revenues
- i** Profitability
- i** Structure in FADN
- i** Net result
- i** Critical milk price
- i** Farm income
- i** Poverty in agriculture
- i** Cash position
- i** Production circumstances
- i** Gross margin
- i** Labour revenues
- i** Results per m2 glass

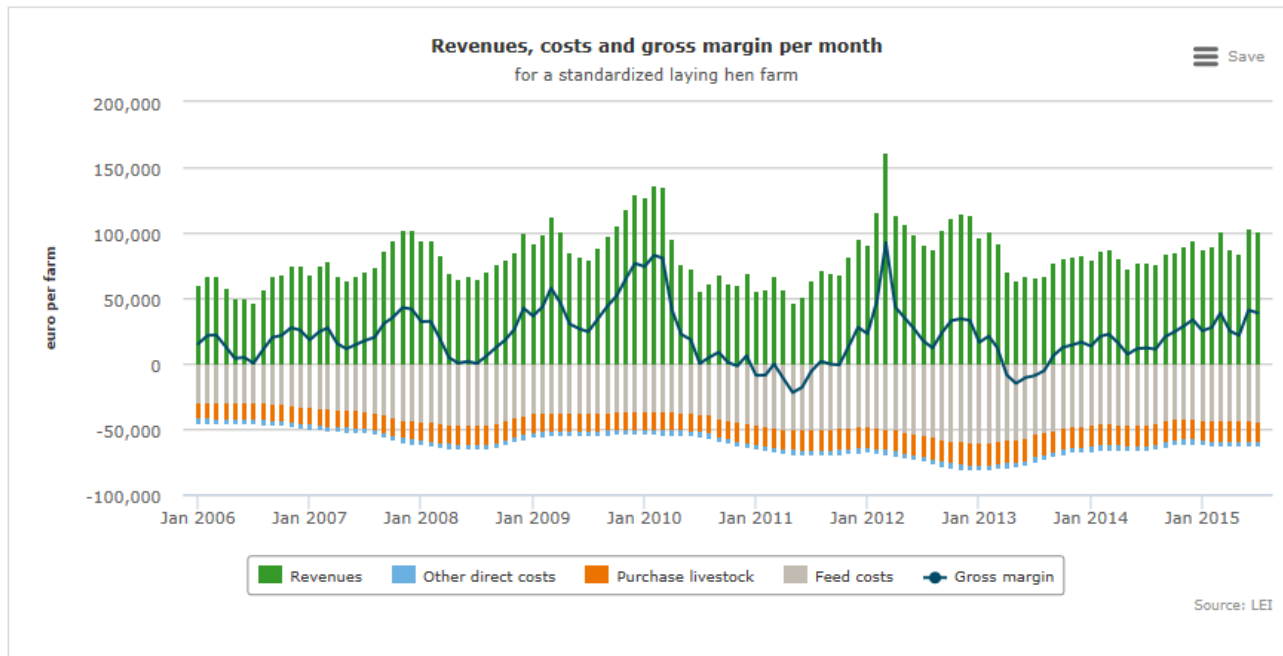
## Select a sector

- Laying hen farming
- Dairy farming
- Broiler farming
- Fattening pig farming
- Sow farming

Barometer: results per month - laying hen farming

## Balance on layer hen farms well above long-term average

28/08/2015



# Prices

Select an indicator

- Cereals, seeds and pulses
- Artificial fertiliser
- Cattle
- Poultry and eggs
- Sheep
- Moisture animal feed
- Land
- Prices per sector (yearly basis)
- Milk
- Compound feed
- Roughage
- Pigs
- Food prices
- Fish and shellfish

Select a sector

- Potatoes
- Bread
- Meat
- Pork supply chain
- Chicken supply chain
- Egg supply chain
- Milk
- Products per chain
- Vegetables
- Fruit

Food prices - dairy supply chain

## Stable consumer prices; slight recovery of farm gate price for milk

13/05/2015

After the considerable decline in 2014 of farm gate milk prices and dairy producer prices, early 2015 shows some price recovery. Both the stabilisation of the supply of raw milk worldwide and a stronger position on the world dairy market due to a weaker euro have led to increases in farm gate prices and among dairy producers. Since there is still no structural improvement in world demand for dairy, prices in the first half of 2015 will remain under pressure. The consumer prices of dairy have hardly changed the past months.



Select an indicator

- Confidence
- Expectation
- Conjuncture (forwards)
- Mood
- Conjuncture (backwards)

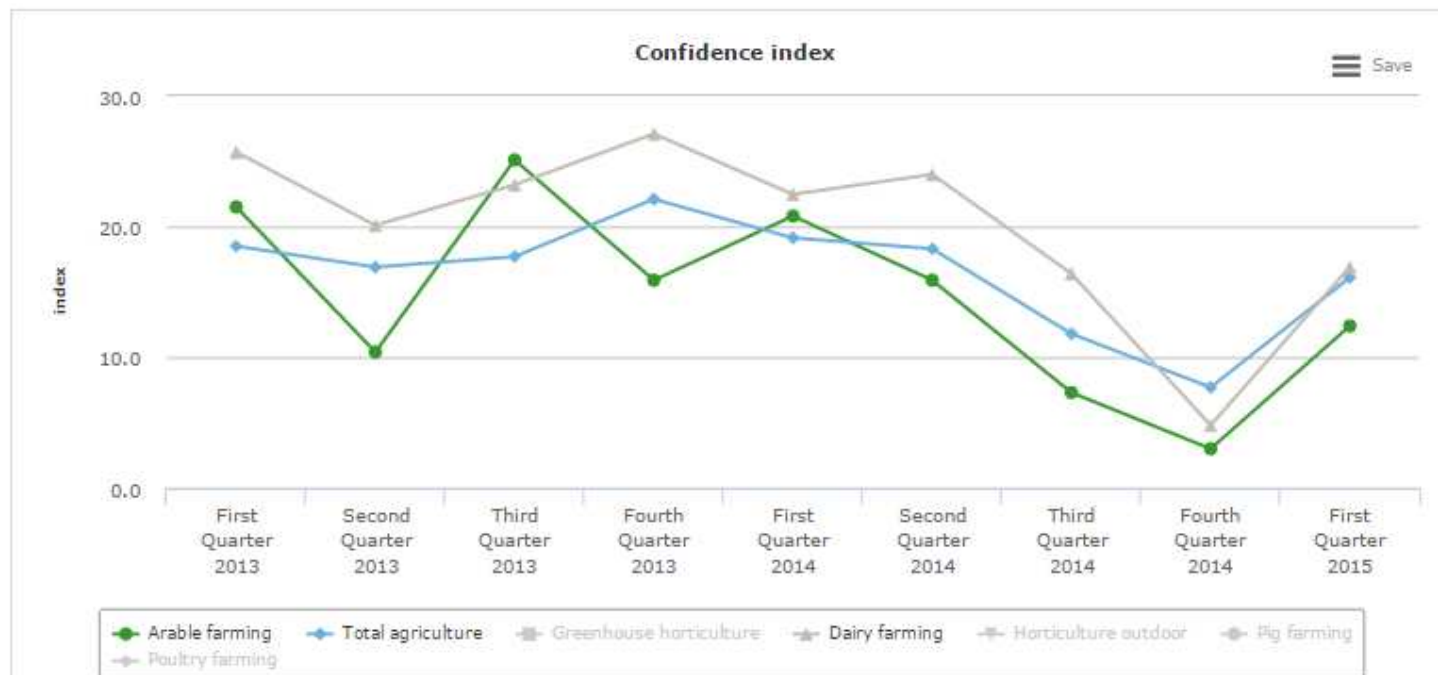
Select a sector

- Arable farming
- Greenhouse horticulture
- Agriculture
- Dairy farming
- Outdoor horticulture
- Poultry farming
- Pig farming

Confidence - arable farming

## Confidence among arable farmers decreased

13/05/2015



Source: LEI Wageningen UR, LTO, Flyth, Ministerie van Economische Zaken

# Data sources

Agro & food portal > Data



### Browse data on Agro & food portal

Next to browsing articles per sector or theme, the agrofoodportal.com offers the possibility to browse data for some of the content on this website. Select your buzzword and get the data in a pivot, graph or presentation tree, and find out what additional information is available in that data source.



E-mail: Yvonne Fernhout  
Phone: 0031(0)703358338



Select a keyword

#### Profit

World trade

Prices

Dutch trade

Farm results

Gross margin livestock and crops

Standard Earning Capacity (SEC)

#### Planet

Energy use

Crop protection

### Farm results

The Dutch Farm Accountancy Data Network contains many indicators on economic performance on agricultural and horticultural farms, such as the profit and loss account, balance sheet and investments. These results are available per farm type and size class.

Show data

## Select a table

## General

- Indicators
- General overview
- Holding structure
- Land lease
- Distribution and reliability
- Standards

## Farm results

- Direct payments
- Holding results
- Economic farm results
- Income statement
- Statement of flow of funds
- Changes in net worth
- Investments
- Balance sheet, detailed
- Balance sheet, short

## Planet

- Energy: costs and use
- Mineral balance: nitrogen
- Mineral balance: phosphate
- Water: Costs and use
- Crop protection by farm
- Crop protection by crop

## Sector specific results

- Horticulture under glass
- Arable crops
- Dairy
- Cost price of milk
- Breeding pigs
- Fattening pigs
- Laying hens
- Broilers
- Sheeps
- Goats

Make your selection and click on 'show data'

Show data

## Select company type(s)

- Select all
- Total agriculture and horticulture farms
  - Dairy farms
  - Organic dairy farms
  - Fattening calf farms
  - Pig farms
  - Pig breeding farms
  - Pig fattening farms
  - Integrated pig farms
  - Laying henn farms
  - Broiler farms
  - Arable farms
  - Horticulture under glass
  - Horticulture under glass: vegetable farms
  - Horticulture under glass: cut flower farms
  - Horticulture under glass: pot plant farms
  - Mushroom growers
  - Open field vegetable farms
  - Bulb growers
  - Fruit growers

## Holding results - Total agriculture and horticulture farms

Amounts are a mix of inclusive and exclusive of VAT.

Export

Variabels	Unit	2014	2013	2012	2011
<b>▼ Output</b>					
▼ Total output	euro	528,500	543,000	529,000	493,600
▶ Arable	euro	43,200	51,800	53,700	38,300
▶ Flower bulbs and turnips	euro	17,400	16,800	14,300	13,300
▶ Vegetables	euro	60,000	59,700	55,200	50,300
▶ Flowers	euro	48,600	47,800	44,100	40,400
▶ Other horticulture	euro	60,000	61,200	67,600	61,500
▶ Cattle	euro	139,500	135,700	114,500	116,800
▶ Intensive livestock	euro	87,000	93,900	99,900	86,400
▶ Other output	euro	72,700	76,100	79,600	86,500
<b>▼ Payments of costs and depreciation</b>					
▼ Total paid costs and depreciation	euro	477,000	482,500	455,600	452,700



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# Conclusions

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- Highly appreciated by government and sector
- Exposure has increased strongly
- Re-use has been made much more easy
  
- Needs organisational adjustments in management of system and content
- Requires stronger cooperation between different fields of expertise

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# Further info

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[www.agrofoodportal.com](http://www.agrofoodportal.com)

