



Department  
for Environment  
Food & Rural Affairs

*Pacioli 21 22<sup>nd</sup> to 25<sup>th</sup> Sept, 2013, Sweden*

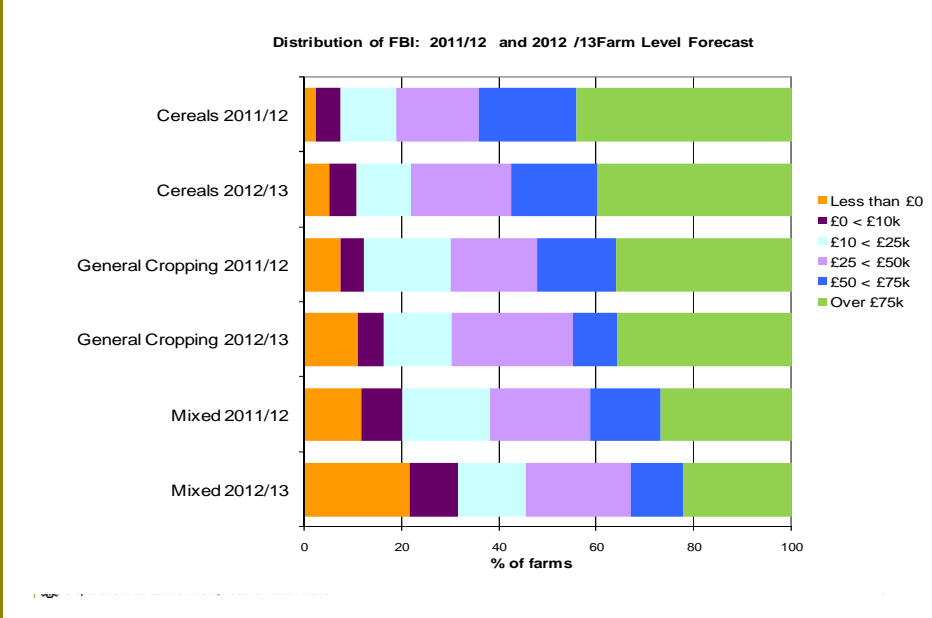
## Challenges in recording farm innovation in farm surveys

Presented by: Andrew Woodend  
Date: 23<sup>rd</sup> September 2013

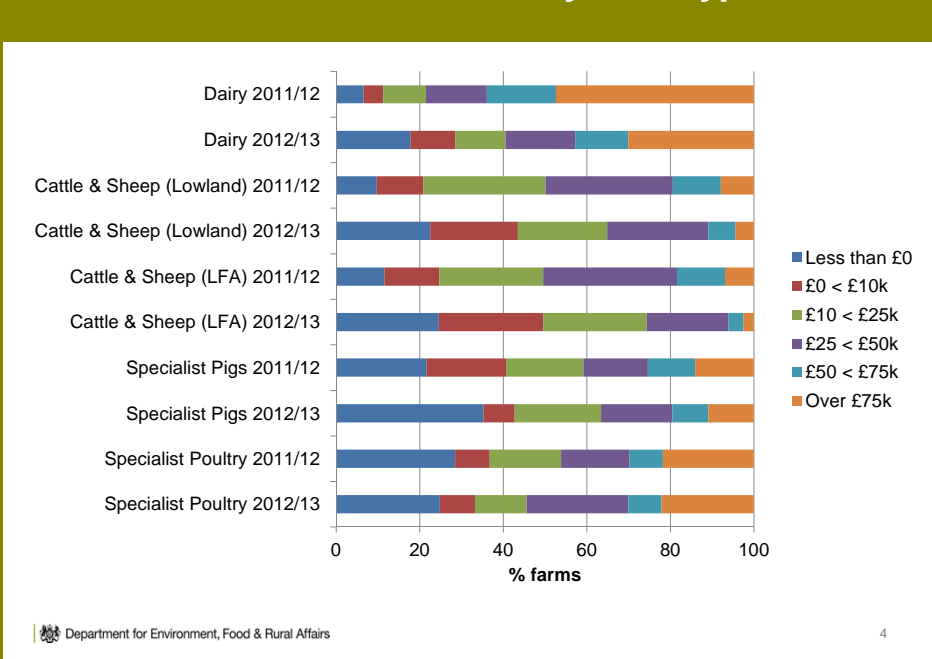
### Challenges in collecting data on innovation in farm surveys

- Background,
- Distributions of farm economic performance
- Economic sustainability, productivity
- Management practices.
- Collecting data on innovation – why?, what?, how?

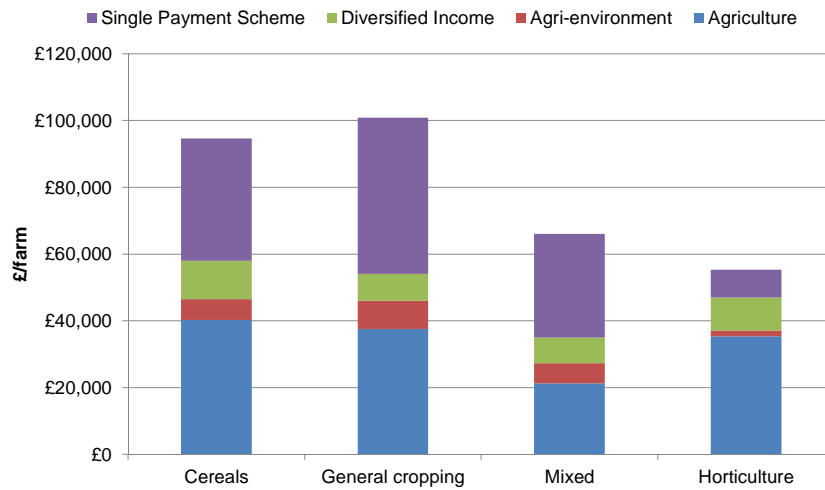
## Distribution of farm incomes by farm type in England, 2011/12 and forecast for 2012/13



## Distribution of farm incomes by farm type contd.



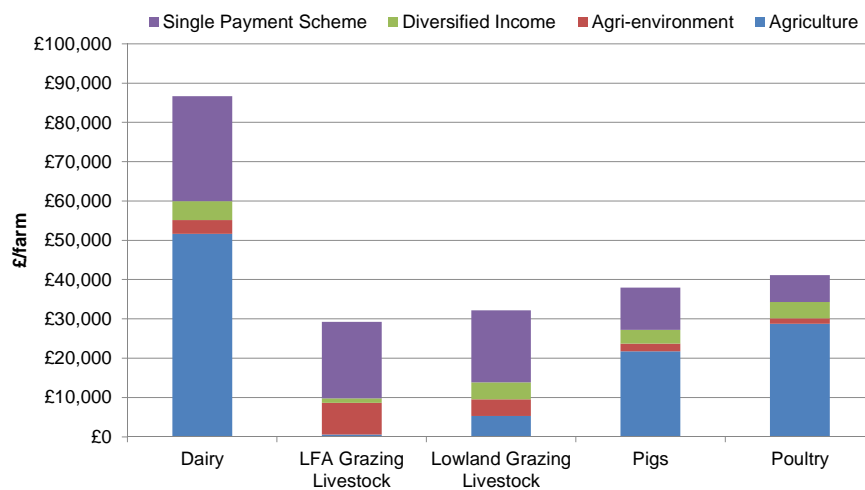
### Breakdown of Farm Income by 'Cost Centre', (2011/12)



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### Breakdown of Farm Income by 'Cost Centre', (2011/12) contd



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## Need for data on innovation: Background

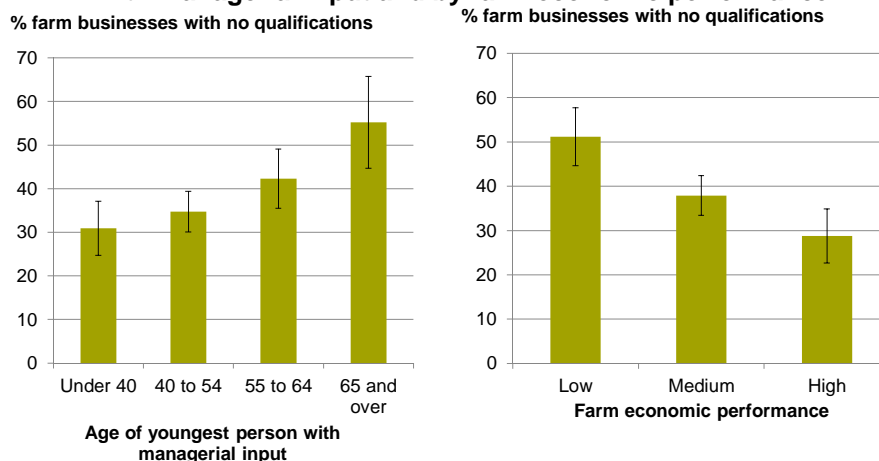
- Productivity of UK farming: not good enough
- Need to raise average level of farm economic performance too
- Bring the average performance closer to the strongest. .
- Too much dependence on support.
- ‘*Agri-Tech Strategy*’, launched summer 2013.
  - £160m (180m euro) UK govt funding over 5 years,
  - And private sector must pay equal amounts

## Need for data on innovation: Background contd

- Business Management Practices and some other business characteristics:
  - education and qualifications
  - seeking further knowledge and skills in business management
  - business planning, benchmarking and management accounting , risk management , accessing advice , computer usage, continuing professional development schemes
  - agri-environment management practices
  - **But nothing much on innovation**

## Education/Qualifications

### Percentage of farm businesses with individuals having no further/higher education qualifications by age of youngest person with managerial input and by farm economic performance



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## Challenges in recording innovation

- *What* is innovation in the farming context? (doing something new even if not *totally* new?, *stop* doing as well as doing? , does the farmer agree with our definition?)
- Why record innovation?
  - Link to productivity? Link to economic performance?
  - Evaluating success of policy, eg '*Agri-Tech Strategy*'  
Diffusion of best practice and new ideas.
- *How* do farmers innovate? (where do they get ideas?, what are the barriers to innovation/trying new things?, market failures?)
- Innovation in farming compared to other sectors?

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## Challenges in recording innovation contd

- *Approaches;*

Proxy measures for innovation, *investment?* But what about practices?

Simple yes/no type questions. Have you tried something new this year? Was it successful?, Will you repeat it?

Unique code responses to record the number of innovations, their type (basic information), where did they get the idea.

Case studies – detailed in-depth structured interviews, very small sample size, statistical issues but good *qualitative* data.

Surveys of experienced data collectors; knowledge of different farms and farmers, focus groups, structured interviews.

**Thank you for your attention**