




# FARMER FIELD BOOK

YOUR TOOL FOR  
HIGH-QUALITY  
PERFORMANCE  
MEASUREMENT



an **AGRI LOGIC** product





# FARMER FIELD BOOK

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Measuring the effects of investments made with large numbers of small-scale farmers is often a challenge. Conventional studies rely on irregular or once-only surveys, which are not always reliable. The Farmer Field Book is a data collection method combined with a software package which allows detailed and reliable estimation of return on investment.

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## WHY FARMER FIELD BOOK?

Measurement of return on investment is achieved by real-time data collection, recording and sophisticated analysis. Reporting functionalities include reports for companies, individual farmers and farmer groups. This provides participating farmers with an opportunity to learn from their peers and improve their farming practices and business skills. This in turn improves data quality because farmers have a stake in providing accurate information.

### BENEFITS FOR IMPLEMENTING COMPANIES

- Company level report with detailed supply chain analysis
- Optional cluster analysis of data to fine-tune service delivery to farmers based on their performance, location or profile
- Better understanding of farmers in your supply chain
- Possibility to fine-tune crop forecasting
- Measure effects of project interventions (e.g. input packages, training)
- Analyse your project's Return on Investment
- Understand the relation between farming practices (pruning, weeding, etc.), input use and yield or income
- Insight into farmer loyalty (comparing recorded production with sales to your company)
- Detailed farmer performance track record to assist in access to credit

**AGRI LOGIC** management, consultancy and research - Agri-Logic operates where agricultural production, development, international trade and consumer markets intersect. We combine a thorough understanding of farm level reality and commodity trade with scientific research skills and a track record in sustainability strategy design and implementation, to help clients deal with sustainability challenges and market requirements.



“Farmer field book came with undreamt-of benefits for me, one of the most significant being the trainings I received. I am now able to accurately record each farming activity I carry out and this has enabled me to know exactly the net profit of my coffee farm. Other farmers of the community now see me as an example, as somebody who knows what she is doing. That is why I am regularly consulted by other farmers. In itself, filling the Farmer Field Book recording forms constitutes a source of motivation because it reminds me of the tasks I have yet to do.”

**JULIANA BONGFEN**  
COFFEE FARMER IN CAMEROON



## FARMER FIELD BOOK AROUND THE WORLD

- First used in Vietnam in 2001
- More than 7,000 users, representative for more than 150,000 farmers in 12 countries
- System languages: English, Spanish, French, Vietnamese, Dutch and Laotian
- Tested for coffee, cocoa, tea, pepper, a range of annual food crops and fruit trees

### BENEFITS FOR FARMERS

- Farmers receive individual farmer reports each year (Profit & Loss statements)
- Farmers also receive group reports comparing different farmers to each other and to benchmarks
- Farmers participate in an annual training session by field staff on how to interpret results and use them to improve farm management
- Farmers gain insight in costs, cost allocation, turnover and profits



## ENVIRONMENTAL FOOTPRINTS

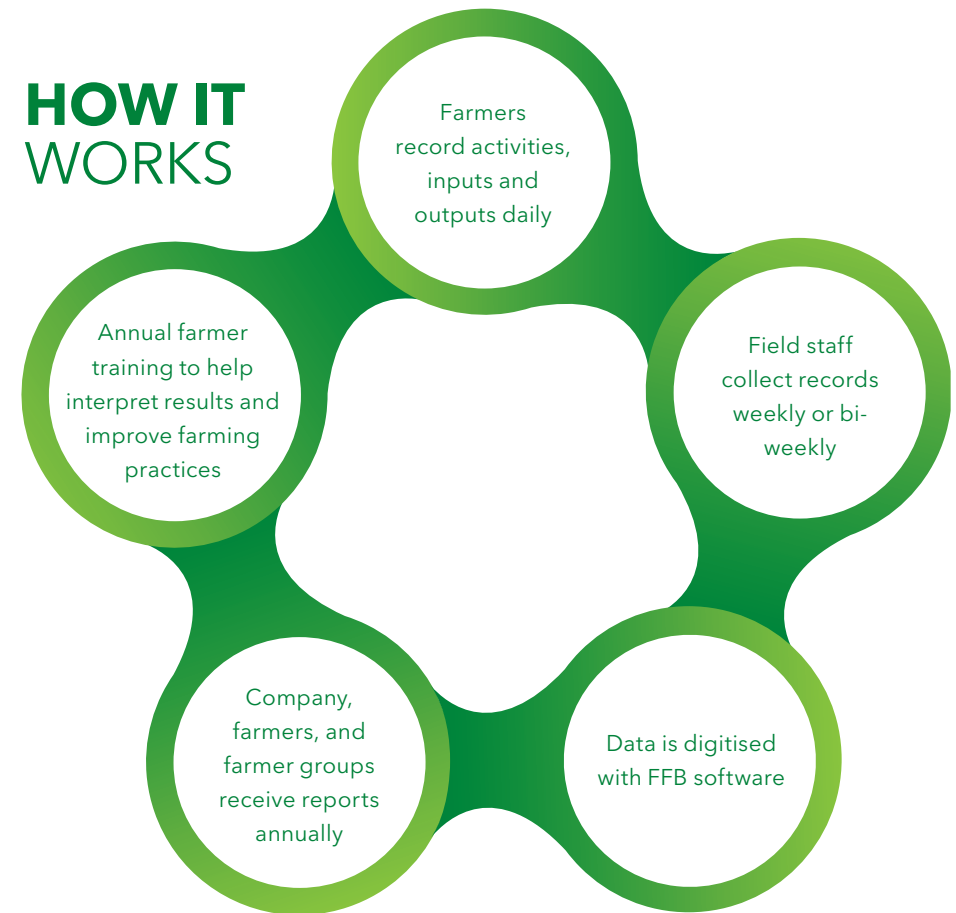
Climate change mitigation and adaptation are becoming increasingly important. The Farmer Field Book therefore contains several features which enable organisations and farmers to gain insight in the impact of their products on the environment, as well as ways to minimize this impact. For example, it can calculate CO<sub>2</sub>-equivalent emissions of production as well as on-farm carbon sequestration resulting in a net carbon footprint per hectare, farm or unit of product. Calculation of pesticide and water footprints is also possible, and farmers who use banned pesticides can be identified.

### FARMER FIELD BOOK - HIGHLIGHTED FEATURES

- Fully customizable and adaptable to different crops, countries and languages
- Collect, manage and analyse big data
- Detailed and reliable
- Reduced dependency on recall data
- Data remains with company - confidential and secure
- Includes a feedback loop to farmers so they can benefit from their data recording efforts
- Includes a module to calculate product environmental footprints (carbon, EIQ, water)
- Possibility to calculate scenarios (e.g. price changes, increase in labour cost)



## HOW IT WORKS



“Using the FFB has given our cocoa operation in Ghana better insight into farm and farmer realities on the ground. We expect that with a better understanding of the economic and agronomic situation we can design and target our farmer support programmes to yield better returns for both ourselves and our suppliers.”

**JASON GREEN**

HEAD OF COCOA SUSTAINABILITY AT ECOM AGROINDUSTRIAL CORP. LTD

Farmers record activities, inputs and outputs on a daily basis. Company field staff collects the paper forms weekly or bi-weekly, after which data is digitised using FFB software. Farmers receive annual Profit & Loss statements and group reports, while companies receive reports with advanced statistical analysis on programme effects and drivers of productivity and profitability. Yearly training sessions for participating farmers are held to discuss their results.

Software and recording forms can be adapted to the local context (language, units of measurement, crops, farming systems). Company staff is trained to apply the Farmer Field Book. Remote support and troubleshooting is available.



# THREE REPORTING LEVELS



## INDIVIDUAL FARMER REPORT

Each FFB farmer receives a personal farmer report, or Profit & Loss statement, annually. This report can contain, for example:

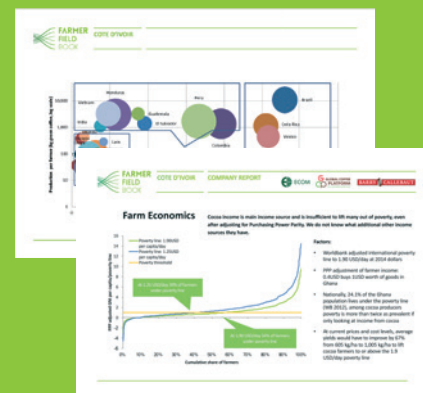
- Labour hours spent on different farming activities, both household and hired labour
- Costs: money spent on labour, on material such as fertilizers, on equipment rental and maintenance, and investments in and depreciation of assets
- Income from the selling of different crops
- Profit or loss (income minus costs)
- All variables expressed in total and per hectare or tree to allow comparison to peers



## FARMER GROUP REPORT

Farmer groups of 10 to 25 farmers also receive a Group Report:

- Graphical representations of the relation between various farming activities and yield or income.
- Each farmer has a unique number, allowing them to identify themselves in the graphs and compare their performance with others
- The reports serve as a basis for discussion between farmers during a workshop, allowing them to learn from each other



## COMPANY REPORT

Data of all farmers can be aggregated and analysed for a company-level report. The length and focus of the report can be adjusted to your demands.

Examples of what can be analysed:

- Which factors (gender, age, training attendance, etc.) influence yields and farmer incomes?
- Are there differences between regions?
- How do farmer incomes compare to international poverty standards?
- How will future changes in crop prices or labour costs influence farmer incomes?

# FARMER FIELD BOOK IN SHORT

Measure the impact of your sustainability programmes so you can adjust or fine-tune your interventions for **maximum impact**.

Calculate the **environmental footprint** of your products (emissions, pesticide impact, water).

Report **credible, reliable and detailed** results of your projects to clients or donors.

Enable farmers in your supply base to **learn from one another** and assist them to see their farms as a business so you can grow and **build a sustainable future together**.



**WANT TO LEARN MORE?**

Contact Agri-Logic to find out more about the benefits and possibilities of the Farmer Field Book for your organisation.



**FARMER  
FIELD  
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