

Can we / should we measure farmer incomes? If so, how? What have we learned?



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Reflections on SFL's 2017 Performance Measurement meeting

What are we measuring?

Total Household Income from All Sources



Total Farm Net Income



Target Crop Net Income



Target Crop Revenue



Nothing on income

Why?

What really matters?

What is feasible to measure?

What is ethical (for companies) to measure or ask?

What most closely links to our responsibility and sphere of influence?

What approach are we taking to measurement?

Interested in change or current status?

Income focus or consumption focus?

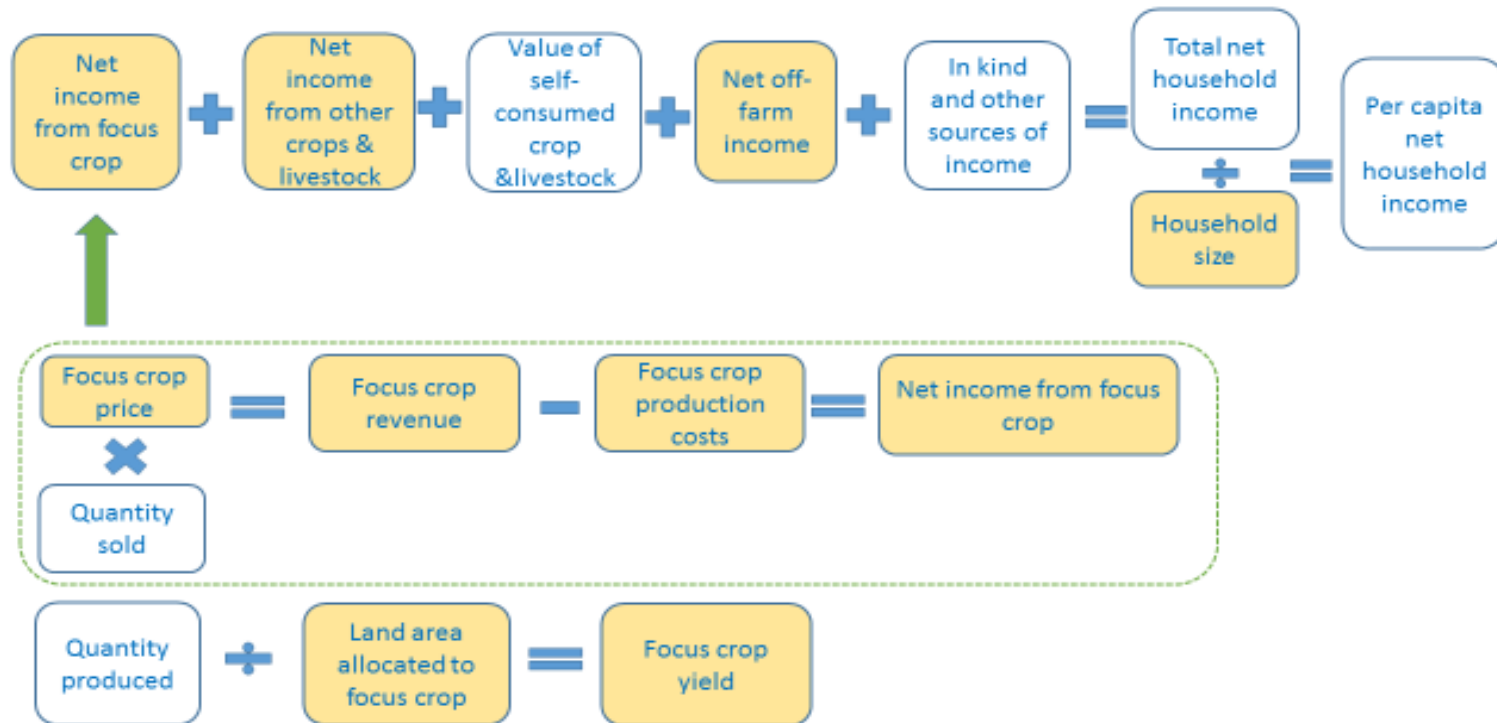
Actual or perception or proxy (e.g. PPI)?

If actual:

- From records (sales, taxes, etc) or reported
- Reported as single figure or built up from components

Do we all have to measure? Could we share information?

Progress on farm economics metrics: COSA, ISEAL, SFL



Critical to be clear about: source and type of data (e.g. self-reported or not), approach you are taking to income measurement (full income or crop focus plus estimates).

In some sectors, there is now a lot of farm level data. How can we use this to inform strategy?