



Farm Level Indicators for New Topics in policy evaluation

Stakeholder involvement

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Outline

1. Background and objectives
2. Overview of the process
3. Results
 1. Perceptions towards **sustainability measurement**
 2. Perceptions towards **selected indicators**
4. Conclusion

1. Background

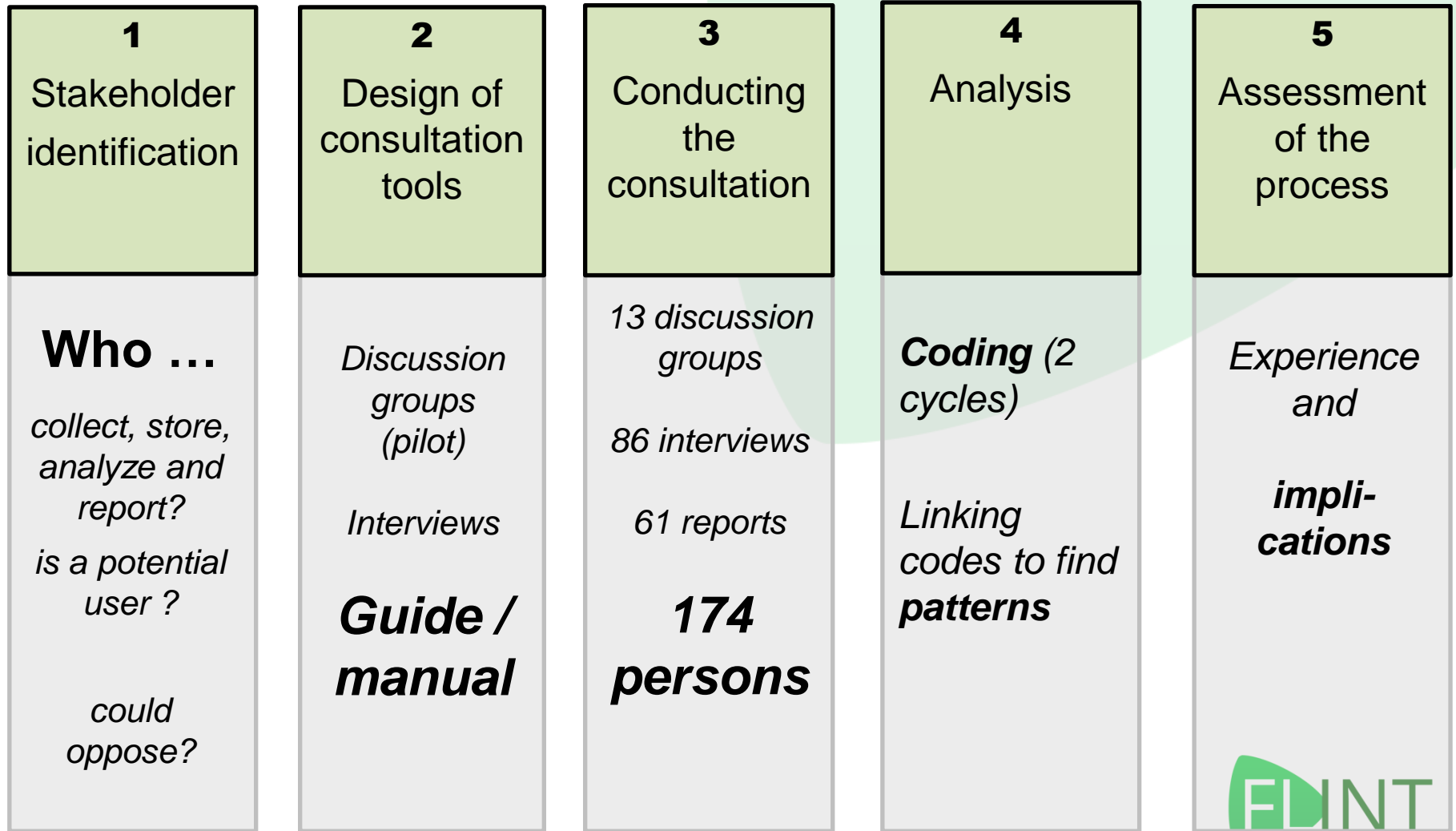
- Indicators have **different functions**:
 - unit of scientific measurement
 - elements of monitoring systems
 - elements of policy or management strategies
- Indicators' selection and use involve **multiple valid perspectives**
- Dialogue between **researchers, providers of information, and users**: What is relevant, feasible and useful?
- → support in the decision-making process in order to increase transparency, ownership and public legitimacy

1. Objectives

The **stakeholder involvement process** was conducted to...

- know and **understand perceptions** of stakeholders
 - of sustainability measurement
 - of proposed indicators
- support the **indicators' definition and selection**

2. Process



3. Results

8 stakeholders groups



Farmers (58)

Farm advisors (13)

Farm data collectors (46)

FADN representatives (9)

Policy makers and/ or policy evaluators (9)

Scientific and academics (11)

Farmers representatives (3)

Value chain actors (14)

3. Results

Perceptions towards

1. Sustainability measurement at farm level

What influences current information exchange?

2. Feasibility and usefulness of indicators

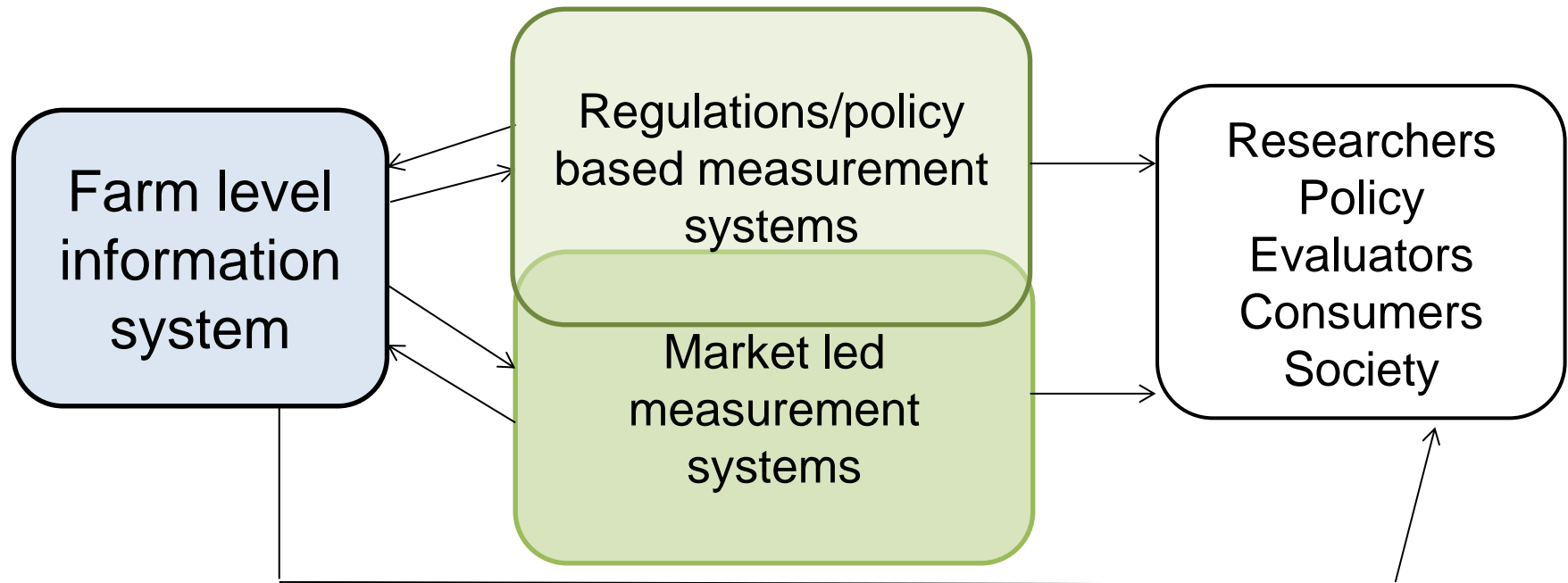
Scoring 33 indicators

--Feasibility
--Usefulness

Why?

3. Results: sustainability measurement at farm level

Information exchange is already happening



- **Products**
- **Information**
- **Incentives**

What influences this exchange?

- objectives
- trust
- expected benefits and risks
- cooperation between stakeholders

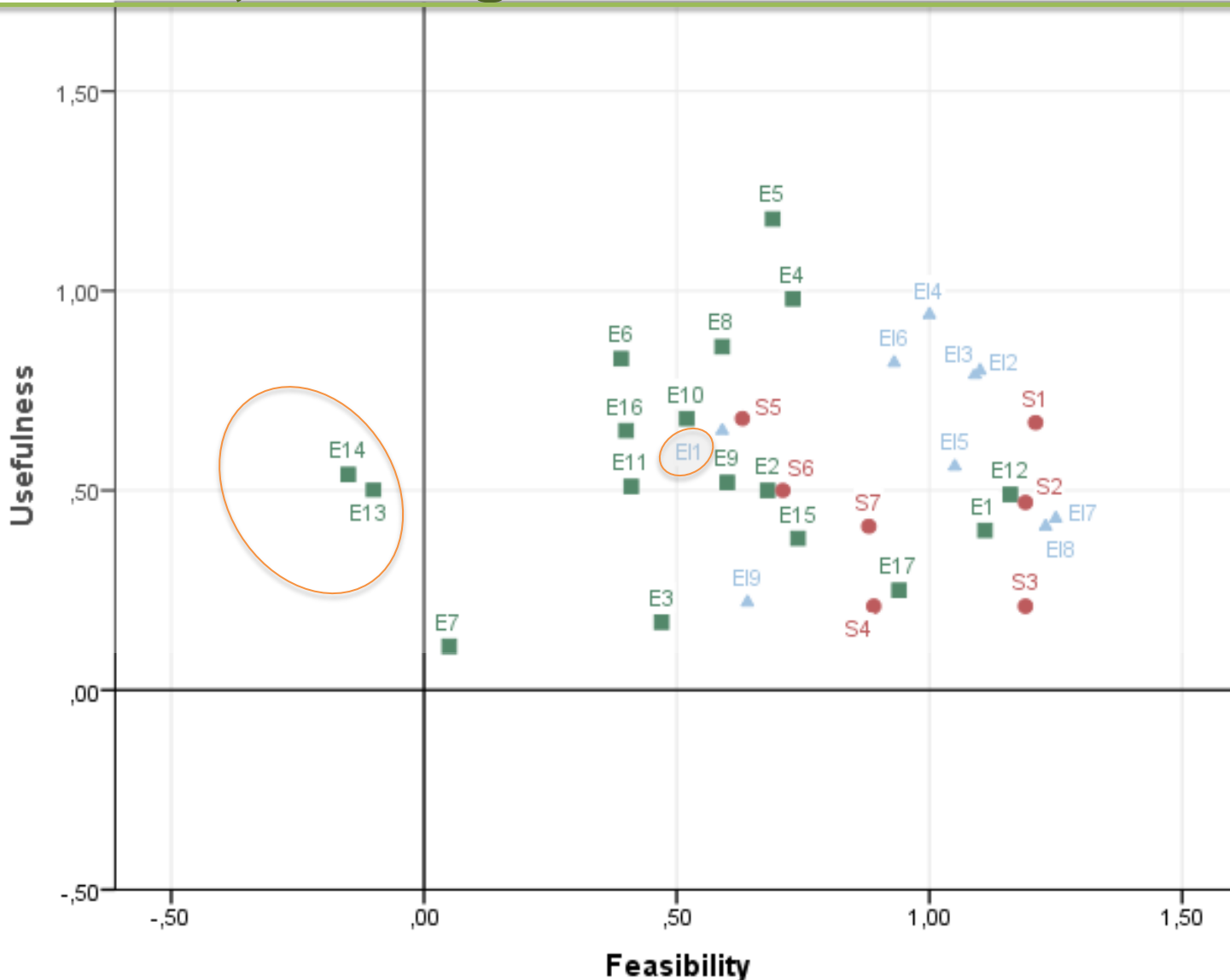
3. Results: sustainability measurement at farm level

Example

Changes

- New law on plant protection
 - ⇒ Farmers have to reduce chemical use and register chemical that use
- Processors check quality and contents of chemical in products
- Depending on ^{the} markets there are different lists of acceptable
- Dairy farms ^{are forced} have to adopt technology to deliver milk, milk quality (cells counting, antibiotic)
- Document Feed, store,
- ^{Farmers have to} Accept visits of assessors and auditors
- Consumer ^(richer people) don't prefer meat products from unknown sources: they prefer local products. Poor people buy according price

3. Results: feasibility and usefulness of indicators, scoring



NT

3. Results: feasibility and usefulness of indicators: why?

„ Farmers become reserved when those topics get to the table. But if you have good reputation they become active partners“

Farm advisor

„ Easy at farm level; difficult at parcel level“

Data collector

There are fact, lies and statistics. It is not difficult to collect data, it is much more difficult to understand data“

Researcher

„Retailers are not really interested in that type of information“

Value chain actor

„ This [the indicator] is to inform others, not to use at farm level“ ***Farmer***

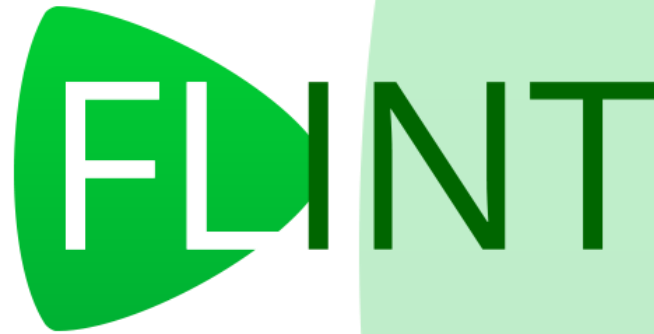
„It makes sense to collect some information, even when it could not be used at farm level“ ***Farmer***

4. Conclusions

- All indicators are perceived as feasible, except GHG
- What influences perceptions on **feasibility**: type of data, availability in the farm records, relationship (trust), farm characteristics
- What influences perceptions on **usefulness**: relevance of the problem expected to address, expected use, context and farm characteristics
- Divergences are stronger on those indicators that are not expected to be used at farm level
- Adequate reporting important for communication

4. Conclusions

At the end of the day, stakeholders perceptions are not determined **by the indicator only** but equally by the context in which the information is gathered, transferred and used.



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