

Let's grow together – What *agri benchmark* has to offer to you

Dr. Yelto Zimmer
Thünen Institute of Farm Economics

Commercial
partners:



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Let's grow together.



**We help to manage challenges in
global agriculture**

Let's grow together.

- 1. Understanding growers needs and constraints enables you to improve products and services.**
- 2. Understanding trends in global crop production allows you to adjust strategies.**
- 3. Understanding agronomical and economic drivers of current production systems is the basis for innovations.**
- 4. Understanding strengths and weaknesses of production systems from a global perspective makes it possible to take profitable decisions.**

Learn local, grow global.



You need reliable and comparable data on farming systems to understand dynamics in crop production.



***agri benchmark* is there to satisfy this hunger for data and information.**

We compare apples to apples.



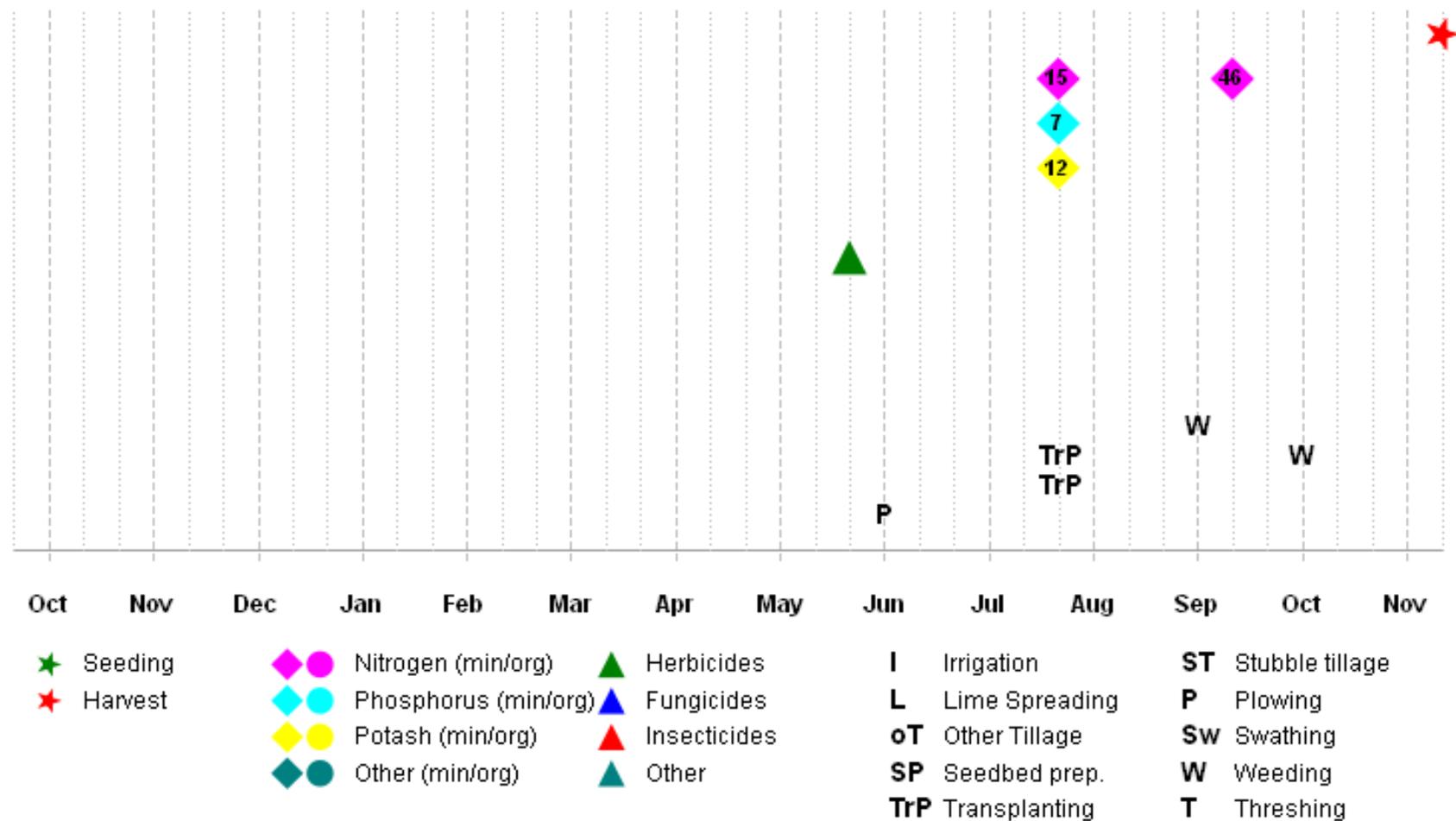
Because we collect data with globally standardized methods we deliver reliable and comparable results.

We dig deeper.



The unique depth and quality of our data guarantees appropriate support for your decision making.

Data on Cropping Systems – Example: Wet season rice Nigerian farm NG5NI



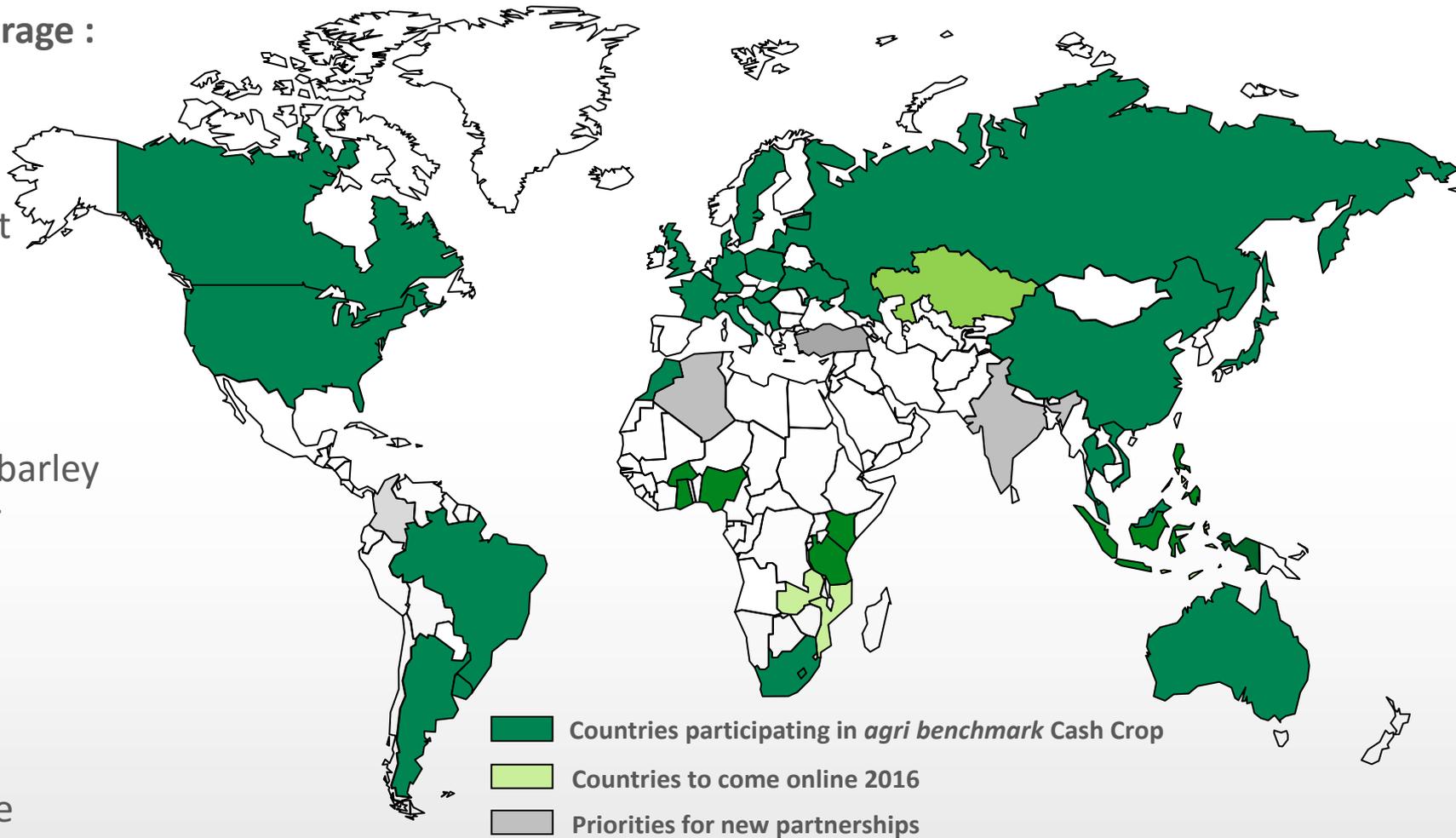
What makes *agri benchmark* unique?

1. The only scientific global economic farm level data base with a uniform and comparable data.
2. The only global farm level data based on production systems: Costs can be broken down into quantities and prices and cost for individual operations.
3. Close link with regional advisors and growers enables us to conduct tailor-made studies:
 - a) Constrains of current production systems (“pain points”)
 - b) Feasibility, profitability and implications of technical, economic or agronomic innovations
 - c) Policy analysis

Present in all major countries and crops

Crop coverage :

Corn
Soybeans
Wheat
Sugar beet
Rice
Rapeseed
Oats
Rye
(Malting) barley
Sunflower
Sorghum
Cotton
Peas
Beans
Palm oil
Sugar cane



agri benchmark – partners with high reputation (I)

Europe



UK



Sweden



Hungary



Italy



Ukraine



Czech Republic



France



Bulgaria



Poland



Denmark



Institute for Agricultural Market Studies

Russia

North America



Canada



USA / Iowa



USA / Indiana



USA / Kansas



USA / N-Dakota

agri benchmark – partners with high reputation (II)

South America



Brazil



Argentina / Uruguay

Asia



China



Malaysia



Vietnam



Indonesia



Thailand



Japan

Africa



South Africa



Kenya



Zambia



Nigeria



Ghana

Australia

Western Australia



Victoria



NSW/QLD



South Australia



Annual *agri benchmark* Cash Crop Conference



2014 at the Borlaug Centre in Des Moines/IA USA

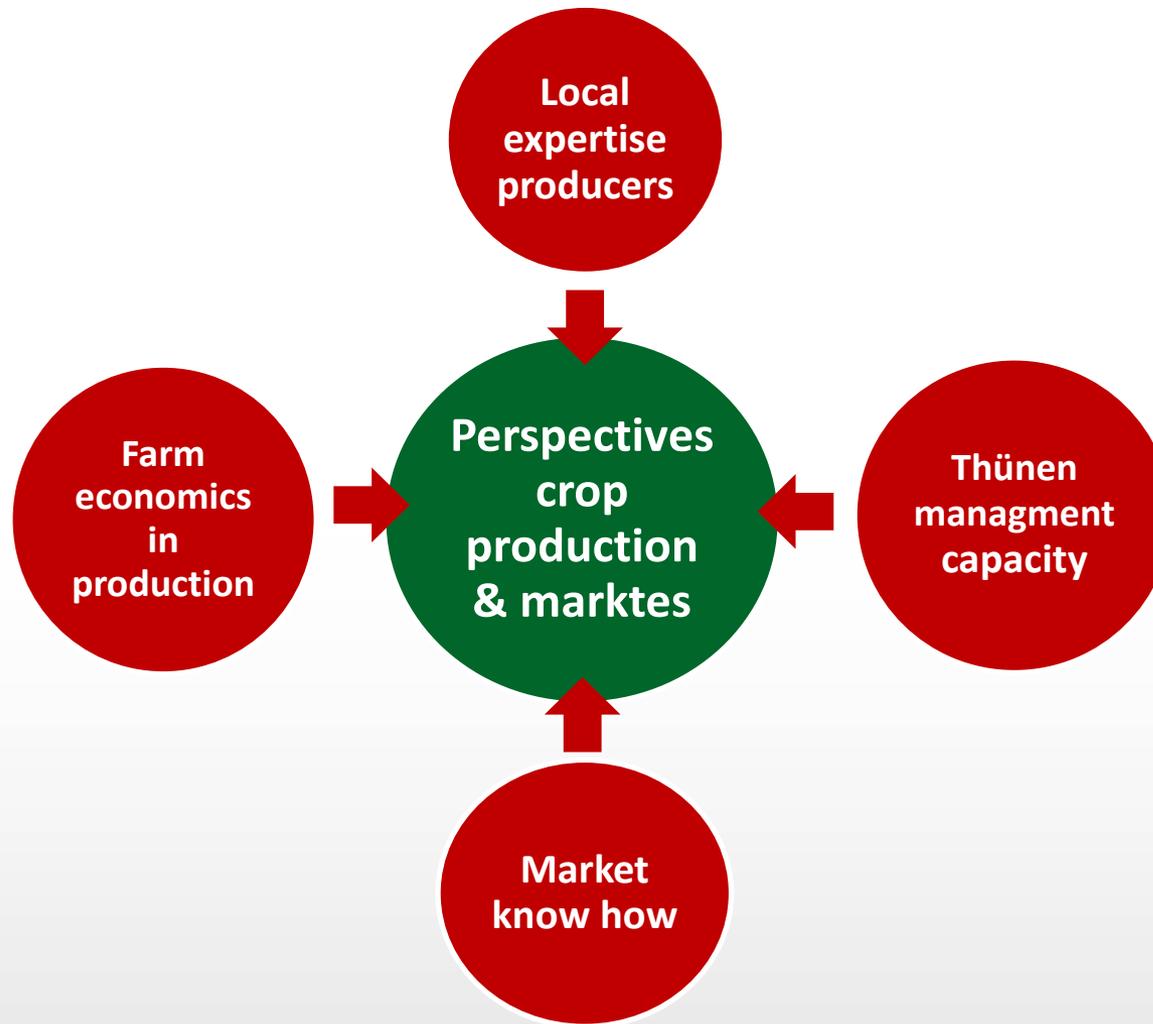
agri benchmark Farms - Established Systematically

A typical farm...

- ⇒ represents the origin of a major share of the national output in a given crop
- ⇒ is defined by a certain production system and a combination (if any) of enterprises
- ⇒ has certain structural features re. ownership of land as well as labor organization (family vs. hired)
- ⇒ is annually updated and regularly being re-assessed to track changes

Data is jointly gathered from partners, regional advisors and growers. Basis: Standard operating procedure (SOP).

Strengths of *agri benchmark* research



Major clients and research partners

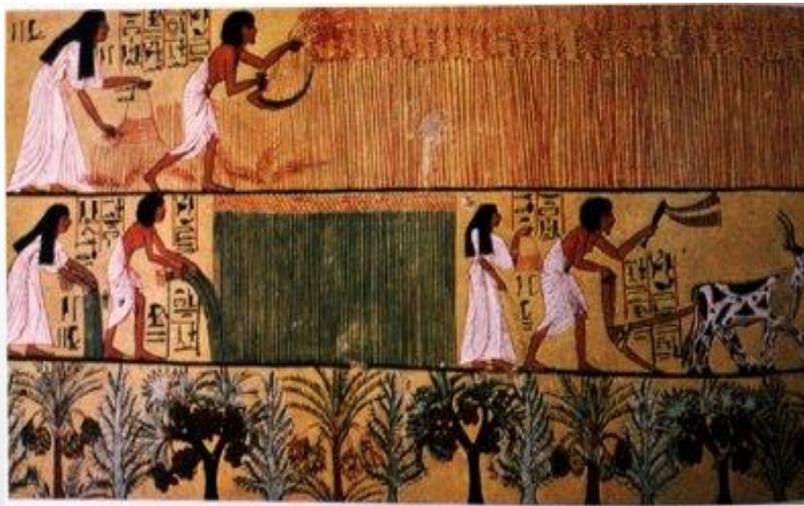


McKinsey & Company



Knowledge is our business

Thank you for your interest in *agri benchmark*.



Dr. Yelto Zimmer

- Head of *agri benchmark* Cash Crop team -

Thünen Institute of Farm Economics
Bundesallee 50, 38116 Braunschweig
Germany

phone	+49 - 531-596-5155
mobile	+49 - 173 - 5722723
e-mail	yelto.zimmer@agribenchmark.net
internet	www.agribenchmark.org
	www.ti.bund.de