



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,
Reusable and Shareable

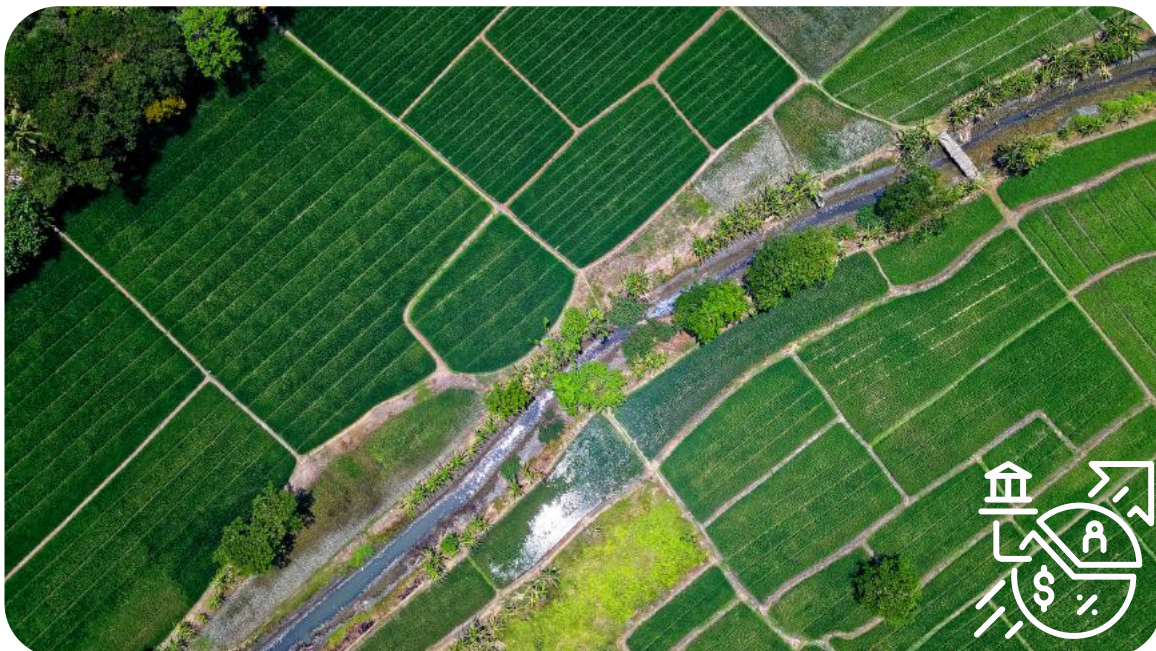
FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°42

Farm Profitability and Gross Margin Calculation



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Farm Profitability and Gross Margin Calculation

n°42

Context

Agricultural production in Western Balkan and Serbia is mostly organized in small family farms (FFs), which are characterized by low production results and non-profitability. There is a strong need to strengthen knowledge transfer to farmers to increase profitability on FFs and improve the competitiveness of Serbian agriculture.

Innovative solution

A DAT for calculating gross margin as a tool for evaluating the profitability of the FF and analyzing the economic efficiency of different inputs could improve the results of the advisors' work. Results hidden in laptops and printed reports do not present a good overview of the farm to the advisor. Since much of the data is generated live and constantly updated in different systems, farmers and advisors need to be able to review performance data in the field on a single DAT.

➔ Learn more about the Family Farm Profitability Calculator on the FAIRshare DATs inventory:



Recommendations

- The improvement in gross margin recorded and justified on family farms could be used for evaluation of advisory work.



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Consortium

