



The *agri benchmark* Beef Project

The network to benchmark beef sectors worldwide

The starter partnership

***Annex: agri benchmark* at a glance**

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The starter partnership

What we offer you

We offer a one-time opportunity for new partners to join and to get to know the network and its members:

The **starter partnership**. New partners get the opportunity to join for one year and receive the following benefits:

- You are invited to participate in the exclusive Beef Conference to be held for a conference fee of EURO 500.
- If you are interested, you get the opportunity to make a country presentation in the Beef Conference.
- You can participate in the post conference tour which includes agricultural and cultural events.
- You receive one Beef Report which summarises the main findings of our annual analysis.
- After the Beef Conference, we jointly make a decision whether you stay as a full member.
- The benefits of a full partnership are shown in the Annex of this paper.

Have a look at our website for more information (click on text)

[Read an extract and order a copy of the Beef Report 2009](#)

[Check the price developments of the last ten years](#)

[Enjoy pictures of our Beef Conferences](#)

[Meet the partners and their institutions](#)

[Have a look where our typical farms are located](#)

What our partners say

I think [the Beef Conference] is, as always, a unique opportunity to share information, methodologies and conceptual issues related with beef production and economics in a world wide sense.
Ernesto Reyes, Spain

My experience as a first time attendee was extremely positive and the contacts I have made will be very useful in the future. The vision of **agri benchmark** and the commitment to build this network to where it is today is very much appreciated.
Lloyd Davies, Australia

I would like to say that we had a very nice time. The opportunity to exchange information, knowledge, experiences was really positive. This last meeting was a result of a long-term investment.
Sergio de Zen, Brazil

It was a very interesting and enjoyable week and I'm already looking forward to next year's conference. I look forward to working with you all in the future.
Mark Topliff, UK

This conference has extended my experience and information has been useful for me as an agricultural economist and for my own research centre.
Prajogo Hadi, Indonesia

I want to express my satisfaction about the training and the conference. It was not only a professionally most interesting experience but a very enjoyable week thanks to all of you.
Cristina Ras, Argentina

As new members all of you made us feel very welcome and we learned a lot. The meat during the 'braai' (barbecue) was great (as was all the other activities and food) and it was nice to taste so many different types of meat. We look forward to build this relationship in future.
Andre Jooste and Pieter Taljaard, South Africa

It is a great pleasure to meet you all there and it is extremely beneficial from my side to share your ideas about the global situation of the beef industry.
Dong Wang, China

The starter partnership

What you put in

To receive the benefits of the starter partnership, you **provide** the following:

- 1) Data and text for the **country page** in the Beef Report.
- 2) Data for the **Price Data Base** on the website.
- 3) **Conference fee** of 500 EUR.

1) The country page

This page should have the following elements:

1. A brief summary of the beef sector of each country, provided by the partners.
2. A map of each country showing the spatial distribution of suckler-cows and cattle on feed.
3. Statistical (time series) information on inventories, production, trade and prices.

The extract of the Beef Report 2009 shows an example of the country page.

http://www.agribenchmark.org/beef_results_farm_beef_reports.html

2) The Price Data Base

The Price Data Base is available on the public part of the **agri benchmark** website at:

<http://www.agribenchmark.org/pricedb/index.php>

Your contribution to the price data base is an easy way to enter the network and improve the data for all participants by adding an additional country.

Some details and principles of the price data base are:

- At present, the price information is provided on an annual basis.
- Prices are shown in US\$, EURO or national currency. Results are shown as table and chart for the country, animal category and period selected by the user.
- The prices cover the most important beef price categories in their country as well as the most important livestock price categories. Examples are:
 - Beef prices: Bulls R3, Prime steers, Yearling steers, Heifers
 - Livestock prices, dairy calves, weaners from cow calf, backgrounders / store cattle
- Prices are shown as net prices (GST/VAT free), indicating the currency, animal category, classification, weight unit (live weight or carcass weight) and source of the data.

3) Conference Fee

The conference fee of 500 EUR includes expenses for food, conference materials, events and the post conference tour. Travel and accommodation expenses are covered by all participants themselves.

Annex: agri benchmark at a glance

What is it?

agri benchmark is a global network of farm economists generating sustainable, comparable, quantified information about farming systems, their economics, their framework conditions and perspectives world-wide.

Why are we doing it?

The main goals of this project are:

- Establish a sustainable cooperation between farm economists and farmers in the participating countries.
- Develop powerful tools for a worldwide analysis of agricultural branches.
- Compare typical farms (production systems, production costs, competitiveness, future development).
- Understand the impact of the major driving forces on agricultural branches.
- Provide relevant information for all clients who want to strengthen their strategic position in a global agricultural economy.

What is important for you?

- **agri benchmark** is a non-political and non-profit activity. Rules and values of the network are developed by mutual agreement. Methods and main results are exposed to an ongoing quality assurance process and are open for public discussion.
- **agri benchmark** is dependent on the support of various scientific and agribusiness institutions as well as private companies. Partners benefit from first-hand access to information and extra services (see next page for details).
- **agri benchmark** has an experienced Coordination Centre that is jointly managed by two institutions: The German Johann Heinrich von Thünen-Institute (vTI) and the German Agricultural Society (DLG). vTI focuses on the scientific analysis as well as the coordination of the scientific partners, while DLG activates cooperation with agribusiness and conducts the technical and financial end of the project.
- **agri benchmark** can rely on more than 20 years of experience in international benchmarking of farms.

How are we doing it?

- **agri benchmark** does comparative, not prescriptive analysis.
- A typical farm approach for farm-level analysis is used.
- A standard Operating Procedure (SOP) to define typical farms is in place to ensure comparability between countries.
- A standard questionnaire is used for collecting data. Data are always collected on whole-farm level.
- Harmonised methods of accounting, cost allocation from whole-farm level to enterprise-level as well as for cost analysis are applied.
- A standard presentation format is available.
- Methods are permanently challenged and improved by **agri benchmark** partners and the public.
- Training on data collection and application of tools is provided for all partners.

Annex: agri benchmark at a glance

What are your benefits?

General

- **agri benchmark** is a low input, high output project for you – put your country in and get the world back.
- You see your country's position in the world-wide comparison.
- You will benefit from the personal exchange and the farm-level and product expertise of your colleagues from all around the world.
- **agri benchmark** is a workshop type of project and conference, working on an annual schedule, now with varying conference locations throughout the world.
- The annual conferences are an exchange of know-how and discussion of results – additionally we provide training and a cultural programme.

Specific

Specific products you get out of the network every year:

- Farm-level result data bases for beef, cow-calf and cash crop with around 300 variables each and many additional features (standard and individual charts, currency converter, language converter, unit-converter, farm rankings)
- Models for farm, cost, policy and strategy analysis (incl. **training**)
- Tools for further analysis of the result data base (benchmarking tool, time series tools)
- Tools for beef trade analysis (based on UNComtrade database)
- Time series data for beef and livestock prices
- Annual Conferences (Beef, Cash Crop)
- Annual Reports (20 hardcopies, PDF on website)
- Country presentations about the beef sectors of participating countries
- Presentations about key production systems in various countries
- World map presentations with key global findings
- Access to member section of the website
- Your own publications using the data (based on network rules)

How is it funded?

The Networks can not be run without resources or with funding from just one source. At present, funding is based on three pillars:

- 1 **agri benchmark** Coordination Centre provides coordinating staff in kind (C. Deblitz for Beef, Y. Zimmer for Cash Crop) plus some cash contributions. Further staff is hired using the resources generated from the other two pillars below.
- 2 Companies related to agribusiness as well as international and national institutions are invited to participate and financially contribute to the project. This part of funding is presently more prevalent in the Cash Crop Network than in the Beef Network.
- 3 A Consortium Fee for the services provided by the Coordination Centre is in place. This instrument is presently more prevalent in the Beef Network. Depending on the partners' abilities and preferences, flexible solutions are provided.