

REGION FOCUS: WORLDWIDE

# Making Sustainability a Core KPI in Agriculture



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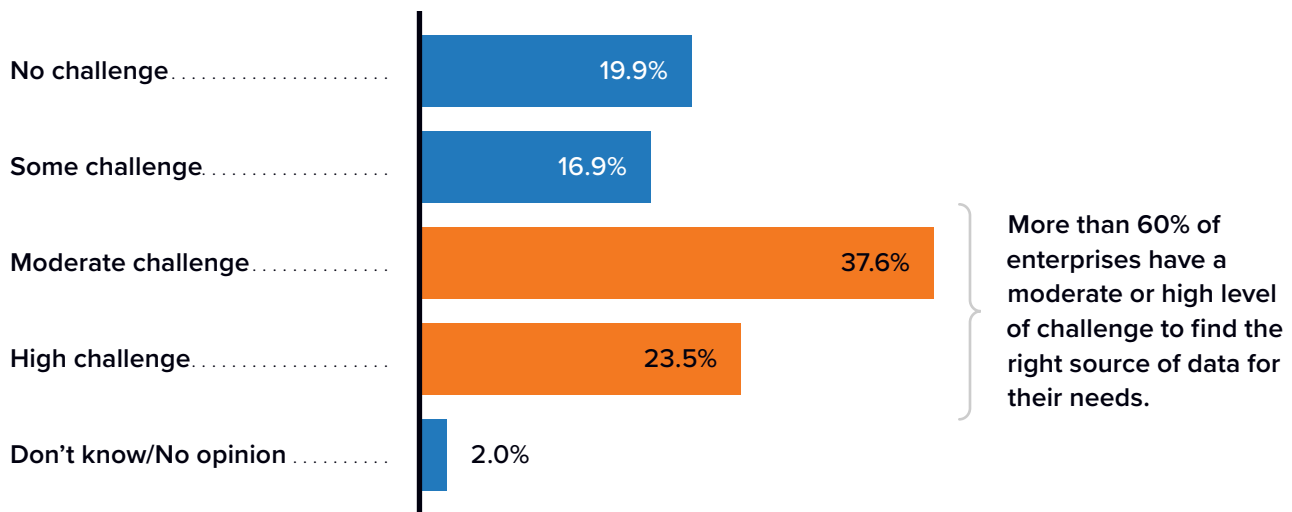


Jason Bremner



How do you get the right source of data to improve sustainability metrics and communicate the effectiveness of for your sustainability goals?

Q. What level of challenge has it been for you to find the ‘right’ source of data?



n = 502, Source: IDC's *External Data Buyers Survey*, March, 2022

## The Sustainability Challenges of Agriculture

Monitoring and measuring sustainability have become an imperative in every industry and is particularly relevant for the agriculture industry — a board-level imperative. Current programs are cumbersome, lack standard methods and measures, and aren't built to drive action. This makes operating a sustainability-focused business a challenge. How can and should data be assembled to create KPIs that can be tracked, communicated, and improved? [Read on...](#)

Agricultural production environments are impacted by many factors, from input management to crop management to field management and characteristics. Additionally, these environments are impacted by factors outside of the grower's control, such as weather and economic conditions. While merely tracking the data is a challenge, a lack of standardization compounds the difficulty.

This difficulty extends to other users of the data — agricultural input companies, food and beverage companies, and more — that struggle to collect, consolidate, manage, and transform these many information sources into actionable insights. The world needs all these actors to deploy sustainable agricultural practices via unified, actionable measurements.

Farmers in particular seek sustainability metrics that align with their need to be efficient users of natural and purchased resources along with their core values as stewards of the land. However, farmers also want to be farming and not spending large amounts of time wrangling data. They need tools to standardize the various sources of data so they can focus on farming.

Lack of having the right data (see graphic), combined with a lack of standardization and siloed approaches, are inhibiting true progress on sustainability. Knowing where you stand today is the first step in setting improvement goals and accomplishing them.

## Conclusion

More technologies are being introduced and adopted in agriculture, producing record amounts of data from many disparate data sources. High-quality, standardized, high-fidelity databases are needed to track practices at a field-level scale. These enable reliable feedback to calibrate the systems and assist with the rollout of agricultural interventions at scale. With these building blocks in place, farmers will have the knowledge they need to act.

### Message from the Sponsor



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