

# Digitising farm assurance

**Map of Ag is working with the assurance sector to support organisations in the digitising of the farm assurance process, with the aim of increasing the credibility of the standards, while improving efficiencies for all stakeholders involved.**

To do this, the focus has been on three core areas:

1. Digitising document capture
2. Capturing farm data
3. Risk-based scoring

The work to date includes working with key industry organisations, including major retailers, processors, and Red Tractor. The below document provides some further high-level details around these three core areas.

## 1. Digitising Document Capture

Map of Ag's experience to date suggests that the first step in moving to a more digital farm assurance process is ensuring the evidence reviewed during assessments can be captured electronically. Many assurance schemes are based on input measures (e.g. specific policies or processes), that require documentation or visual inspection to prove compliance. Map of Ag has developed capabilities to allow farms being assessed to upload evidence against a specific standard to provide compliance that can be reviewed remotely by specific users from different organisations, as well as saved for future reference. This also allows any time on farm to be maximised, focusing on any areas that can only be dealt with on while on site, or potentially reduces the need to visit farms in person as much.

To date, Map of Ag has gathered evidence for over 10,000 farms within the UK, alongside further farms in Europe, covering over 700,000 documents or images.

## 2. Capturing Farm Data

Following the digitisation of document capture is often the collation of qualitative and quantitative farm data within a central assurance database. This is becoming more and more common, as assurance schemes, especially those that may offer a premium, look to integrate outcome measures into their standards.

While data capture is hugely valuable, there's also a need to ensure farms aren't duplicating data between different systems, which adds time and cost to the process. Through its Pure Farming platform, Map of Ag has developed methods of integrating data from third-party sources, which with secure, transparent permissioning, can be shared with assurance organisations for the purposes of farm assessments.

Examples of the types of data that may want to be shared include national animal movement data, farm medicine usage, farm fertiliser usage, and animal, grain or produce sale data.

Once captured, Map of Ag carries out a number of steps to ensure the data is as valuable as possible to the third party using it. This includes standardisation of data between sources, validation to ensure its credible to use, and then analytics to generate meaningful key performance indicators (KPIs), which can be used in the assessment process. Examples of these KPIs include animal mortality, nitrogen use efficiency, grain quality and antibiotic usage.

## 3. Risk-based Scoring

Through capturing a range of data digitally, and using that to generate meaningful KPIs, further value can be added to the assurance process through risk-based analytics.

With a greater amount of information being held about a farm, this can provide an accurate indication on a farm's individual management capacity, and therefore the likely risk that may be associated with it. With the greater quantity of data collected, the more reliable this risk-based assessment can be, leading to greater confidence with the whole assurance process.

Map of Ag is working on a number of projects where a wide range of KPIs are used to inform a risk-based scorecard, covering a variety of areas of a farm business. This includes animal welfare, farm sustainability, production efficiency and staff practices. Depending on the outcome of this, farms may have a different physical assessment schedule to reflect the associated risk that the data suggests.

Map of Ag offers flexible solutions to meet each individual standard's requirements, incorporating the key themes above.

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