

Farm Performance Metrics: The Hidden Growth Drivers

What is farm performance management?

It's not just about yield... it's about precision, efficiency and sustainable profitability.

Farm performance management = tracking key operational indicators to optimize resource use, reduce costs and demonstrate value across every acre.

In an industry under pressure, even seasoned growers can miss what matters.

Let's separate myth from fact...

MYTH

FACT

Tracking performance metrics is only for large commercial operations.

Data-driven decisions benefit farms of all sizes. Profitability isn't determined by acreage alone, it's **driven by insights**.

More data means better results.

The **right metrics** matter more than data volume. Focus on **indicators** tied directly to cost, yield and efficiency.

Manual tracking works just fine.

Disconnected spreadsheets and systems hide patterns and limit **optimization opportunities**.

Sustainability metrics don't impact profit.

Resource efficiency directly cuts costs while **improving access** to premium and regenerative markets.

Performance tracking readiness

Assess where you stand:



Can you **compare yield performance** across fields and seasons?



Do you know your **cost per unit** for each crop type?



Are you tracking **water and chemical use** per acre?



Can you **measure time** from planning to harvest completion?



Do you have **integrated visibility** from field data to financials?

The cost of flying blind

When farms operate without systematic performance tracking, the hidden losses add up quickly.

21% of global crop farmers use farm management software, leaving the rest without connected operational data.

Global input costs have surged **80-250%** in recent years, and **67%** of farmers cite poor visibility into input use as a major risk.

Digital and data-driven practices could unlock up to **\$500 Billion** in new value across global agriculture by 2030.

What high-performing operations track

The most profitable farms aren't guessing — they're measuring what matters.



Yield efficiency:

Output per acre across varieties and growing conditions



Water use efficiency:

Cost reduction and compliance with sustainability goal



Cost per unit of production:

True visibility into margin drivers



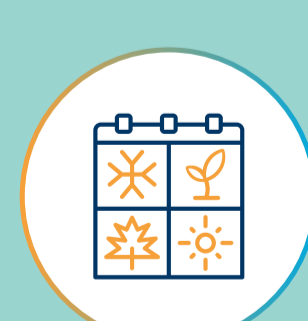
Operational cycle time:

Speed from planting through harvest



Input-to-output ratios:

Identifying where resources can be optimized



Multi-season trends:

Connecting agronomics decisions to long-term performance

Integrated data and real-time visibility turn metrics into your competitive advantage.

Ready to transform operational guesswork into strategic advantage?

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Source: McKinsey & Company

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