



Farmer Intentions Survey 2011/12 – England

This release provides the results of the Farmer Intentions Survey run in 2012. The key results from all sections in the survey are given below.

Major changes to the whole farm business ([section 1](#))

- Approximately one third of farms made a major change to the business as a whole in the previous 12 months and similar proportions intend to make changes in both the next 12 months and next 12-36 months.
- The most popular type of change is to an agricultural enterprise. About one fifth of all farms intend to make this type of change.
- Low performing farm businesses are more likely to undertake major change than better performers.

Comparing actual major changes to previous intentions ([section 2](#))

- Broadly one quarter of those farms that said in 2010/11 that they were intending to make a major change in next 12 months, actually failed to make any change.
- Conversely, broadly one fifth of those farms that said in 2010/11 that they were not intending to make a major change in the next 12 months actually did make a change.
- Changes at enterprise level are more likely to be carried out than changes at whole business level, such as expanding the business.

Major investments ([section 3](#))

- The proportion of farms intending to make major investments in the next 12 months (22%) is lower than investments made in the previous 12 months (43%)

Enquiries on this publication to Robin Karfoot, Farm Business Survey, Department for Environment, Food and Rural Affairs. Tel: 01904 455106, email: fbs.queries@defra.gsi.gov.uk.

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Comparing actual major investments to previous intentions ([section 4](#))

- Broadly one fifth of those farms that said in 2010/11 that they were intending to make a major investment in next 12 months, actually failed to make any major investment.
- Conversely, 30% of those farms that said in 2010/11 that they were not intending to make a major investment in the next 12 months actually did make an investment.

Enterprises ([section 5](#))

- Across agricultural enterprises, milk production is one of the most likely to be changed at farm level.

Detailed results

The national estimates from the survey together with the [95% confidence intervals](#) are presented below. The survey results are not weighted or raised to the full Farm Business Survey population, so proportions stated are of survey respondents, which will only be broadly representative of the industry as a whole. Figures in italics are based on fewer than fifteen observations and should therefore be treated with caution. In order to preserve the anonymity of respondents, asterisks (*) are used to replace results that are based on fewer than five observations or could be used to reconstruct these results. The questions on intentions were, in the main, put to farmers in the first half of 2012 calendar year. References below to '*last 12 months*' and '*next 12 months*', or '*next 12 – 36 months*' are all in relation to the time the questions were put to the farmers.

1 Major changes to the whole farm business

In the survey, farmers were asked what their intentions were for the business within the next 12 months and for one to three years ahead as well as what they had actually done in the last 12 months. This section looks at the major changes to the farm business as a whole and the reasons for carrying out such changes.

Table 1.1: Percentage of farms that made or intend to make major changes to the whole business, split by type of change and time period

Type of major change	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
No major change	65%	±5%	70%	±4%	64%	±5%
Wind down	3%	±2%	2%	±2%	7%	±2%
Expand	4%	±2%	5%	±2%	5%	±2%
To agricultural enterprise	20%	±4%	19%	±4%	22%	±4%
To added value or diversification enterprise	13%	±3%	10%	±3%	9%	±3%
To Agri-Environment Scheme	6%	±2%	3%	±2%	3%	±2%
Other major change	7%	±3%	4%	±2%	4%	±2%

Column percentages may sum to more than 100% because farms could select multiple options

Table 1.1 shows that 65% of farms made no major change in the last 12 months and that this is fairly consistent with the proportion of farms that intend to make no major changes in the next 12 months (70%) and next 12-36 months (64%). The most popular type of change is to an agricultural enterprise. About one fifth of all farms are intending on making this type of change.

Table 1.2: Percentage of farms that made or intend to make major changes to the whole business, split by farm size and time period

Farm size group	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Small	26%	±8%	26%	±7%	35%	±8%
Medium	37%	±11%	27%	±10%	33%	±10%
Large	40%	±7%	34%	±7%	38%	±7%
All farms	35%	±5%	30%	±4%	36%	±5%

Figure 1.1: Percentage of farms that made or intend to make major changes to the whole business, split by farm size and time period

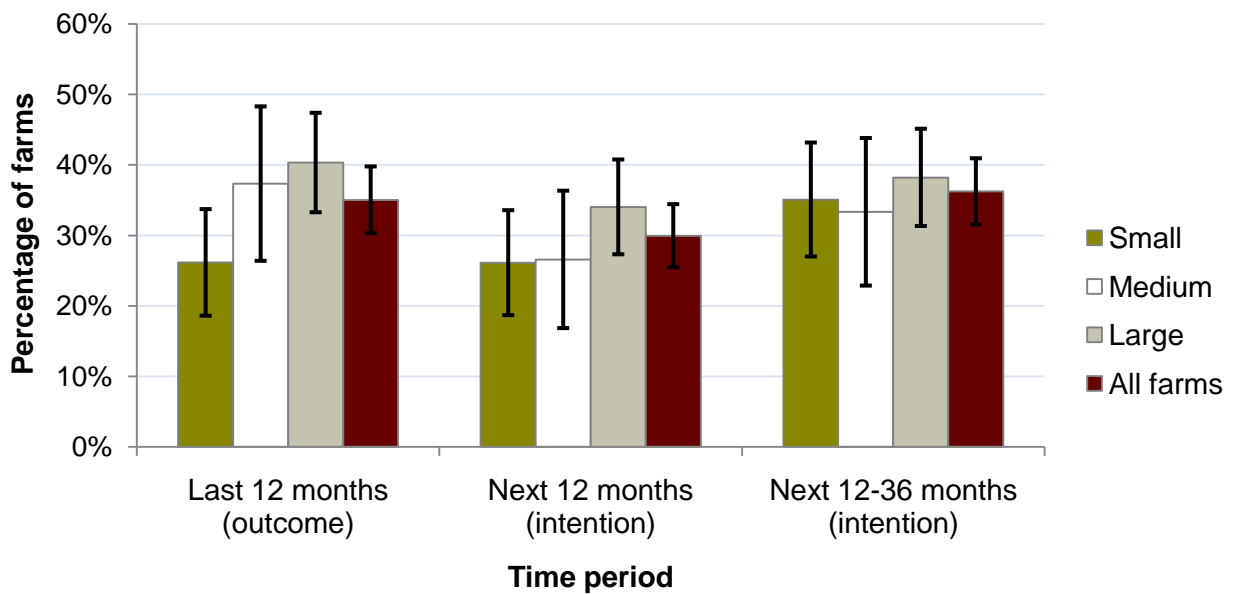


Table 1.2 and figure 1.1 show that larger farms are more likely to make and intend to make changes to the business. Large businesses may have more enterprises and therefore more scope for change. It should be noted that the high degree of overlap of the confidence intervals indicate that the differences between results for farm sizes are likely to be too small to be termed 'statistically significant'.

Table 1.3: Percentage of farms that made or intend to make major changes to the whole business, split by economic performance and time period

Economic performance band	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Low	42%	±10%	37%	±9%	37%	±9%
Medium	35%	±7%	29%	±6%	36%	±7%
High	29%	±9%	25%	±8%	36%	±9%
All farms	35%	±5%	30%	±4%	36%	±5%

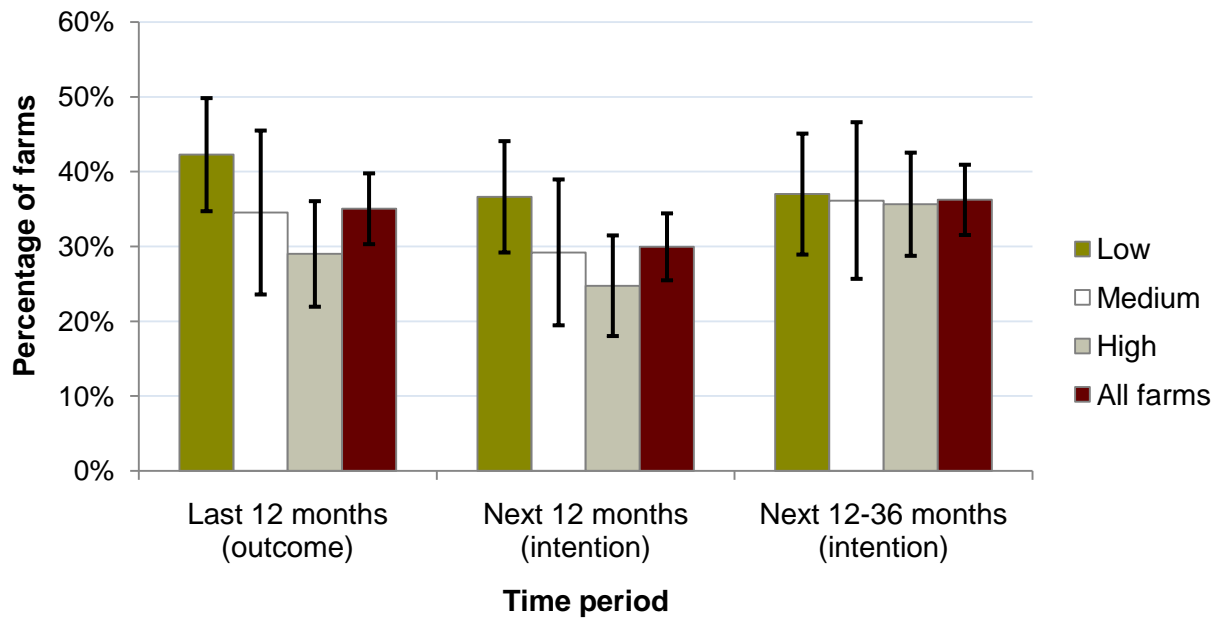
Figure 1.2: Percentage of farms that made or intend to make major changes to the whole business, split by economic performance and time period

Table 1.3 and Figure 1.2 show that low performing farm businesses were more likely to have made a major change in the last 12 months and more likely to intend to make a change in the next 12 months. It seems that poor performing businesses are pushed into making changes in order to turn around their fortunes, rather than change being the driver of success. Further splits are shown in the [section 6 annex](#).

Table 1.4: Percentage of farms that intend to make a major change to the whole business, split by strength of intention

Strength of intention	Next 12 months		Next 12-36 months	
	% of farms	95% CI	% of farms	95% CI
Would like to but no plans in place	10%	±5%	24%	±7%
Low - ideas in place but details remain to be worked out	15%	±6%	32%	±8%
Medium - most elements in place, some details to be sorted	23%	±8%	28%	±7%
High - very well developed plans – almost certain to go ahead	52%	±9%	16%	±6%
All farms	100%		100%	

Table 1.4 shows that for most (52%) of changes intended for the next 12 months, plans are very well developed. As is logical, the strength of intentions for the next 12-36 months are much lower, with only 16% being well developed and 'low' being the most common strength of intention.

Table 1.5: Reasons for major changes to whole business, split by reason and time period

Reason	Last 12 months		Next 36 months	
	% of farms	95% CI	% of farms	95% CI
Age	8%	±5%	3%	±2%
Economic viability	11%	±5%	12%	±5%
Increase profitability	53%	±9%	54%	±7%
Personal	8%	±5%	7%	±4%
Handover	7%	±4%	6%	±4%
Other reason	24%	±7%	12%	±5%

Column percentages may sum to more than 100% because farms could select multiple options

Where an intention to make a major change to the business as a whole was given, farmers were asked to provide a reason for their intention. The results are shown in table 1.5. The most common reason was to increase profitability, accounting for more than half of changes made and intended. Only 11% of changes made and 12% of changes intended were required to ensure the economic viability of the business, suggesting that most changes are progressive rather than borne out of desperation.

2 Comparing actual major changes to previous intentions

The Farmer Intentions Survey 2011/12 is the second time the survey has been run. For the first time, this allows outcomes from the last 12 months to be compared against intentions provided by the same farmers in Farmers Intentions Survey 2010/11.

Table 2.1 shows results from the 2010/11 survey in terms of the relative proportions of farms that intended or did not intend to make major changes. In that year, 70% of farms intended to make no change in the next 12 months, (identical to the equivalent figure recorded in the 2011/12 survey).

Table 2.1: Intentions to make a major change to the whole business, provided in FIS 2010/11, split by farm size

Farm size group	Intention: No major change		Intention: Major change	
	% of farms	95% CI	% of farms	95% CI
Small	74%	±8%	26%	±8%
Medium	62%	±11%	38%	±11%
Large	71%	±7%	29%	±7%
All farms	70%	±5%	30%	±5%

Only includes farms in FIS2011/12

Tables 2.2 and 2.3 and Figure 2.1 show the proportions of farms that didn't and did intend to make changes in the last year actually did. Table 2.2 shows that 20% of farms that did not record an intention to make a major change a year ago, have actually made a major change in the last 12 months. This is slightly more common on larger farms. Table 2.3 shows that 26% of farms that signalled an intention to make a major change didn't actually make a major change in the last 12 months. The most common outcome (43% of farms with an intention) was to make the same change that was given as an intention in 2010/11. The remaining 31% of farms made changes that were not exactly those they had intended one year ago. These could be the intended change plus additional changes or completely different changes.

Table 2.2: Outcome in last 12 months on farms that did not intend to make major changes, split by farm size

Farm size group	Outcome: No major change		Outcome: Major change	
	% of farms	95% CI	% of farms	95% CI
Small	84%	±8%	16%	±8%
Medium	82%	±11%	18%	±11%
Large	76%	±7%	24%	±7%
All farms	80%	±5%	20%	±5%

Only includes farms that did not intend to make major changes in the next 12 months, when asked as part of FIS2010/11

Table 2.3: Outcome in last 12 months on farms that did intend to make major changes, split by farm size

Farm size group	Outcome: No major change		Outcome: Intended major change		Outcome: Different major change	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Small	44%	±17%	34%	±16%	22%	±14%
Medium	26%	±17%	48%	±19%	26%	±17%
Large	15%	±10%	46%	±14%	38%	±13%
All farms	26%	±8%	43%	±9%	31%	±9%

Changes are viewed in combination, so 'Different major change' includes making an intended change alongside an unintended change

Figure 2.1: Outcome in last 12 months on farms that did intend to make major changes

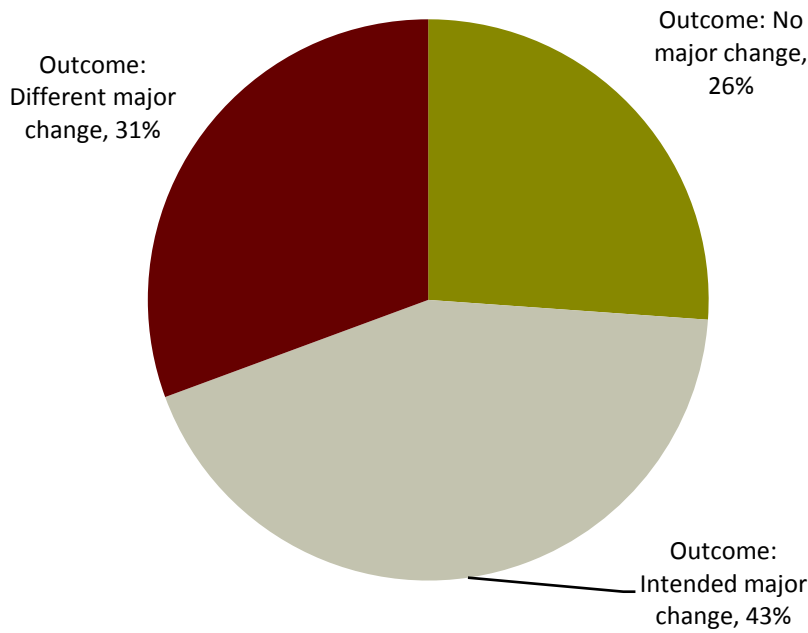


Table 2.4 looks at the completion rates in the last 12 months of different types of intention given in the 2010/11 survey. Changes to both agricultural and added value/diversification enterprises have higher completion rates than intentions to wind down or expand. This may be because intentions to substantially increase or decrease the size of the business may be less within the control of the farmer.

Table 2.4: Completion of intention to make major changes, given in FIS2010/11

FIS 2010/11 major change intention	Not completed		Completed	
	% of farms	95% CI	% of farms	95% CI
No major change	20%	±5%	80%	±5%
Wind down	59%	±23%	41%	±23%
Expand	47%	±22%	53%	±22%
To agricultural enterprise	31%	±12%	69%	±12%
To added value or diversification enterprise	35%	±15%	65%	±15%
To Agri-Environment Scheme	*	*	*	*
Other major change	*	*	*	*

Where the intention was not to make a change and this was not completed, it means a change was made
 A completed change may differ from the intention, as long as both fall into the same grouping

Where relevant, farmers were asked why the outcomes seen in the last 12 months differed from the intentions they had stated in the 2010/11 survey. Table 2.5 shows that a variety of factors are similarly responsible for the differences, with 'delayed plans' being the most common reason, provided by 21% of farmers.

Table 2.5: Reasons for major changes to whole business in last 12 months not matching previous intentions

Reason	% of farms	95% CI
Delayed plans	21%	±8%
Economic viability	17%	±8%
External factors out of farm control	16%	±8%
Unforeseen Opportunity	20%	±8%
Other reason	34%	±10%

Column percentages may sum to more than 100% because farms could select multiple options

Only includes farms that were in FIS2010/11

Includes farms that made a major investment without having intended to

3 Major investments

Farmers were asked questions about what major investments they had made in the last 12 months and intended to make in the next 12 and next 12-36 months. Table 3.1 shows that whilst 57% made no major investment in the last 12 months, a higher proportion were not intending to make any major investments in the next 12 or 12-36 months. In the last 12 months, the most common investment was in machinery. At 20% of farms, this is much higher than the 8% and 10% of farms that intend to invest in machinery in the next 12 and 12-36 months. It may be that the high level of machinery investment was in response to the good 2011 harvest.

Table 3.1: Percentage of farms that made or intend to make major investments, split by investment type and time period

Investment type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
No investment	57%	±5%	78%	±4%	77%	±4%
Machinery	20%	±4%	8%	±3%	10%	±3%
Buildings	13%	±3%	9%	±3%	8%	±3%
Plant	5%	±2%	3%	±2%	1%	±1%
Land	2%	±2%	2%	±1%	3%	±2%
Other investment	9%	±3%	4%	±2%	3%	±2%

Column percentages may sum to more than 100% because farms could select multiple options

Table 3.2 and Figure 3.1 show that larger farms are more likely to make and intend to make major investments. Whilst the definition of 'major' investment was supposed to be relative to the size of the business it seems understandable that larger businesses may have better access to finance, more expertise and experience in making substantial investments and may be large in size because of a history of making large investments. Further splits are shown in the [section 6 annex](#).

Table 3.2: Percentage of farms that made or intend to make major investments, split by farm size and time period

Farm size group	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Small	35%	±8%	13%	±6%	19%	±7%
Medium	42%	±11%	18%	±8%	22%	±9%
Large	48%	±7%	30%	±7%	27%	±6%
All farms	43%	±5%	22%	±4%	23%	±4%

Figure 3.1: Percentage of farms that made or intend to make major investments, split by farm size and time period

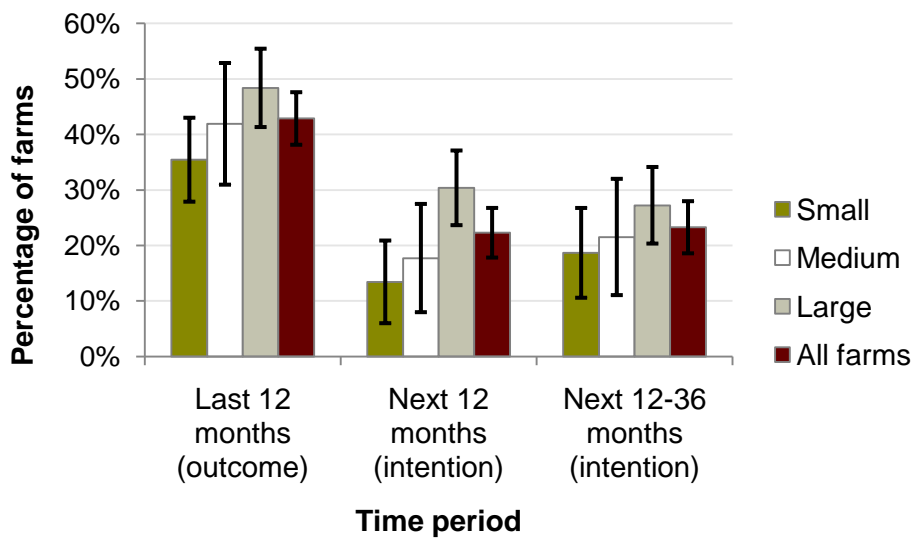


Table 3.3 shows that similar to major changes to the whole business, intentions to make major investments in the next 12 months are well developed, but further ahead are less so.

Table 3.3: Split of farms that intend to make major investments, by strength of intention

Type of major change	Next 12 months		Next 12-36 months	
	% of farms	95%CI	% of farms	95%CI
Would like to but no plans in place	7%	±5%	38%	±10%
Low - ideas in place but details remain to be worked out	12%	±7%	38%	±10%
Medium - most elements in place, some details to be sorted	33%	±10%	16%	±7%
High - very well developed plans – almost certain to go ahead	48%	±10%	7%	±5%
All farms	100%		100%	

4 Comparing actual major investments to previous intentions

The Farmer Intentions Survey 2011/12 is the second time the survey has been run. For the first time, this allows outcomes from the last 12 months to be compared against intentions provided by the same farmers in Farmers Intentions Survey 2010/11.

Tables 4.2 and 4.3 show what farms that didn't and did intend to make major investments in the last year actually did. Table 4.1 is to show the relative size of these two groups. In 2010/11, 57% of farms intended to make no major investments in the next 12 months. Table 4.2 shows that 21% of farms that did not record an intention to make a major investment a year ago, have actually made a major investment in the last 12 months. There is not a clear pattern here relating this to farm size. Table 4.3 shows that 29% of farms that signalled an intention to make a major investment didn't actually make a major investment in the last 12 months. The most common outcome (53% of farms with an intention) was to make the same type of investment that was given as an intention in 2010/11. The remaining 18% of farms made investments that were not exactly those they had intended one year ago. These could be the intended investment plus additional investments or completely different type of investment.

Table 4.1: Intentions to make major investments provided in FIS 2010/11, split by economic performance

Economic performance band	Intention: No major investment		Intention: Major investment	
	% of farms	95% CI	% of farms	95% CI
Low	67%	±10%	33%	±10%
Medium	53%	±7%	47%	±7%
High	56%	±10%	44%	±10%
All farms	57%	±5%	43%	±5%

Only includes farms in FIS2011/12

Table 4.2: Outcome in last 12 months on farms that did not intend to make major investments, split by economic performance

Economic performance band	Outcome: No major investment		Outcome: Major investment	
	% of farms	95% CI	% of farms	95% CI
Low	85%	±9%	15%	±9%
Medium	74%	±9%	26%	±9%
High	81%	±11%	19%	±11%
All farms	79%	±6%	21%	±6%

Table 4.3: Outcome in last 12 months on farms that did intend to make major investments, split by economic performance

Economic performance band	Outcome: No major investment		Outcome: Intended major investment		Outcome: Different major investment	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Low	30%	±16%	50%	±18%	20%	±14%
Medium	29%	±10%	55%	±11%	15%	±8%
High	29%	±14%	50%	±15%	21%	±12%
All farms	29%	±7%	53%	±8%	18%	±6%

Investments are viewed in combination, so 'Different major investment' includes making an intended investment alongside an unintended investment

Figure 4.1: Outcome in last 12 months on farms that did intend to make major investments

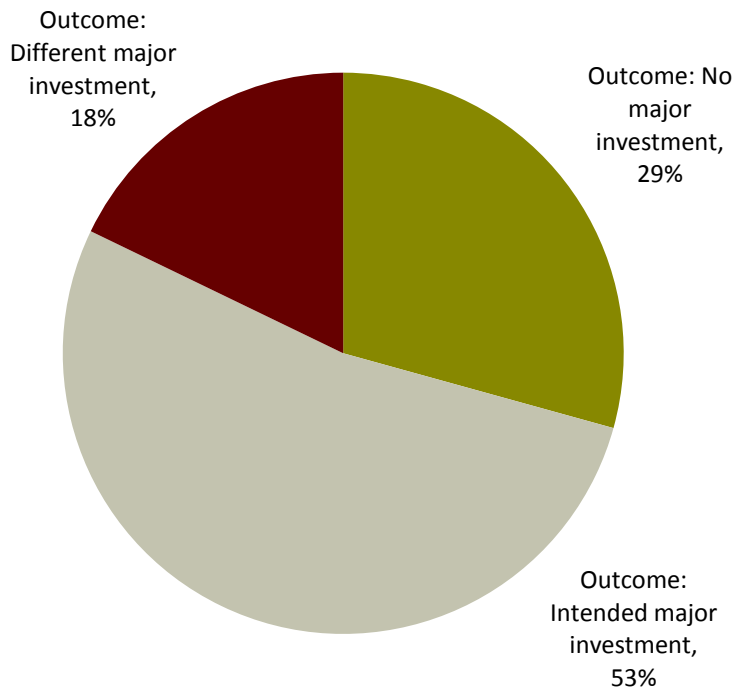


Table 4.4 looks at the completion rates in the last 12 months of different types of intention given in the 2010/11 survey. Intentions to make investments of all types have at least a 50% completion rate with the highest being buildings at 84%.

Table 4.4: Completion of intentions to make major investments, given in FIS2010/11

FIS 2010/11 major investment intention	Not completed		Completed	
	% of farms	95% CI	% of farms	95% CI
No major investment	21%	±6%	79%	±6%
Machinery	50%	±12%	50%	±12%
Buildings	16%	±12%	84%	±12%
Plant	33%	±22%	67%	±22%
Land	50%	±31%	50%	±31%
Other major investment	50%	±17%	50%	±17%

Where the intention was not to make major investments and this was not completed, it means major investments were made

Where relevant, farmers were asked why the outcomes seen in the last 12 months differed from the investment intentions they had stated in the 2010/11 survey. Table 4.5 shows that a variety of factors are responsible for the differences, with 'unforeseen opportunity' being the most common reason, provided by 27% of farmers. This could explain farmers buying machinery with takings from a good harvest, which would have been unknown at the time the intentions were provided.

Table 4.5: Reasons for major investments in last 12 months not matching previous intentions

Reason	% of farms	95% CI
Delayed plans	14%	±7%
Availability of finance	19%	±8%
Economic viability	15%	±8%
External factors out of farm control	10%	±7%
Unforeseen Opportunity	27%	±10%
Other reason	23%	±9%

Column percentages may sum to more than 100% because farms could select multiple options

Only includes farms that were in FIS2010/11

Includes farms that made major investments when their intention was no to

5 Enterprises

Farmers were asked to provide information on changes they intended making to specific enterprises. The data collected was not robust enough to provide any meaningful statistics on the start up of agricultural enterprises and for several enterprise types, there insufficient observations to be able to publish the results. Where estimates have been possible, they are based on a low number of observations and are therefore subject to a large degree of uncertainty. The results suggest that milk producers are more likely to change (increase, decrease or cease production), than other farmers. This is consistent with reports that fluctuating milk prices have forced dairy farmers to consider how or if to remain in the industry.

Table 5.1: Percentage of farms that made or intend to make a change to an existing agricultural enterprise, split by enterprise and time period

Enterprise	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Milk	22%	±9%	19%	±9%	35%	±11%
Beef	11%	±4%	10%	±4%	9%	±4%
Sheep	9%	±5%	14%	±6%	13%	±6%
Pig	10%	±8%	10%	±8%	*	*
Egg	*	*	*	*	*	*
Broiler	*	*	*	*	*	*
Combinable crops	6%	±3%	8%	±4%	9%	±4%
Root crops	*	*	*	*	*	*
Field scale vegetables	*	*	*	*	*	*
Fruit	23%	±18%	*	*	35%	±21%
Horticultural scale vegetables	*	*	20%	±16%	*	*
Ornamentals	*	*	*	*	*	*

'Change' is a combination of 'cease production', 'increase production by at least 10%' and 'decrease production by at least 10%'

Tables 5.2 and 5.3 suggest that few farms will make major changes to an added value or other diversification enterprise or to their AES area in the next 3 years.

Table 5.2: Percentage of farms that made or intend to make major changes to an added value or other diversification enterprise, split by type of change and time period

Type of change	Last 12 months		Next 12 months		Next 12-36 months	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
No change	87%	±3%	89%	±3%	91%	±3%
Start enterprise	8%	±3%	4%	±2%	5%	±2%
Increase, decrease or cease	5%	±2%	6%	±2%	5%	±2%

Column percentages may sum to more than 100% because farms could select to 'start' an added value enterprise and 'increase, decrease or cease' an other diversification enterprise (or vice-versa)

Table 5.3: Percentage of farms that made or intend to make changes to the area devoted to Agri-Environment Schemes

Type of change	Last 12 months		Next 12 months		Next 12-36 months	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
No change	94%	±2%	97%	±2%	97%	±2%
Increase area	3%	±2%	3%	±2%	3%	±2%
Decrease area	2%	±1%				

The increase and decrease intention categories have had to be combined due to low number of observations

6 Annex of tables

Table 6.1: Percentage of farms that made or intend to make major changes to the whole business, split by farm type and time period

Farm type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Cereals	21%	±10%	26%	±10%	41%	±11%
Dairy	42%	±11%	35%	±11%	49%	±12%
General cropping	*	*	25%	±15%	38%	±17%
Horticulture	32%	±14%	35%	±14%	41%	±14%
LFA Grazing Livestock	34%	±12%	31%	±12%	24%	±11%
Lowland Grazing Livestock	36%	±15%	38%	±15%	32%	±14%
Mixed	58%	±16%	23%	±13%	28%	±14%
Pigs	*	*	24%	±18%	*	*
Poultry	48%	±21%	24%	±18%	*	*
All farms	35%	±5%	30%	±4%	36%	±5%

Table 6.2: Percentage of farms that made or intend to make major changes to the whole business, split by Government Office Region (GOR) and time period

GOR	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
East Midlands	13%	±9%	15%	±9%	32%	±13%
East of England	28%	±11%	12%	±8%	28%	±11%
North East & Yorks and Humber	34%	±12%	41%	±12%	39%	±12%
North West	31%	±12%	33%	±12%	35%	±13%
South East	54%	±15%	38%	±14%	38%	±14%
South West	51%	±11%	36%	±11%	38%	±11%
West Midlands	34%	±15%	39%	±16%	50%	±16%
All farms	35%	±5%	30%	±4%	36%	±5%

Table 6.3: Percentage of farms that made or intend to make major changes to the whole business, split by tenancy type and time period

Tenancy type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	34%	±8%	26%	±8%	35%	±8%
Mixed - mainly tenanted	38%	±12%	34%	±11%	39%	±11%
Owner occupied	33%	±8%	27%	±7%	35%	±8%
Tenanted	38%	±12%	39%	±12%	36%	±12%
All farms	35%	±5%	30%	±4%	36%	±5%

Table 6.4: Percentage of farms that made or intend to make major changes to the whole business, split by type of change and time period

Type of major change	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
No change to general agricultural strategy	89%	±3%	89%	±3%	86%	±3%
More intensive	5%	±2%	6%	±2%	7%	±3%
More extensive	4%	±2%	3%	±2%	3%	±2%
Other change to general agricultural strategy	2%	±1%	2%	±1%	3%	±2%

Table 6.5: Percentage of farms that made or intend to make major changes to general agricultural strategy, split by farm size and time period

Farm size group	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Small	7%	±4%	8%	±5%	10%	±5%
Medium	12%	±7%	16%	±8%	11%	±7%
Large	13%	±5%	12%	±5%	17%	±5%
All farms	11%	±3%	11%	±3%	14%	±3%

Table 6.6: Percentage of farms that made or intend to make major changes to general agricultural strategy, split by economic performance and time period

Economic performance band	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Low	15%	±7%	22%	±8%	19%	±8%
Medium	11%	±4%	9%	±4%	14%	±5%
High	6%	±5%	5%	±4%	8%	±5%
All farms	11%	±3%	11%	±3%	14%	±3%

Table 6.7: Percentage of farms that made or intend to make major changes to general agricultural strategy, split by tenancy type and time period

Tenancy type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	7%	±5%	10%	±5%	13%	±6%
Mixed - mainly tenanted	13%	±8%	13%	±8%	21%	±10%
Owner occupied	8%	±5%	8%	±5%	10%	±5%
Tenanted	21%	±10%	20%	±10%	17%	±9%
All farms	11%	±3%	11%	±3%	14%	±3%

Table 6.8: Percentage of farms that intend to make a major change to general agricultural strategy, split by strength of intention

Strength of intention	Next 12 months		Next 12-36 months	
	% of farms	95% CI	% of farms	95% CI
Would like to but no plans in place	*	*	20%	±10%
Low - ideas in place but details remain to be worked out	*	*	27%	±12%
Medium - most elements in place, some details to be sorted	30%	±13%	25%	±11%
High - very well developed plans – almost certain to go ahead	57%	±14%	29%	±12%
All farms	100%		100%	

Table 6.9: Percentage of farms that made or intend to make major investments, split by farm type and time period

Farm type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Cereals	43%	±12%	21%	±9%	19%	±9%
Dairy	49%	±12%	31%	±11%	24%	±10%
General cropping	77%	±15%	31%	±16%	38%	±17%
Horticulture	25%	±13%	17%	±11%	17%	±11%
LFA Grazing Livestock	36%	±12%	19%	±10%	24%	±11%
Lowland Grazing Livestock	34%	±15%	19%	±12%	24%	±13%
Mixed	45%	±16%	26%	±14%	26%	±14%
Pigs	44%	±23%	*	*	*	*
Poultry	43%	±21%	*	*	*	*
All farms	43%	±5%	22%	±4%	23%	±4%

Table 6.10: Percentage of farms that made or intend to make major investments, split by Government Office Region (GOR) and time period

GOR	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
East Midlands	28%	±13%	13%	±9%	15%	±9%
East of England	57%	±12%	22%	±10%	29%	±11%
North East & Yorks and Humber	31%	±11%	22%	±10%	27%	±11%
North West	44%	±13%	20%	±11%	24%	±11%
South East	39%	±15%	29%	±13%	22%	±12%
South West	52%	±11%	24%	±9%	15%	±8%
West Midlands	42%	±16%	29%	±14%	37%	±15%
All farms	43%	±5%	22%	±4%	23%	±4%

Table 6.11: Percentage of farms that made or intend to make major investments, split by economic performance and time period

Economic performance band	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Low	34%	±9%	17%	±7%	21%	±8%
Medium	48%	±7%	24%	±6%	24%	±6%
High	42%	±10%	25%	±8%	24%	±8%
All farms	43%	±5%	22%	±4%	23%	±4%

Table 6.12: Percentage of farms that made or intend to make major investments, split by tenancy type and time period

Tenancy type	Last 12 months (outcome)		Next 12 months (intention)		Next 12-36 months (intention)	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	42%	±9%	26%	±8%	29%	±8%
Mixed - mainly tenanted	54%	±12%	23%	±10%	21%	±10%
Owner occupied	42%	±8%	23%	±7%	18%	±6%
Tenanted	33%	±12%	15%	±9%	26%	±11%
All farms	43%	±5%	22%	±4%	23%	±4%

Table 6.13: Intentions to make a major change to the whole business provided in FIS 2010/11, split by farm type

Farm type	Intention: No major change		Intention: Major change	
	% of farms	95% CI	% of farms	95% CI
Cereals	85%	±9%	15%	±9%
Dairy	68%	±11%	32%	±11%
General cropping	*	*	*	*
Horticulture	73%	±14%	27%	±14%
LFA Grazing Livestock	65%	±13%	35%	±13%
Lowland Grazing Livestock	63%	±15%	37%	±15%
Mixed	59%	±16%	41%	±16%
Pigs	*	*	*	*
Poultry	57%	±21%	43%	±21%
All farms	70%	±5%	30%	±5%

Only includes farms in FIS2011/12

Table 6.14: Outcome in last 12 months on farms that did not intend to make major changes, split by farm type

Farm type	Outcome: No major change		Outcome: Major change	
	% of farms	95% CI	% of farms	95% CI
Cereals	86%	±9%	14%	±9%
Dairy	77%	±12%	23%	±12%
General cropping	*	*	*	*
Horticulture	70%	±16%	30%	±16%
LFA Grazing Livestock	77%	±14%	23%	±14%
Lowland Grazing Livestock	*	*	*	*
Mixed	68%	±19%	32%	±19%
Pigs	*	*	*	*
Poultry	*	*	*	*
All farms	80%	±5%	20%	±5%

Table 6.15: Outcome in last 12 months on farms that did intend to make major changes, split by farm type

Farm type	Outcome: No major change		Outcome: Intended major change		Outcome: Different major change	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Cereals	*	*	*	*	50%	±31%
Dairy	*	*	55%	±21%	*	*
General cropping	*	*	*	*	*	*
Horticulture	*	*	*	*	*	*
LFA Grazing Livestock	*	*	42%	±22%	*	*
Lowland Grazing Livestock	*	*	43%	±26%	*	*
Mixed	*	*	60%	±25%	*	*
Pigs	*	*	*	*	*	*
Poultry	*	*	*	*	*	*
All farms	26%	±8%	43%	±9%	31%	±9%

Changes are viewed in combination, so 'Different major change' includes making an intended change alongside an unintended change

Table 6.16: Intentions to make a major change to the whole business provided in FIS 2010/11, split by Government Office Region (GOR)

GOR	Intention: No major change		Intention: Major change	
	% of farms	95% CI	% of farms	95% CI
East Midlands	84%	±10%	16%	±10%
East of England	89%	±8%	11%	±8%
North East & Yorkshire and Humber	52%	±13%	48%	±13%
North West	70%	±13%	30%	±13%
South East	49%	±15%	51%	±15%
South West	72%	±10%	28%	±10%
West Midlands	70%	±15%	30%	±15%
All farms	70%	±5%	30%	±5%

Only includes farms in FIS2011/12

Table 6.17: Outcome in last 12 months on farms that did not intend to make major changes, split by Government Office Region (GOR)

GOR	Outcome: No major change		Outcome: Major change	
	% of farms	95% CI	% of farms	95% CI
East Midlands	*	*	*	*
East of England	80%	±11%	20%	±11%
North East & Yorkshire and Humber	*	*	*	*
North West	83%	±12%	17%	±12%
South East	65%	±21%	35%	±21%
South West	67%	±13%	33%	±13%
West Midlands	77%	±16%	23%	±16%
All farms	80%	±5%	20%	±5%

Table 6.18: Outcome in last 12 months on farms that did intend to make major changes, split by Government Office Region (GOR)

GOR	Outcome: No major change		Outcome: Intended major change		Outcome: Different major change	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
East Midlands	*	*	*	*	*	*
East of England	*	*	*	*	*	*
North East & Yorks and Humber	41%	±18%	38%	±18%	21%	±15%
North West	*	*	47%	±25%	*	*
South East	29%	±19%	38%	±21%	33%	±20%
South West	*	*	50%	±22%	*	*
West Midlands	*	*	55%	±29%	*	*
All farms	26%	±8%	43%	±9%	31%	±9%

Changes are viewed in combination, so 'Different major change' includes making an intended change alongside an unintended change

Table 6.19: Intentions to make a major change to the whole business provided in FIS 2010/11, split by economic performance

Economic performance band	Intention: No major change		Intention: Major change	
	% of farms	95% CI	% of farms	95% CI
Low	62%	±10%	38%	±10%
Medium	68%	±7%	32%	±7%
High	82%	±8%	18%	±8%
All farms	70%	±5%	30%	±5%

Only includes farms in FIS2011/12

Table 6.20: Outcome in last 12 months on farms that did not intend to make major changes, split by economic performance

Economic performance band	Outcome: No major change		Outcome: Major change	
	% of farms	95% CI	% of farms	95% CI
Low	77%	±11%	23%	±11%
Medium	81%	±7%	19%	±7%
High	80%	±9%	20%	±9%
All farms	80%	±5%	20%	±5%

Table 6.21: Outcome in last 12 months on farms that did intend to make major changes, split by economic performance

Economic performance band	Outcome: No major change		Outcome: Intended major change		Outcome: Different major change	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Low	*	*	43%	±16%	*	*
Medium	27%	±11%	42%	±13%	31%	±12%
High	*	*	47%	±24%	*	*
All farms	26%	±8%	43%	±9%	31%	±9%

Changes are viewed in combination, so 'Different major change' includes making an intended change alongside an unintended change

Table 6.22: Intentions to make a major change to the whole business provided in FIS 2010/11, split by Tenancy Type

Tenancy type	Intention: No major change		Intention: Major change	
	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	74%	±8%	26%	±8%
Mixed - mainly tenanted	63%	±12%	37%	±12%
Owner occupied	73%	±8%	27%	±8%
Tenanted	65%	±12%	35%	±12%
All farms	70%	±5%	30%	±5%

Only includes farms in FIS2011/12

Table 6.23: Outcome in last 12 months on farms that did not intend to make major changes, split by tenancy type

Tenancy type	Outcome: No major change		Outcome: Major change	
	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	82%	±8%	18%	±8%
Mixed - mainly tenanted	83%	±12%	17%	±12%
Owner occupied	80%	±8%	20%	±8%
Tenanted	72%	±14%	28%	±14%
All farms	80%	±5%	20%	±5%

Table 6.24: Outcome in last 12 months on farms that did intend to make major changes, split by tenancy type

Tenancy type	Outcome: No major change		Outcome: Intended major change		Outcome: Different major change	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	16%	±13%	45%	±18%	39%	±17%
Mixed - mainly tenanted	*	*	63%	±19%	*	*
Owner occupied	31%	±15%	34%	±16%	34%	±16%
Tenanted	*	*	33%	±20%	*	*
All farms	26%	±8%	43%	±9%	31%	±9%

Changes are viewed in combination, so 'Different major change' includes making an intended change alongside an unintended change

Table 6.25: Intentions to make major investments provided in FIS 2010/11, split by farm size

Farm size group	Intention: No major investment		Intention: Major investment	
	% of farms	95% CI	% of farms	95% CI
Small	67%	±8%	33%	±8%
Medium	57%	±12%	43%	±12%
Large	51%	±7%	49%	±7%
All farms	57%	±5%	43%	±5%

Only includes farms in FIS2011/12

Table 6.26: Outcome in last 12 months on farms that did not intend to make major investments, split by farm size

Farm size group	Outcome: No major investment		Outcome: Major investment	
	% of farms	95% CI	% of farms	95% CI
Small	81%	±9%	19%	±9%
Medium	75%	±13%	25%	±13%
Large	79%	±9%	21%	±9%
All farms	79%	±6%	21%	±6%

Only includes farms that did not intend to make major investments in the next 12 months, when asked as part of FIS2010/11

Table 6.27: Outcome in last 12 months on farms that did intend to make major investments, split by farm size

Farm size group	Outcome: No major investment		Outcome: Intended major investment		Outcome: Different major investment	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Small	*	*	50%	±16%	*	*
Medium	*	*	60%	±18%	*	*
Large	24%	±9%	52%	±11%	24%	±9%
All farms	29%	±7%	53%	±8%	18%	±6%

Investments are viewed in combination, so 'Different major investment' includes making an intended investment alongside an unintended investment

Table 6.28: Intentions to make major investments provided in FIS 2010/11, split by farm type

Farm type	Intention: No major investment		Intention: Major investment	
	% of farms	95% CI	% of farms	95% CI
Cereals	56%	±12%	44%	±12%
Dairy	50%	±12%	50%	±12%
General cropping	50%	±19%	50%	±19%
Horticulture	68%	±14%	32%	±14%
LFA Grazing Livestock	69%	±12%	31%	±12%
Lowland Grazing Livestock	46%	±16%	54%	±16%
Mixed	51%	±16%	49%	±16%
Pigs	*	*	*	*
Poultry	*	*	*	*
All farms	57%	±5%	43%	±5%

Only includes farms in FIS2011/12

Table 6.29: Outcome in last 12 months on farms that did not intend to make major investments, split by farm type

Farm type	Outcome: No major investment		Outcome: Major investment	
	% of farms	95% CI	% of farms	95% CI
Cereals	83%	±12%	17%	±12%
Dairy	76%	±14%	24%	±14%
General cropping	43%	±26%	57%	±26%
Horticulture	*	*	*	*
LFA Grazing Livestock	76%	±14%	24%	±14%
Lowland Grazing Livestock	*	*	*	*
Mixed	*	*	*	*
Pigs	*	*	*	*
Poultry	*	*	*	*
All farms	79%	±6%	21%	±6%

Table 6.30: Outcome in last 12 months on farms that did intend to make major investments, split by farm type

Farm type	Outcome: No major investment		Outcome: Intended major investment		Outcome: Different major investment	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Cereals	29%	±17%	50%	±19%	21%	±15%
Dairy	26%	±15%	41%	±17%	32%	±16%
General cropping	*	*	86%	±18%	*	*
Horticulture	46%	±27%	*	*	*	*
LFA Grazing Livestock	41%	±23%	53%	±24%	*	*
Lowland Grazing Livestock	40%	±21%	45%	±22%	*	*
Mixed	33%	±22%	61%	±23%	*	*
Pigs	*	*	*	*	*	*
Poultry	*	*	67%	±31%	*	*
All farms	29%	±7%	53%	±8%	18%	±6%

Investments are viewed in combination, so 'Different major investment' includes making an intended investment alongside an unintended investment

Table 6.31: Intentions to make major investments provided in FIS 2010/11, split by Government Office Region (GOR)

GOR	Intention: No major investment		Intention: Major investment	
	% of farms	95% CI	% of farms	95% CI
East Midlands	82%	±11%	18%	±11%
East of England	41%	±12%	59%	±12%
North East & Yorks and Humber	59%	±12%	41%	±12%
North West	64%	±13%	36%	±13%
South East	44%	±15%	56%	±15%
South West	56%	±12%	44%	±12%
West Midlands	57%	±16%	43%	±16%
All farms	57%	±5%	43%	±5%

Only includes farms in FIS2011/12

Table 6.32: Outcome in last 12 months on farms that did not intend to make major investments, split by Government Office Region (GOR)

GOR	Outcome: No major investment		Outcome: Major investment	
	% of farms	95% CI	% of farms	95% CI
East Midlands	86%	±11%	14%	±11%
East of England	72%	±18%	28%	±18%
North East & Yorks and Humber	86%	±11%	14%	±11%
North West	69%	±16%	31%	±16%
South East	*	*	*	*
South West	75%	±13%	25%	±13%
West Midlands	*	*	*	*
All farms	79%	±6%	21%	±6%

Table 6.33: Outcome in last 12 months on farms that did intend to make major investments, split by Government Office Region (GOR)

GOR	Outcome: No major investment		Outcome: Intended major investment		Outcome: Different major investment	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
East Midlands	*	*	75%	±30%	*	*
East of England	28%	±15%	56%	±16%	17%	±12%
North East & Yorks and Humber	*	*	44%	±19%	*	*
North West	*	*	61%	±23%	*	*
South East	48%	±20%	30%	±19%	22%	±17%
South West	*	*	58%	±17%	*	*
West Midlands	*	*	63%	±24%	*	*
All farms	29%	±7%	53%	±8%	18%	±6%

Investments are viewed in combination, so 'Different major investment' includes making an intended investment alongside an unintended investment

Table 6.34: Intentions to make major investments provided in FIS 2010/11, split by Tenancy Type

Tenancy type	Intention: No major investment		Intention: Major investment	
	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	53%	±9%	47%	±9%
Mixed - mainly tenanted	50%	±12%	50%	±12%
Owner occupied	64%	±8%	36%	±8%
Tenanted	58%	±12%	42%	±12%
All farms	57%	±5%	43%	±5%

Only includes farms in FIS2011/12

Table 6.35: Outcome in last 12 months on farms that did not intend to make major investments, split by tenancy type

Tenancy type	Outcome: No major investment		Outcome: Major investment	
	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	84%	±9%	16%	±9%
Mixed - mainly tenanted	*	*	*	*
Owner occupied	73%	±10%	27%	±10%
Tenanted	*	*	*	*
All farms	79%	±6%	21%	±6%

Table 6.36: Outcome in last 12 months on farms that did intend to make major investments, split by tenancy type

Tenancy type	Outcome: No major investment		Outcome: Intended major investment		Outcome: Different major investment	
	% of farms	95% CI	% of farms	95% CI	% of farms	95% CI
Mixed - mainly owner occupied	31%	±12%	45%	±13%	24%	±11%
Mixed - mainly tenanted	*	*	66%	±16%	*	*
Owner occupied	31%	±14%	51%	±15%	18%	±11%
Tenanted	*	*	56%	±19%	*	*
All farms	29%	±7%	53%	±8%	18%	±6%

Investments are viewed in combination, so 'Different major investment' includes making an intended investment alongside an unintended investment

7 Characteristics of Respondents

Table 7.1: Survey responses split by farm type

Farm Type	Full FBS sample	Farmer Intentions Survey 2011/12
Dairy	17%	18%
LFA Grazing Livestock	13%	14%
Lowland Grazing Livestock	14%	10%
Cereals	17%	18%
General cropping	9%	8%
Pigs	4%	5%
Poultry	5%	5%
Mixed	10%	10%
Horticulture	11%	11%
All types	100%	100%

Table 7.2: Survey responses split by farm size

Farm Size	Full FBS sample	Farmer Intentions Survey 2011/12
Small	36%	33%
Medium	19%	20%
Large	46%	47%
All farms	100%	100%

Table 7.3: Survey responses split by Government Office Region

Government Office Region	Full FBS sample	Farmer Intentions Survey 2011/12
East Midlands	13%	13%
East England	16%	17%
North East and Yorks & Humber	15%	16%
North West	13%	14%
South East	12%	11%
South West	21%	20%
West Midlands	10%	9%
All farms	100%	100%

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Table 7.4: Survey responses split by tenancy type

Tenancy Type	Full FBS sample	Farmer Intentions Survey 2011/12
Mixed - mainly owner occupied	31%	31%
Mixed - mainly tenanted	18%	18%
Owner occupied	35%	35%
Tenanted	16%	16%
All farms	100%	100%

8 Survey details

Background

Information about farmers' aspirations and plans for the future is important in helping to assess where the industry is going; which, in turn, can help shape policy decisions. It is important for example in the context of structural change, CAP reform, including issues surrounding the balance between Pillar 1 and Pillar 2 payments, and also in the light of food production issues and likely developments in the environmental footprint of farming. Reliable data on farmer intentions is not easy to obtain. The Farm Business Survey (FBS) was identified as a good research medium to collect this information and additional questions were included for the first time in the 2010/11 campaign. This has now been followed up in the 2011/12 campaign, allowing intentions to be tracked for the first time. By using the FBS relationships between farmers' intentions and farm type, size, profitability and location can be explored.

This information will also be of help to farmers to enable them to have a clearer idea of where the industry is heading. With this information they can better decide whether their businesses and activities are in-line with the intentions of others in the industry, whether they wish to continue along their current path, or whether they wish to pursue a different approach to their business. Basing decisions on past performance is good but factoring-in the likely shape of the sectors in future makes a much stronger basis for decision making, both from farmers' perspective and that of government.

Survey methodology

The results provided in this release are from the Farmer Intentions Survey, which accompanied a sub-sample of the 2011/12 Farm Business Survey. The Farm Business Survey (FBS) is an annual survey providing detailed information on the financial position and physical and economic performance of farm businesses in England. The sample of around 1,900 farm businesses covers all regions of England and all types of farming with the data being collected by face to face interview with the farmer. FBS results are weighted to represent the whole population of farm businesses as recorded in the annual June Survey, which have at least €25,000 of standard output (in 2011 this was some 56,000 farm businesses). For further information about the Farm Business Survey please see <http://www.defra.gov.uk/statistics/foodfarm/farmmanage/fbs/>

The Farmer Intentions Survey first ran in 2010/11 and was completed by around 400 farms with the sample being stratified by region and farm type and drawn at random from the main FBS sample. Certain horticultural types were excluded from the sample. Farmers were asked about their intentions in regards to changes to the whole business in the next 12 months and in the next one to three years. Farmers were also asked questions about their intentions for individual enterprises on the farm (e.g. milk production, beef production, diversification). The strength of these intentions and the reasons behind them were also collected. The 2011/12 Farmer Intentions Survey sample retained all farms from 2011/12 still in the wider Farm Business Survey. Farms that had left the FBS were replaced at random, whilst maintaining the same stratification. In 2011/12 the 2010/11 intention questions were repeated and in addition outcomes from the previous year were collected to allow 2010/11 intentions to be compared against what actually happened.

The farms that responded to the farmer intentions survey had similar characteristics to those farms in the main FBS in terms of farm type, farm size and geographical location. Full details of the characteristics of responding farms can be found in [section 7](#).

The Farm Business Survey and Farmer Intentions Survey are interview surveys, conducted by highly trained research officers with a high level of agricultural knowledge. The Farmer Intentions Survey contains many subjective elements and consistency of responses is reliant on the expert judgement of the research officers.

Data analysis

The results from the Farm Business Survey (FBS) relate to farms which have a standard output of at least 25,000 euros. The results have been further restricted to relate only to those farms which took part in the farmer intentions survey. Given the small sample size (400 farms) and the type of the questions that were asked, it would not be possible to draw conclusions about the population based on this data. Therefore the survey data has not been weighted.

Accuracy and reliability of the results

We have shown 95% confidence intervals against the figures. These show the range of values that may apply to the figures. They mean that we are 95% confident that the true value lies within this range either side of the estimate. They are based on the standard errors (se) multiplied by 1.96 to give the 95% confidence interval (95% CI). A completely random sample has been assumed to generate standard errors allowing for the finite population. The standard errors only give an indication of the sampling error. They do not reflect any other sources of survey errors, such as non-response bias. For the FBS, results based on fewer than five observations have been suppressed to prevent disclosure of individual respondents and where they are based on fewer than fifteen observations these have been highlighted in the tables.

Availability of results

Defra statistical notices can be viewed on the Statistics at Defra pages on the Gov.uk website at <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/about/statistics>. This site also shows details of future publications, with pre-announced dates.

Other publications

Results from the Farmer Intentions Survey 2010/11:

<http://webarchive.nationalarchives.gov.uk/20130315143000/http://www.defra.gov.uk/statistics/foodfarm/farmmanage/fbs/publications/farmer-intentions-survey/>

Other results from the Farm Business Survey (FBS):

<http://www.defra.gov.uk/statistics/foodfarm/farmmanage/fbs/publications/farmaccounts/>

Definitions

Major Change

For the purpose of this survey, “Major Change” is identified as an intention / aspiration / plan that will lead to a change in the land use of that business, the output generated from the business, the economic efficiency of the business, or the strategic direction / continuation of the business (e.g. through investment in buildings to ensure ongoing production in the medium term [3-5 years]).

Major investment

One example of major change is major investment. For this survey the definition of “major investment” is any (net) investment of approximately £30,000 or more. This includes investment that is planned / been started / intended and that is a central part of securing the medium term (3-5 years) strategic direction / continuation of the business.

Economic performance

Economic performance for each farm is measured as the ratio between economic output (mainly sales revenue) and inputs (costs + unpaid labour). The higher the ratio, the higher the economic efficiency and performance. Performance bands based on economic performance percentiles are as follows:

- **Low performers** – farms that took part in the farmer intentions survey and were in the bottom 25% of economic performers in this sample
- **Medium performers** - farms that took part in the farmer intentions survey and were in the middle 50% of performers in this sample
- **High performers** - farms that took part in the farmer intentions survey and were in the top 25% of performers in this sample.

These are based on economic performance in 2011/12.

Agricultural enterprises

These are areas of the business devoted to specific types of agricultural production e.g. milk production, sheep production.

Added value enterprises

This covers activities relating to processing (e.g. on-farm cheese production, packing, butchering) and retailing (selling direct to customers without further processing) of farm produce.

Other diversified enterprises

This covers the following activities: tourism, renting out of buildings, power generation, leisure enterprises and contracting.

Agri-environment enterprises

This covers the land which receives payments from agri-environment schemes such as Entry and Higher Level Stewardship, Countryside Stewardship and Environmentally Sensitive Areas.

Standard Output

For a definition of standard output please see the UK classification document here: <https://www.gov.uk/farm-business-survey-technical-notes-and-guidance>