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System-to-System Data Collection in business surveys applied to an agricultural survey: small-scale pilot results

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Abstract

At the end of the 2018 Expert Meeting, I pitched the idea of automated data collection for business surveys. In 2022 in Rome, I discussed the S2S IT architecture, resulting in a lot of discussion on surveys and automated data collection methods among participants. Now, 2 years later we finalised this project, and the results can be presented. We will briefly re-visit the automated pre-filling of the electronic Crop Yield Survey questionnaire using an API provided by a smart farming machine manufacturer, John Deere: the MyJohnDeere API. We will focus, however, on the results of a small-scale field study conducted to test this method in practice, resulting in relevant conclusions. Technically the system works, but needs improvements for farmers to work. The farmers in our study were positive about such a system, provided that the S2S solution is efficient and trusted. Also, they recommended to connect to Farm Management Information Systems (FMIS). We would like to discuss the lessons learned with other NSIs, since we belief that this is the future for business data collection. To get high quality data in the future, NSIs would benefit greatly from data sources that farmers already use in their own business processes.