

Helping you get the most from Frontier's farm management platform

Welcome the ninth edition of MyFarm Tips & Tricks

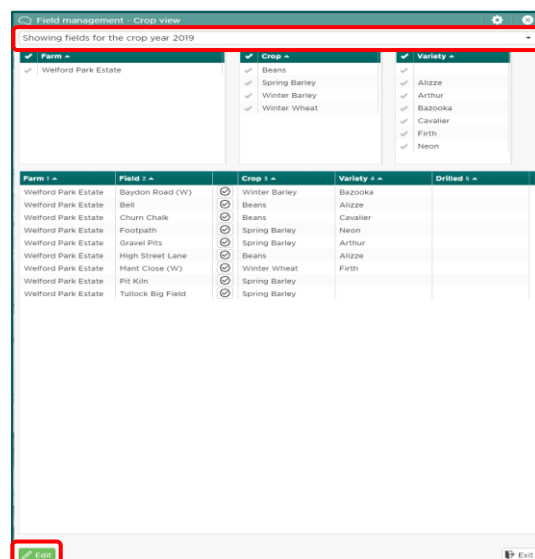
In this edition:

- An overview of the Margin Maps tool

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As farm finances become ever tighter, it is now increasingly important to understand precisely how your fields are performing financially. The new 'Margin Maps' tool within MyFarm's [MySOYL](#) application allows you to do exactly that.

In order to create a margin map, you need to input some simple costs into the 'Field Manager' tool. Once you have opened this, select the relevant crop year from the drop-down menu and then select 'Edit' from the bottom of the pane.



You will see a toggle switch for 'Input financial data'. Once this is turned to 'Yes', you will see columns for 'Fixed costs', 'Variable costs' and 'Crop sale'. You will need to input a value for each of these parameters to produce margin maps.

A handy tip: you can choose multiple fields at once by selecting the tick next to the field name. This will allow you to easily input the same value for all of the fields selected.

✓	Field 1 ▲	Farm 2 ▲		Calc yield	Actual yield	Fixed costs £/Ha	Variable costs £/Ha	Crop sale £/T
✓	Baydon Road (W)	Welford Park...	☑			450	435	118
✓	Bell	Welford Park...	☑			450	290	165
✓	Churn Chalk	Welford Park...	☑			450	290	165
✓	Footpath	Welford Park...	☑			400	320	140
✓	Gravel Pits	Welford Park...	☑			400	320	140
✓	High Street Lane	Welford Park...	☑			450	290	165
✓	Mant Close (W)	Welford Park...	☑			450	550	135
✓	Pit Kiln	Welford Park...	☑			400	320	140
✓	Tullock Big Field	Welford Park...	☑			400	320	140

Once these have been inputted and saved, open the 'Map view' tool and select 'Margin Maps' from the 'Layer selector'.

Choose your desired years and then click 'Analyse data'. You can analyse multiple years at once.

Margin Maps produces three different maps which you can select from the 'Insight' panel:

Crop income – Yield multiplied by 'Crop sale' price

Gross margin – 'Crop income' minus your 'Variable costs'

Net margin – 'Gross margin' minus your 'Fixed costs'.



Using the histogram within the 'Insight' tool, you can quickly display any areas of your field that are performing well. Alternatively, you can highlight areas that are potentially losing you money and which may therefore need attention. If you have selected a number of years this might represent your rotation for example.



If you have identified any loss-making areas, it could be worth investigating these further with soil testing. You might also look to utilize the areas in environmental options or schemes.

If you want to learn more about how to get started with assessing your own farm's economic performance, you can contact our dedicated MySOYL Support Team:

Call 01635 204197 | Email mysoyl@soyl.co.uk

Get in touch

For more information about any of the above features or if you would like to learn more about MyFarm, visit the [MyFarm webpage](#) or get in touch using the contact details below.

Call 03330 141141 | Email myfarm@frontierag.co.uk