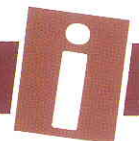


The process of giving advice is a continuous one assisted, as far as possible, by annual benchmarking reports. These will help to show progress, assess the outcome of changes and provide guidance for further improvements.

## Where can I find out more?



**If you would like to find out more, please contact us:**

**Tel:** 0845 3044 509

**Website:** [www.rdpni.info](http://www.rdpni.info)

**Email:** [rdp@dardni.gov.uk](mailto:rdp@dardni.gov.uk)

**Write to us at:** Rural Development Programme,  
Room 141, Dundonald House, Upper  
Newtownards Road, Belfast, BT4 3SB

**or call in to your local DARD office.**

## Frequently asked questions



### **What are the benefits of Benchmarking?**

Benchmarking shows the performance of your farm enterprise and compares it with averages from similar farm enterprises. It highlights the strengths and weaknesses of your farm business. Thus, areas for improvement can be flagged up and lessons can be learnt from other farmers. It will also help you to focus on the main factors affecting the profitability and cost control of your business.

### **How can I be certain of confidentiality?**

The high level of confidentiality currently provided by CAFRE regarding analysed data will be maintained.

CAFRE will hold the information on their database at Greenmount Campus. Data collection staff will be trained to ensure that an individual's information is kept confidential at all times.



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