Communication of data from a farm survey

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Results of a farm survey on sugar beet production (1) are evaluated for their potential effect on an audience. Figure 1 is a scientific graph isolated from its scientific framework and hence has a high risk for misinterpretation (2). It might prove an increasing yield performance depending on the expectations of the interested public.

Because farmers produce more tons per ha nowadays, the vacant area can support more biodiversity!

Figure 2 shows the sugar yield increasing during the last decades (data from 3). A technical indicator like yield is often perceived negatively. By combining it with attractive pictures, we hope to address positive emotions. However, this combination includes the risk of triggering anger (concerns about manipulation) (2, 4).

2/3 of the sugar beet growing farms promote biodiversity

Figure 3 presents the part of farmers who performed one or more activities to enhance biodiversity at their farms. 64 % of the farmers in the survey do so. The figure focuses the attention on those farmers with biodiversity activities and not on that third part who did not participate in any biodiversity activities at all.

LITERATURE
For more information please look at:


Stockfisch, Nicol; Gallasch, Markus; Reineke, Heinrich; Triimpler, Kerin; Mielke, Christian; Reiners, Markus et al. (2013): Betriebsbefragung zur Produktionstechnik im Zuckerrübenanbau: Datenbasis und Basisdaten. Farm survey on sugar beet cultivation: data basis and basic data. In: Sugar Industry 138 (10), S. 656–663

