



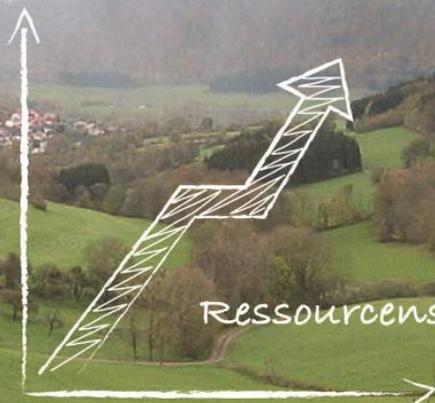
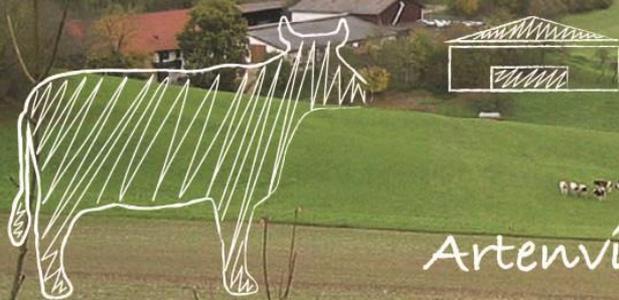
Beratung.Zukunft.Land.
Wissen in die Praxis bringen

Tierwohl

Betriebsentwicklung

Arbeitseffizienz

Vermarktung



Ressourcenschutz



Artenvielfalt



EUROPÄISCHER LANDWIRTSCHAFTSFONDS FÜR
DIE ENTWICKLUNG DES LÄNDLICHEN RAUMS (ELER)



Baden-Württemberg
MINISTERIUM FÜR LÄNDLICHEN RAUM UND VERBRAUCHERSCHUTZ



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Agricultural advisory services in the german federal state Baden-Württemberg



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Geographical background

Baden-Württemberg

Area: 35.000 km²

Inhabitants: 10,7 Mio.



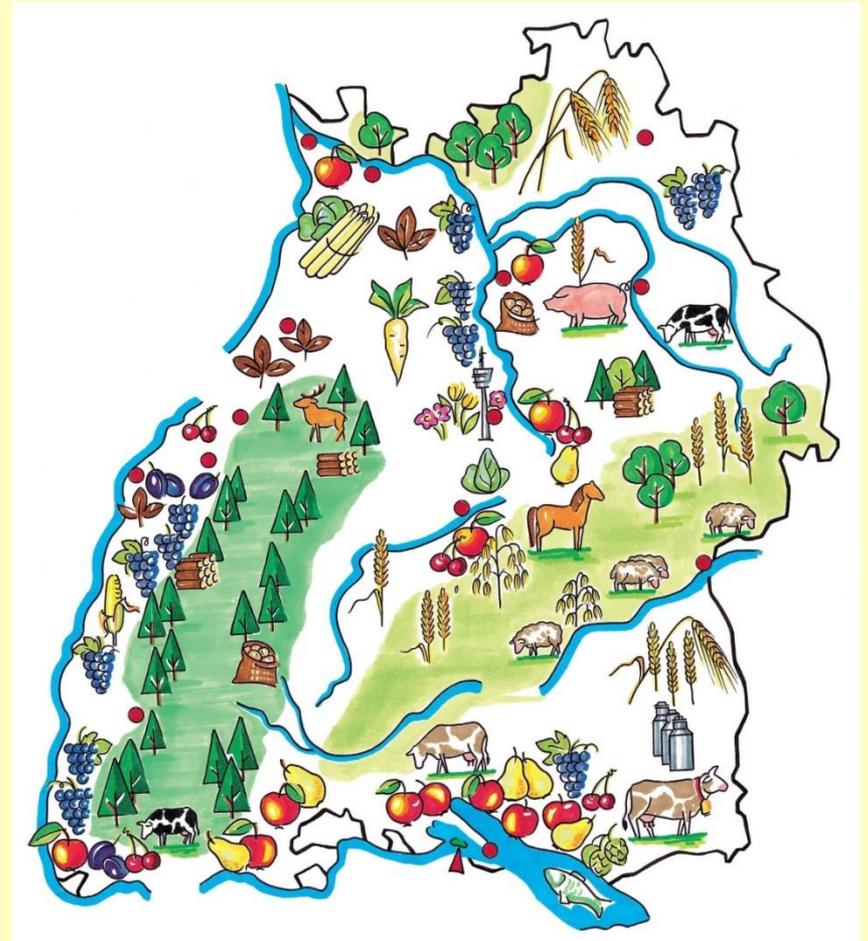
Structural data

Diverse Agricultural use

- grain production
- dairy farming
- pig farming
- vegetable production
- fruit production
- viniculture
- fisheries
- ...

Structural data

- 1.4 million hectares of agricultural land
- 44.000 farms:
 - average size: 32 hectares
 - 36 % full time farming
 - 64 % part time farming



The advisory system

- Agricultural advisory services in Baden-Württemberg
- 2015: New Advisory System co-funded by the EAFRD

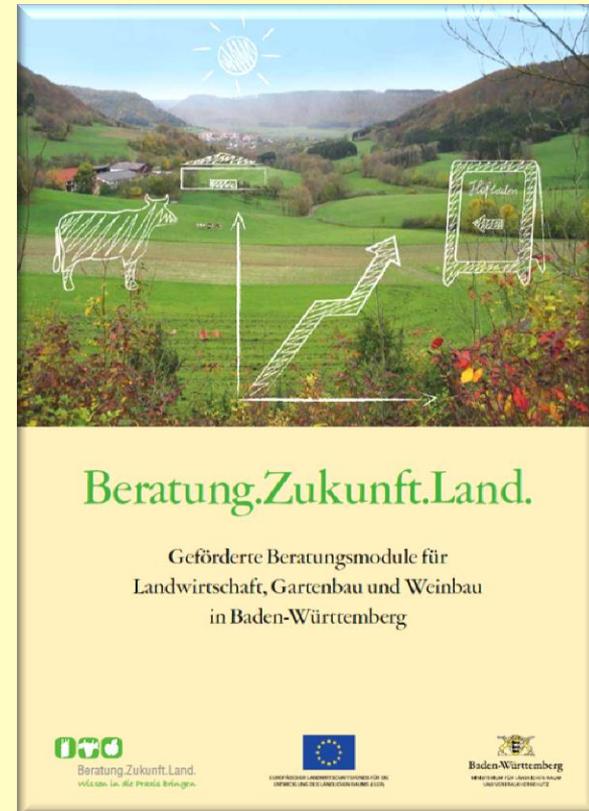


The advisory system

- **56 Advisory modules**

Topics:

- Farm and family
- Diversification
- Organic farming
- Crop Production
- Livestock farming
- Environment and Energy



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Advantages for farmers

- Defined, eligible advisory modules
→ Transparent, comparable
- Promotion of advisory organizations with qualified consulting personnel
→ Freedom of choice
- Handling subsidy on the advisory organizations
→ No application by farmers



Targets of the advisory system

- More support for farmers developing their farm by providing advice
- Increasing attraction of advisory services
- Response to rising expectations of society on agriculture
- Meeting European Union regulations properly



Costs of Advice

- Individual fee rate per advising hour, depending on advisory organization and module
- Funding rates of **50** to **100** percent
- Maximum grant for each module: **1.100** EUR

Farm due = module costs
 minus support
 plus full VAT on the module price



Selection of beneficiaries (1)

- According to Directive 2014/23/EU on the award of concession contracts
- [Call for tender](#) (**TED No. 2015/S 084-149917**)
- Two successive stages:
 1. Professional and technical selection criteria
 2. Quality criteria:
 - Draft concept for the tenders
 - Financial criteria: reasonable fee



Selection of beneficiaries (2)

- Concession award notice on 15.09.2015
- 63 state-licensed private bodies (advisory organisations)
- More than 200 advisors for 56 different advice modules

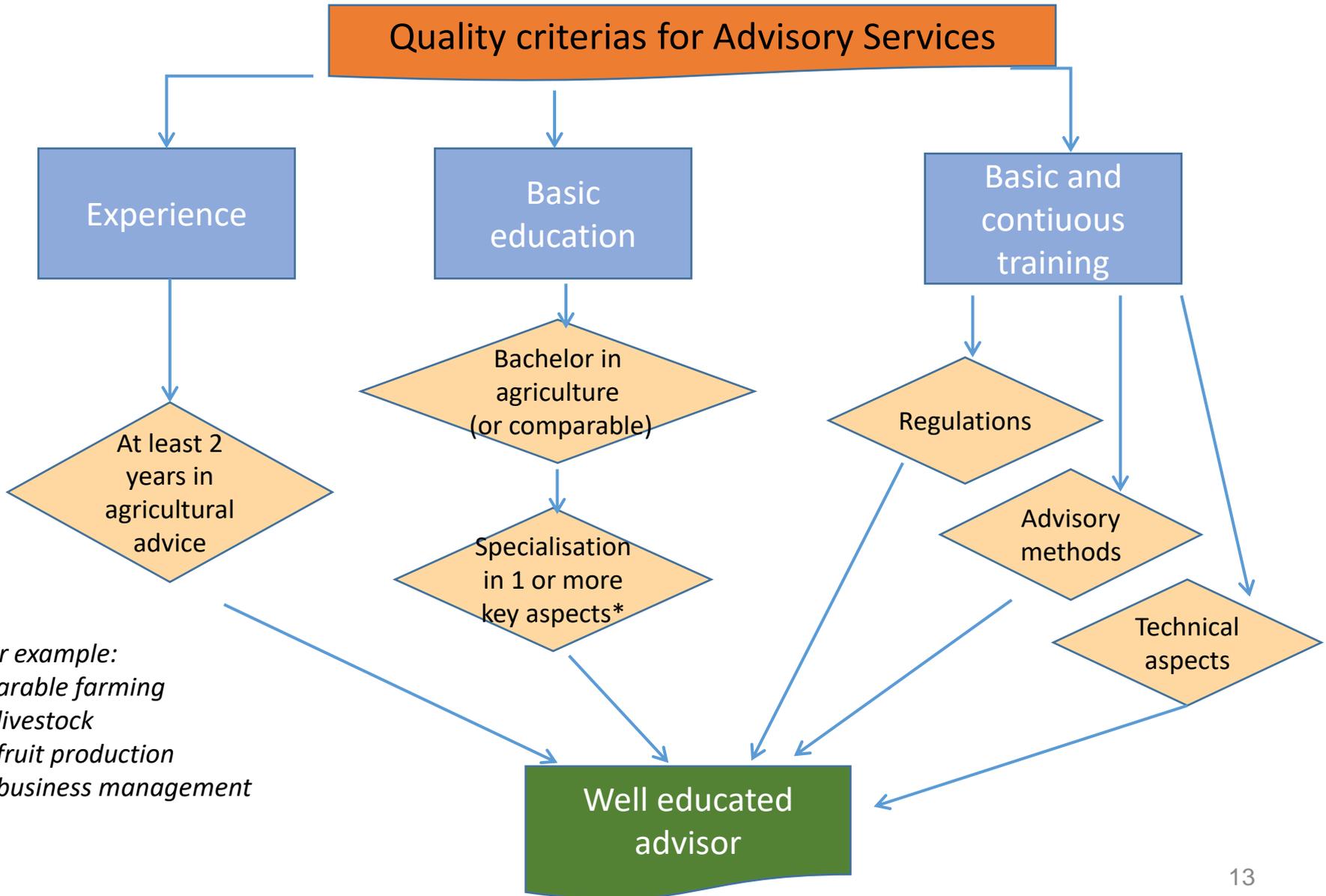


Applications and Funding

- **Funding: EURO 38.5 million**
incl. 50 % EAFRD from 2014 - 2020
- **Beneficiaries:**
 - contract modules with farmers
 - apply for support for advice
- **7,392 applications since august 2015**
in total: **EURO 7,908,640** - status august 2016



Qualification for agricultural advisor





The aim:

Standardized trainings to develop the skills of consultants who are working in rural areas.

-> methodological training + thinking outside of the box

The content:

2 compulsory modules:

- “My Profile as an Advisor”
- “Communication and Relationship Building in Advisory Work”





The associated requirements for the certificate:

- completed degree course or completed vocational training
- two years of professional experience in advising
- confirmation of completed modules
- attendance of
 - an event in another country
 - a visit to a advisory organisation in another country
- final thesis (case study with self-reflection)



Prospects for advisory scheme in Baden-Württemberg 2016-2020

- Concessions expire in 12/2017
- Evaluation in autumn 2016
- Participation of stakeholders
- Follow up call for tender in spring 2017
- New concessions will be awarded (01/2018)



Conclusions up to now

- Successful implementation of the scheme
- Advice is mostly a long term process, not a matter of short term solutions
- Quality and success of advice is difficult to measure
- But: Qualification of advisors is checkable
- Checks on farms are in conflict with the requirements of good advice





More information (*in german language*) :

www.beratung-bw.de



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