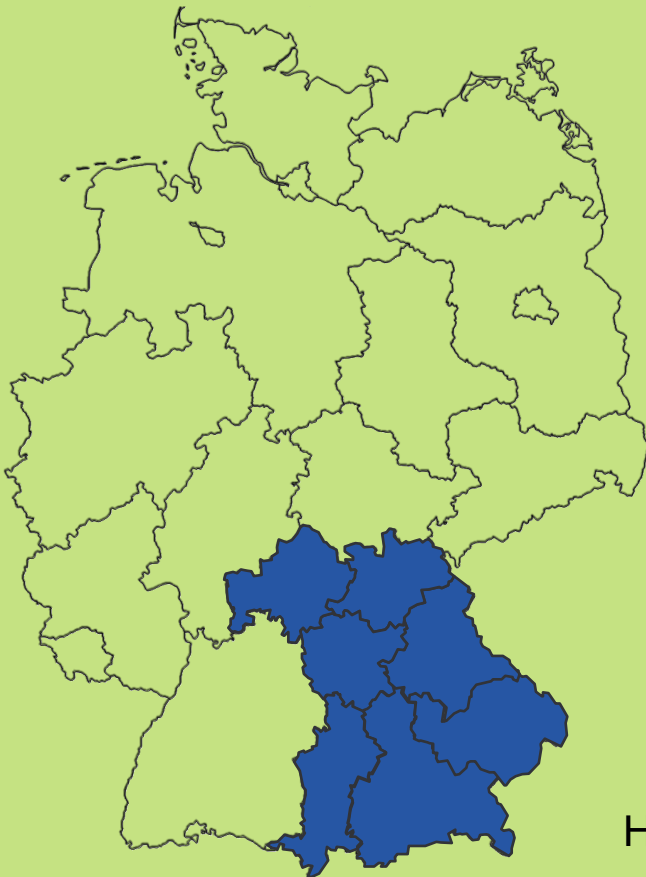




National agriculture policies on young farmers (and women)

Examples from Bavaria



22 May 2013

Conference on „Women and youth in
Italian agriculture. Issues of gender and age?“,
Rome

Frau Viktoria Dr. Lofner-Meir

Referat für Landfrauen,
Haushaltsleistungen, Einkommenskombinationen

Topics:

National agriculture policies on young farmers (and women)

1. General Conditions and Challenges
2. Support of the Agricultural Administration
3. Bavarian Examples
4. Networking
5. Conclusion

The model of Bavarian agricultural policies is a multifunctional, economical, typical regional and sustainable farming



1. General conditions and challenges

■ Number of agriculture holdings in Bavaria

(with 5 ha or more utilized agriculture area)

- ▶ 97 500 holdings; Ø 32.1 ha
- ▶ Third of all Germany's agriculture holdings are in Bavaria
- ▶ But: 84 % need an additional income besides the classical production

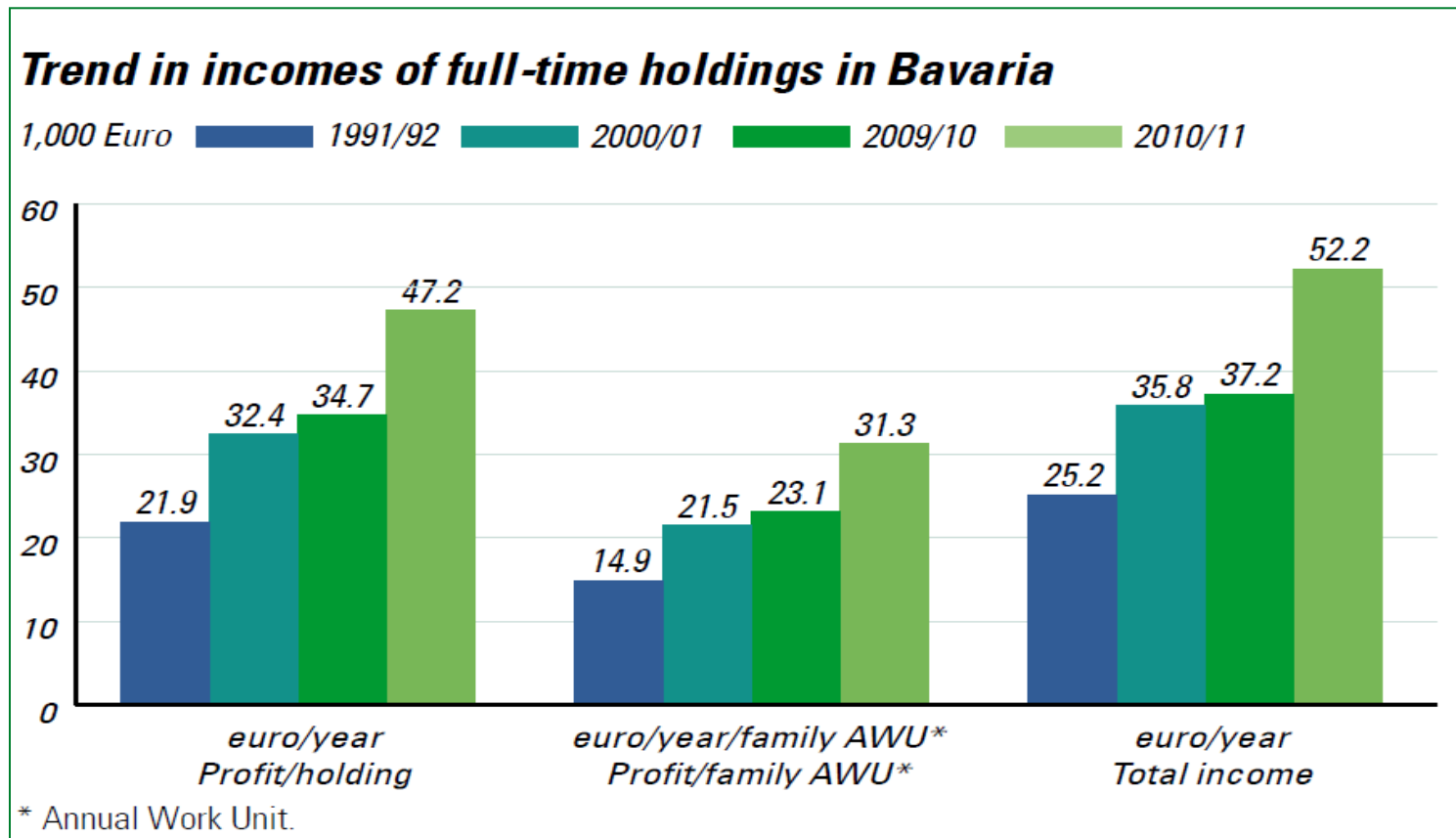
■ Challenges:

- ▶ Globalization of the markets
- ▶ Distortion of competition
- ▶ New challenges: e.g.:
climate change, proper animal treatment; biodiversity and
- ▶ **Rural areas with a quality of life, attractiveness and with employment**



1. Statistics: Agricultural Holdings in Bavaria

- 2010 = 97 900 farms > 5 ha, Ø utilized area: 32.1 ha
- Economic situation



Structural policy - Diversification is one way



to diversify = to widen

Conclusion for the Bavarian Agrarian Policy:

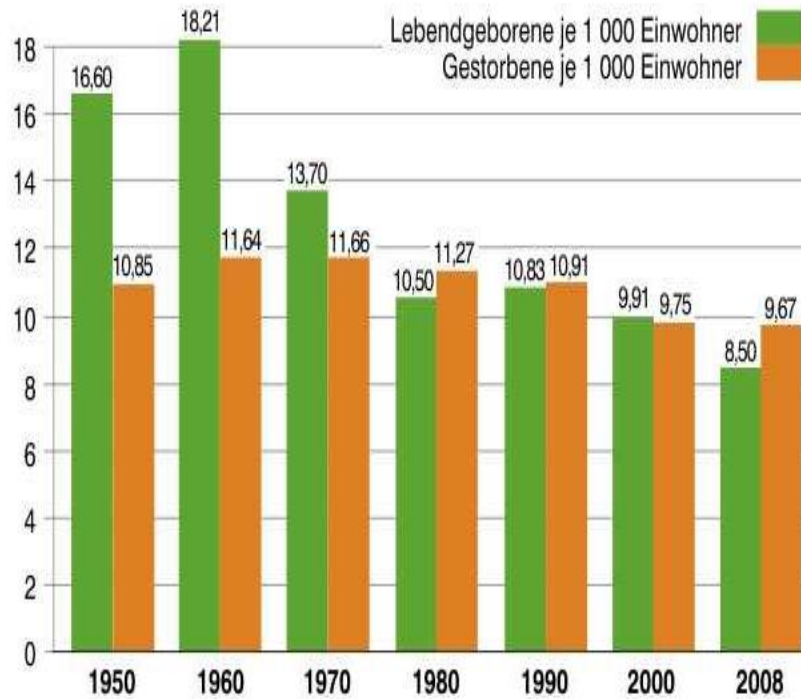
All over the country we need:

1. agrarian education and
2. agrarian counseling (e.g. with qualification measures, conferences,)
3. a dialogue between agrarian and non-agrarian people

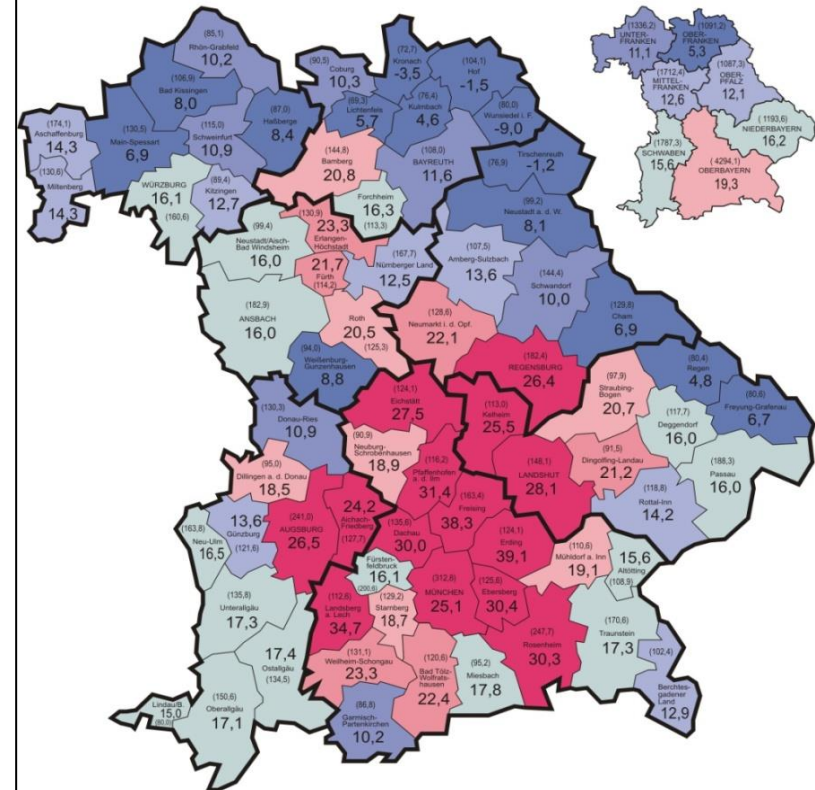


1. Challenges: Demographic Change

Birth and death rates in Bavaria



Bevölkerungsentwicklung in den Landkreisen von 1987 bis 2007 (in Prozent) und Einwohner zum 30. Juni 2007 in 1 000



Veränderung der Bevölkerung seit 1987 in %
 < 9,0 9,0 – 11,9 12,0 – 14,9 15,0 – 17,9 18,0 – 20,9 21,0 – 23,9 24,0 o. mehr
 Die Zahl in Klammern gibt die Einwohner in 1 000 zum 30. Juni 2007 an.

Zahl der Einwohner:	Mai 1987	Juni 2007	Veränderung in % 2007 gegenüber 1987 (1987 = 100)
Bayern	10 902 643	12 502 281	14,7
– Landkreise	7 632 411	8 947 367	17,2
– kreisfreie Städte	3 270 232	3 554 914	8,7



1. Challenges: Change of Lifestyle

1. Demographics
2. Different Lifestyle
3. Occupation of Women
4. Lack of Knowledge of domestic economies
5. Economic Situation

→ Change of needs

→ **Range of service must change!**



2. Support of the Agricultural Administration

in 47 administration offices for nutrition, agriculture and forestry.
They do: education, counseling and sovereign functions, .

2.1 Education

- Technical Schools for Agriculture Economy (TS) in Bavaria in 2012/2013:
 - ▶ 28 TS (3 semesters) for Agriculture with 990 students (Ø 35 students per TS)
 - ▶ 46 TS (650 units) for Home-Economics with 937 students (Ø 23 students per TS)
- Special Academy for agriculture - Study Course Housekeeping
 - ▶ 100 students (3 years)
- 18 Special Technical Schools (857 students) e.g. for gardening, winery, organic farming, forestry, social worker,



2. Support of the Agricultural Administration

2.2 Counseling

Concept of Qualification Measures:

Domestic Combined Income

Networking

With social or economy partners

Advanced training

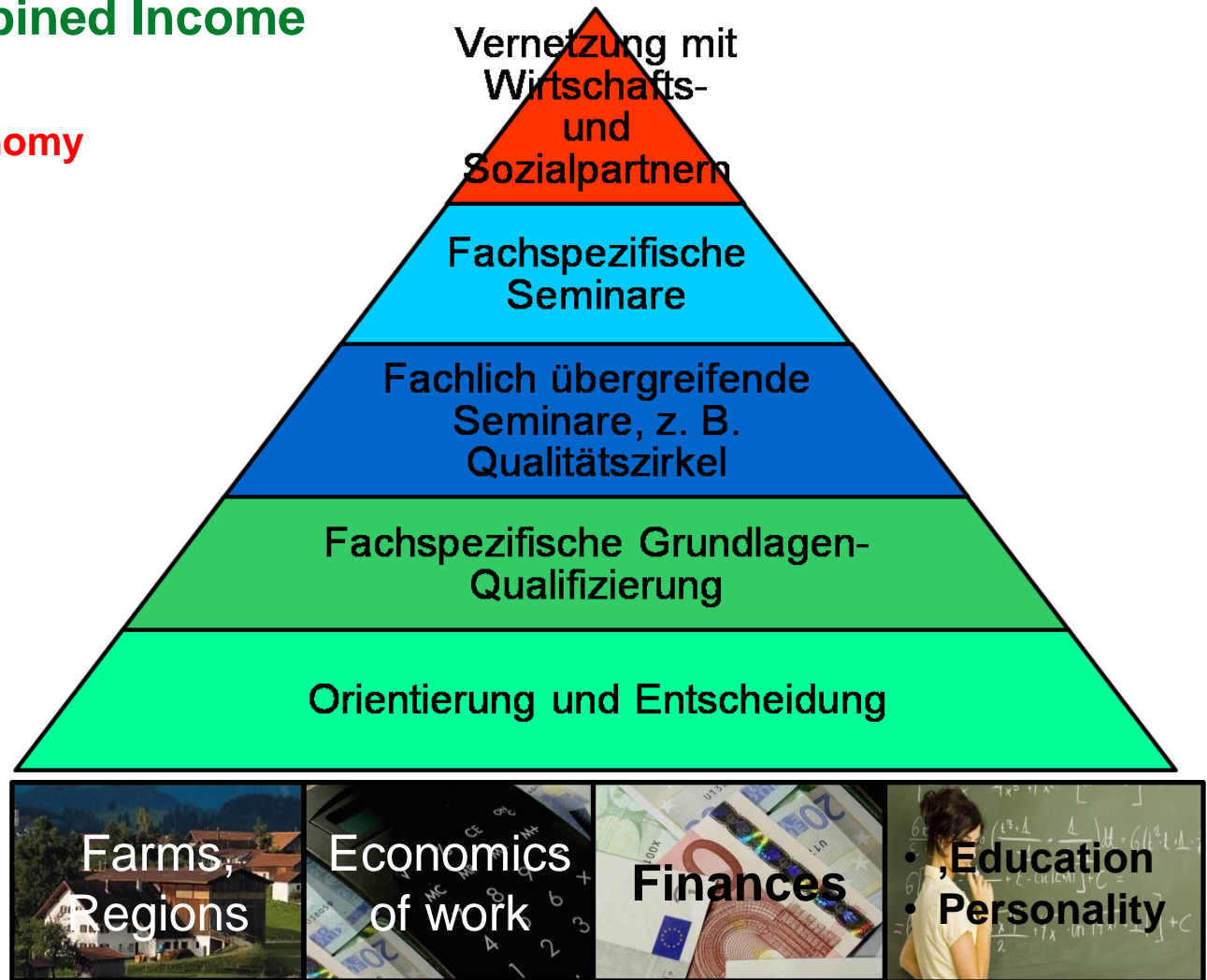
1/2, 1 or more days

Essential-Workshops

15 days

Basics

2 days



2. Support of the Agricultural Administration

47 Administrations offices for nutrition, agriculture and forestry

They are in contact with

- Associations and trade associations
- Young farmers' association
- Leader
- Unions
- Community of interests
- Nationwide centers of competence, state institutes and college for administration

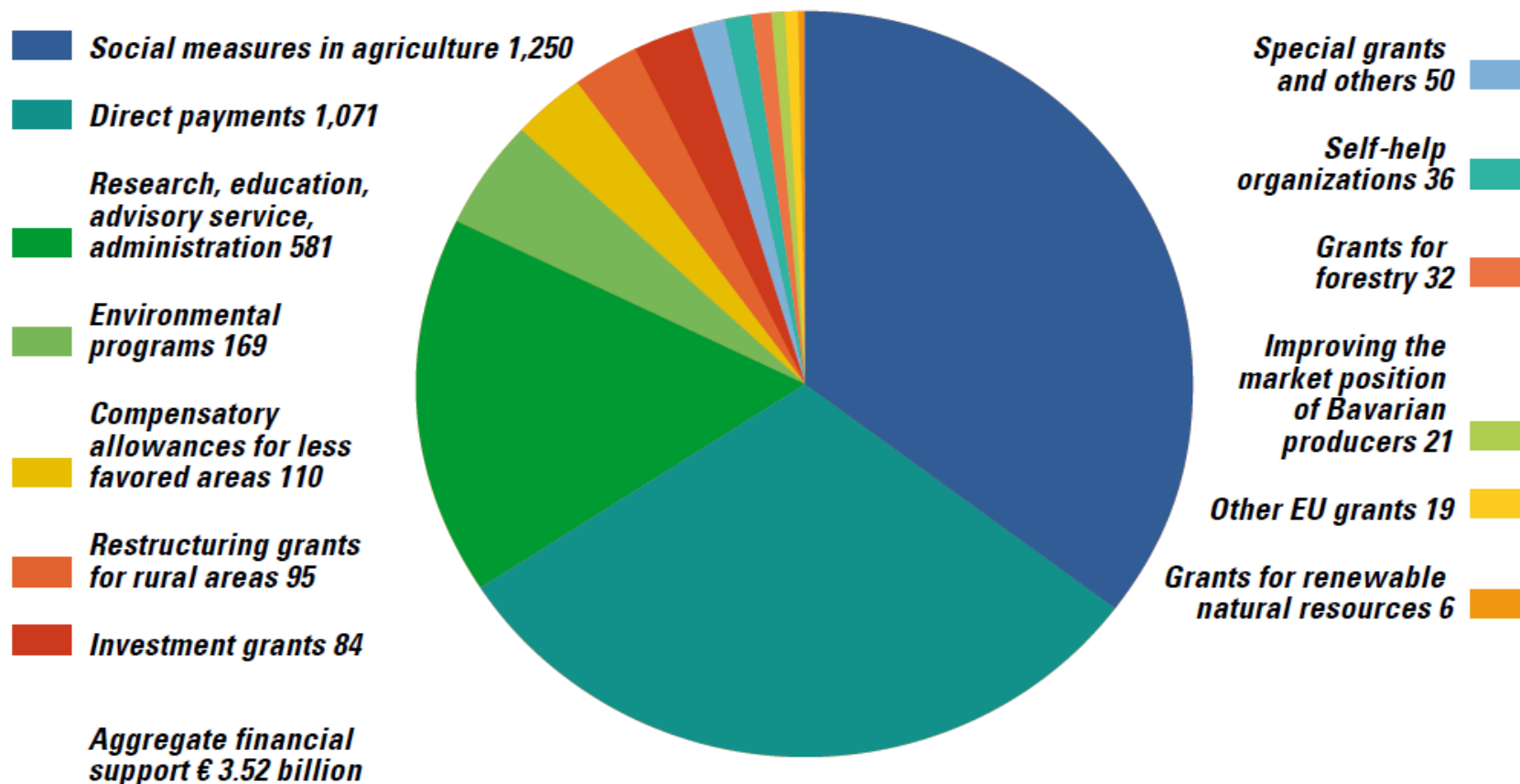
see internet: www.stmelf.bayern.de



2. Support and funding of the Agricultural Administration

2.3 sovereign functions

Financial support of Bavarian agriculture and forestry from the EU, the Federal Republic of Germany (FRG) and Bavaria in 2011 (in million euro)



2. Support of the Agricultural Administration

Subsidies Statistics

Common EU Agricultural Policy (CAP) period 2007 – 2013

- Bavarian premium amount per year
 - ▶ European Agricultural Fund for Rural Development EAFRD: 525 million (2nd pillar)
 - ▶ 1.07 million direct payment/year (350 €/ha and year)
 - ▶ A reduction of 10 – 20 % is expected in the next period
- Investment grants in Bavaria in 2012
 - ▶ About 650 applications per year:
 - Individual farm investment aid (code 121) : 61.5 Mio €
 - premium amount for diversity (code 311) : 1.07 Mio €
 - ▶ NO special subsidies for young farmers in Bavaria



3. Bavarian Examples

**of combined income, of diversity,
mainly run by the young generation and women
in the country side**



Combined Income

a) Farm Holidays

- 5.500 Farms
- Overnightstays:
 - 1991: 7,1 Mio. Overnightstays
 - 2012: 12,7 Mio. Overnightstays
 - Rise of about 30 % in the last 10 years
- Ø Amount of Income: 5.000 € to 16.000 €
- Annual achieved revenue: almost 600 mio. €
- Factors of success: professionalism, quality management and product-orientation



Combined Income

b) Direct Marketing

- About 3.500 registered farms (2004), 22 % are organic farms
- 48 farm shops (2005), 180 farm markets
- about 80 % based on animal products
- Different marketing strategies
e.g. farm shops, subscription-crates, internet
- Farm gastronomy
- Direct milk marketing:
Delivery of households, kindergartens, schools



Combined Income

c) Home Services



- About 100 unions of expert services
- About 1.200 women as single entrepreneurs or in cooperation
- Performances and Offers:
 - 60 farm party services/ specialty and picnic services/ cooking with regional products
 - School catering
 - Domestic services in private households (2012: 211'123 hours à 15.95 €)
 - Services in dysfunctional families (2012: >17'000 hours domestic part; hours à 22 € - 25 €)
 - Coaching of domestic economy
 - Care of elderly



Combined Income

d) Teaching- and Experience Farms

About

- 500 herb pedagogues
- 400 qualified female gardeners
- 80 tourist guides
- 200 tourist guides “wine-event Franconia”
- 20 wine teachers
- 40 farms offering child birthday parties
- 600 farms as places for teaching pupils
- 250 Advisors for nutrition and domestic services

earnings of 15,- €/h to 20,- €/h is possible.



4. Networks: horizontal and vertical Networking

Networking of similar or different actors:

- strengthen and complement each other,
- diversity their opinion and creativity
- Increase the readiness for change

***Unity strengthens and stabilizes! –
Value Added!***



Examples

Milchfrühling in Pfaffenwinkel

(www.milchfruehling.de)

Löwenzahnfrühling in Tölzer Land

(www.loewenzahnfruehling.de)



Milchfrühling
im Pfaffenwinkel



Regionalbuffet Franken

(www.regionalbuffet.de)



Landerlebnisreisen

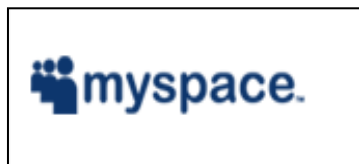
(www.landerlebnisreisen.de)

Communication (social media) mainly used by young people

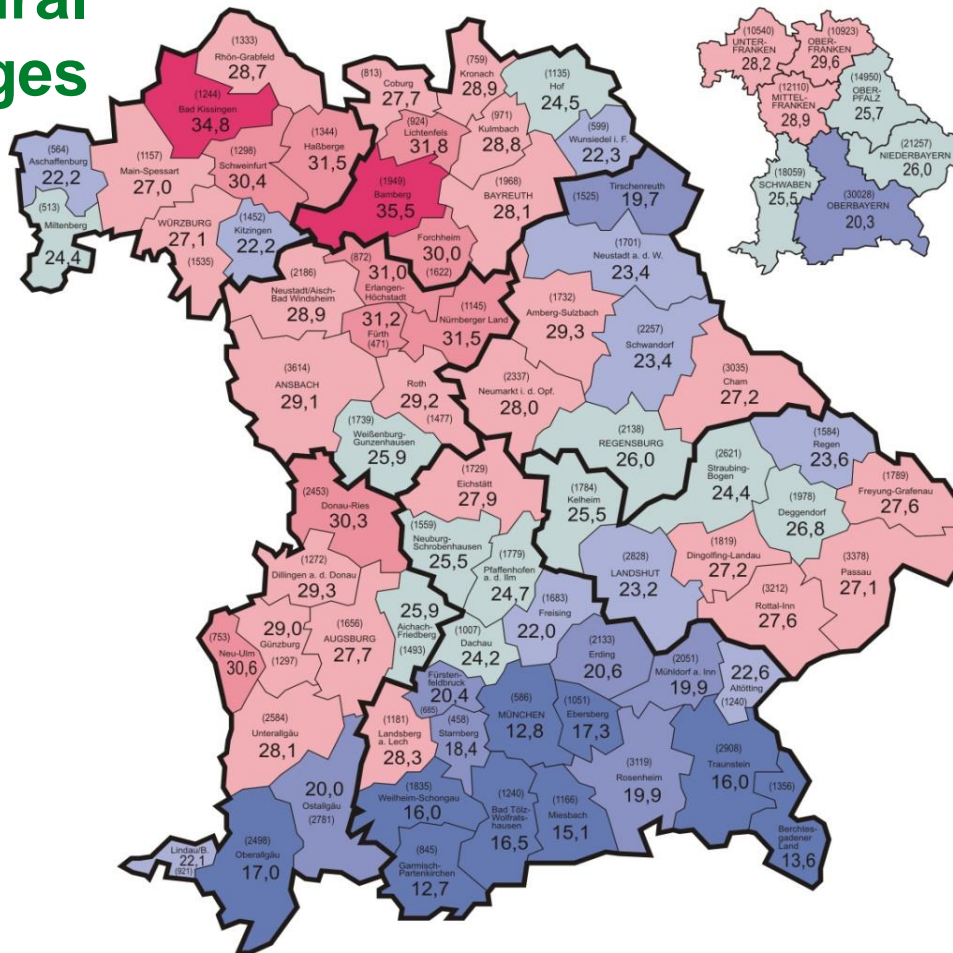
How: online-based communication
worldwide network
steady process

Where: > 800 mio. user
no privacy
no copyright

Trend: increasing



Stop the Structural Changes



Rückgang der landwirtschaftlichen Betriebe ab 2 ha LF in %

< 18,0 18,0 – 20,9 21,0 – 23,9 24,0 – 26,9 27,0 – 29,9 30,0 – 32,9 33,0 o. mehr

Die Zahl in Klammern gibt die Zahl der landw. Betriebe 2007 ab 2 ha LF an.

Bayern	1997	2007	Rückgang in % (1997 ÷ 100)
Landwirtschaftliche Betriebe (ab 2 ha LF)	158 028	117 867	25,4



Conclusion

Bavarian young farmers and especially female farmers perform a:

- Contribution to family affairs
- Contribution to social affairs
- Contribution to structural affairs
- Contribution to common welfare
- Contribution to cultural affairs

You can not account for the social benefits achieved by young farmers and women in the country side by money!

They use their strengths, chances, regional location and the marketplace.

They are not only necessary – they are a success and a gain!!

