

BAVARIAN CONTRIBUTIONS OF ADVISORY SERVICES AND KNOWLEDGE TRANSFER

APPROACHES
TO FARM BUSINESS DEVELOPMENT ADVICE

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Bavaria

Bavaria in the South of Germany



Source: EUROSTAT 2014
* Source: Statistical Office 2012

INITIAL SITUATION

- **Number of agriculture holdings in Bavaria**
(with 5 ha or more utilized agriculture area)
 - 97 500 holdings; Ø 34 ha
 - BUT: 84 % need an additional income
60 % are diversified
- **Challenges**
 - Globalization of the markets; low prizes for agrarian products
 - Secure existences of the agrarian holdings
 - climate change, proper animal treatment; biodiversity
 - Dialogue between agriculture and society
- **Targets (and Needs) of the farmers and the administration**
 - **Sufficient income for the agrarian holdings**
 - **Better awareness and acceptance of the society**
 - **Rural areas with a quality of life, with employment and attractiveness**

2. EDUCATION AND QUALIFICATION

Basis

Apprenticeship in farming or housekeeping on a farm

3 years Dual System (theory and practical experience)



Advanced training – free of charge for students

- **Professional school**
 - ▶ 3 semester (à 20 weeks) in farming
- **Educational program (Continual training and qualification)**
 - ▶ Farm education program (modular system (part time in a few months – 2 years)
 - ▶ Farm home-economics and entrepreneur (part time 1,5 years (2 half-days per week)
 - ▶ Qualificationsystem for diversification

3. ACADEMY FOR DIVERSIFICATION (QUALIFICATIONSYSTEM)

SUPPORT OF BUSINESS CREATION AND DEVELOPMENT OF NON-AGRICULTURE
ENTERPRISES

Networking

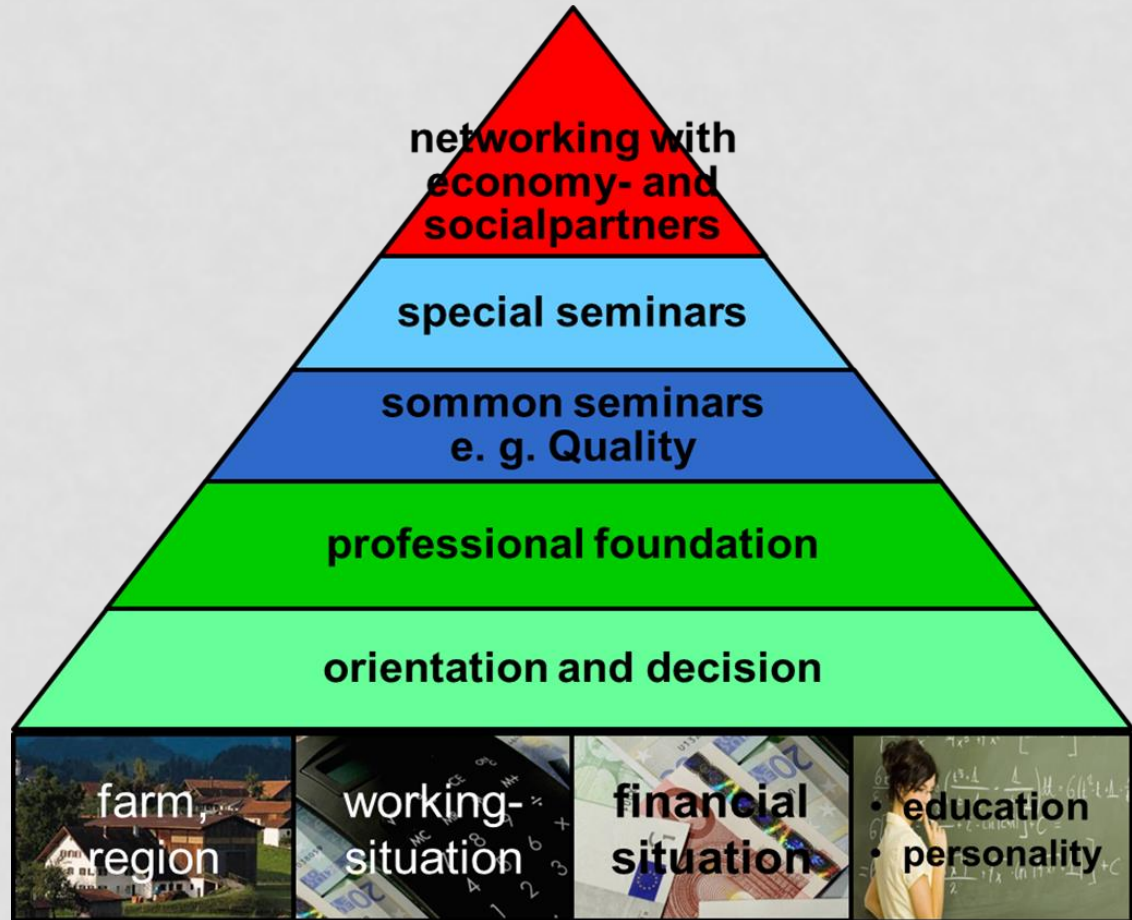
Additional workshops

8 – 40 units/modul

Essential workshops

20 – 160 units /modul

Facts



3.1 ACADEMY OF DIVERSIFICATION

- a virtual academy (consultants of 47 offices of the agricultural administration cooperate)
- about 150 qualifications in Bavaria in the field of (e.g.):
 - holidays on a farm
 - Gastronomy on a farm
 - Direct marketing
 - Events on a farm
 - Services for farms, households
 - Green care or social care on a farm
- Participants pay maximum 350.- € per a modular unit
- Qualifications can be booked online www.diva.bayern.de

4. FORUM OF DIVERSIFICATION

A PLATFORM OF NETWORKING

Invitation of various partners (stakeholders) in rural areas 2014

- Farmers
- Farmer unions
- Ministry for economics
- Ministry for families, social affairs
- Ministry for health & care
- Private and official consultants,
- Representatives for Tourismn
- Politicians of communities
- Representatives of other agricultural federal state administrations
- science

Moderated workshop

- What is your experience?
- What do you need?
- How can farmers help you?
- What should farmer do or do not?
- How can we cooperate?
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- Which win-win-situation should result?

4.1 FORUM OF DIVERSIFICATION

1. A group of interdisciplinarity (2014)



2. Identification of the needs and options

4.2 IDENTIFICATION OF NEEDS

- Social care on farms („Green care“)
- Value chain of agriculture and tourism
- Services of farmers for communities and private clients
- (Value chain for milk with self-service and automats)

4.3 WORKING COMMITTEE „SOCIAL CARE ON A FARM“

- Team 1 (2015-2016)
„Seniors on a farm“



- Team 2 (2015-2016)
„Drug-addicted people on a farm“



4.4 RESULTS OF THE FORUM DIVERSIFICATION (NOV 2016)

www.forum.diversifizierung.bayern.de



4.5 RESULT OF THE FORUM DIVERSIFICATION AND VISION



Vision (2017)

We want to apply for a subsidy of an EIP-Agri to guide and consult the development of 10 farms with a variety of social care;

Thank you for your attention!