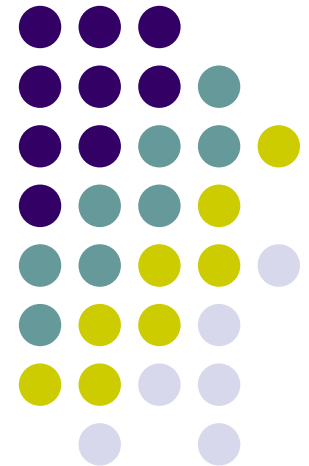
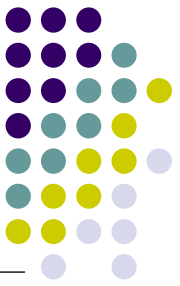


# Agriculture – Economic Opportunities and Risks in the Enns Valley

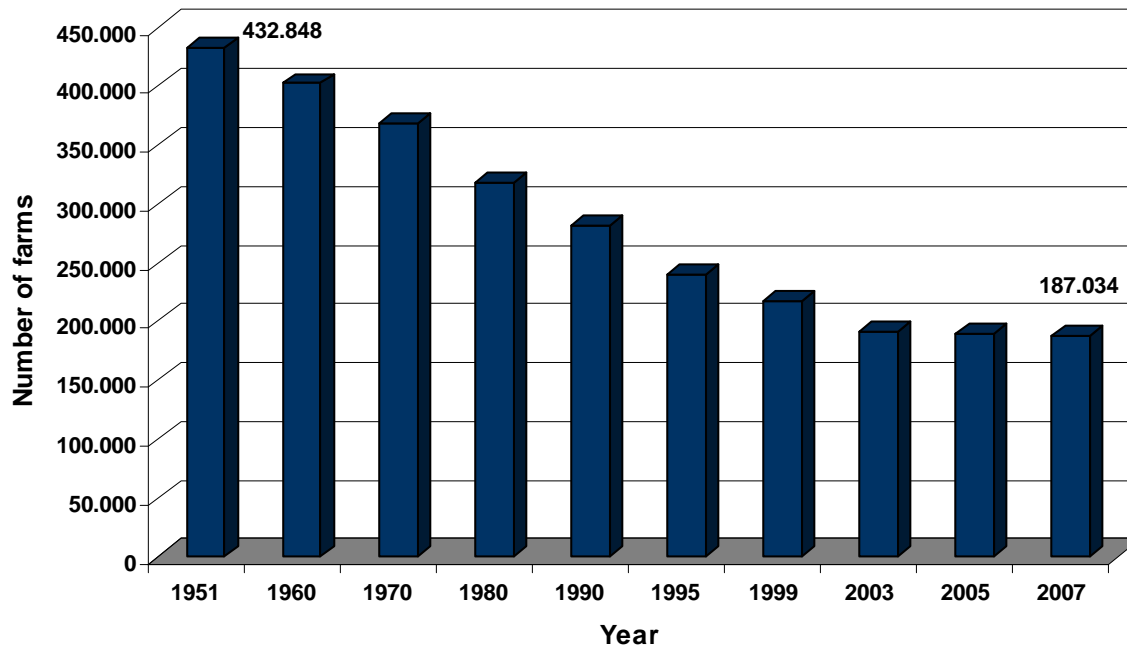
Workshop and Discussion:  
„Economic potential of agriculture in Alpine Areas“



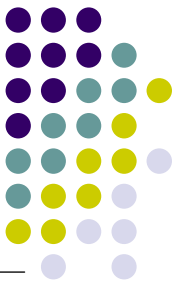
# Farm structure



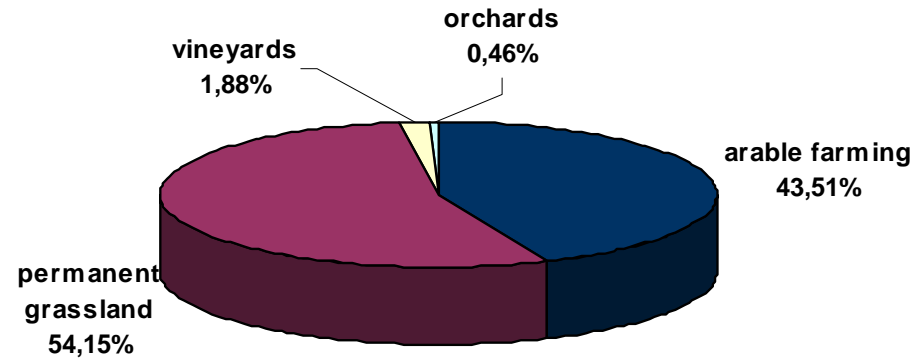
- Totally **187,034** agricultural and forestry **enterprises** in 2007
  - 169,079 farms with agricultural area
  - 17,346 farms with solely forestry area



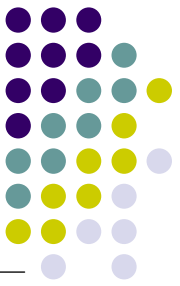
# Structure of Area



- Totally **7.56 million hectares** area
  - 3.19 million ha agricultural area
  - 3.34 million ha forestry area
  - Average farm size is **18.9 hectares** of agricultural area



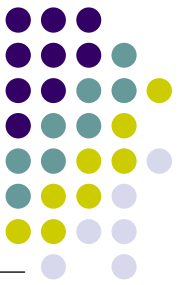
# Employment



- Types of employment:
  - 37.5 % full employment
  - 56.0 % secondary employment



# Animal and Milk



- **Animal production:**

- **Cattle** population **2.0 million** animals
- **Pig** population **3.06 million** animals
- **333,000** sheep and **62,500** goats

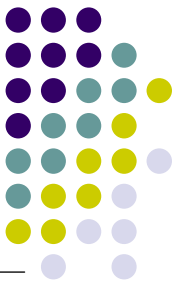


- **Milk production:**

- **42,079 dairy farms** amounted up to **2.72 million** tonnes of **milk** (average milk yield per cow: 5,150 kg)
- Producer price in 2008 was **37.51 cent** per kg milk
- 8,000 tonnes of sheep milk and 17,200 tonnes of goats milk were produced

# Organic farming

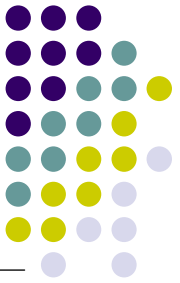
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- Number of subsidized **organic farms** in 2008  
**19,961 = 14.7 %** of all
- **382,949 ha** of **agricultural areas** (not including alpine pastures and mountain meadows) = **16.3 %** of all
  - 157,530 ha under arable organic farming
  - 220,746 ha grassland
- **21 %** of all Austrian dairy farms produce **16 %** of total milk production

# Mountain farms

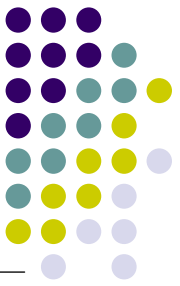
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- **68,355 mountain farms** with MFC-points in 2008
  - Cat. 1: 31 %
  - Cat. 2: 42 %
  - Cat. 3: 18 %
  - Cat. 4: 9 %
- Average agricultural area: **14.0 ha**
- **72 % of dairy farms** are in mountainous areas
- **~ 67 % of total milk production**
- Decreasing milk quota when handicap increases (74 tonnes at MFC Cat. 1 to 29 tonnes at MFC Cat. 4)

# SWOT - Analysis

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## Strenghts

- Open Space
- Regional Identity
- High quality goods
- Tourism
- Organic farming
- Public funds

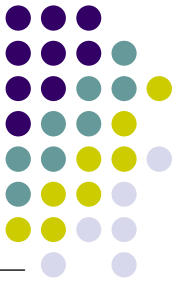
## Weaknesses

- Density of population
- Job situation
- No trademarks
- Trend to migration
- Small farm size
- Farms located in Mountain area
- High production costs





# SWOT - Analysis

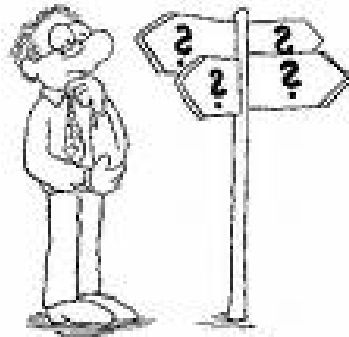


## Opportunities

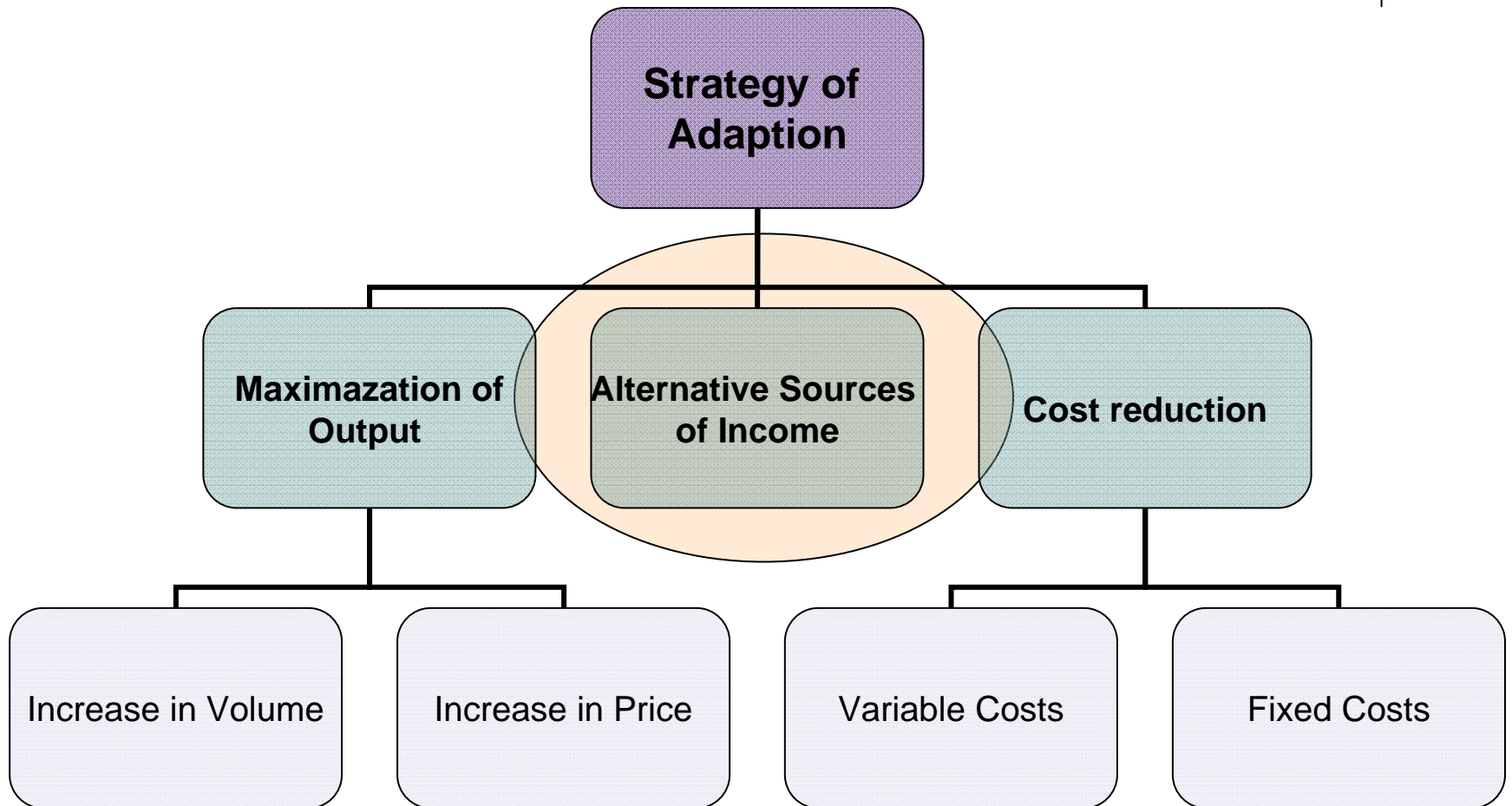
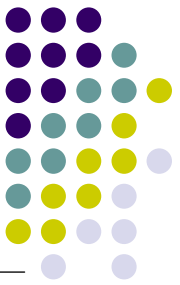
- Marketing strategies
- Organic farming
- Additional income
- Cooperation (between farms and farms:tourism)
- Diversification
- Bioenergy and forestry
- Use of pasture

## Threats

- Globalisation
- Economic dependence
- Readiness for cooperation
- Decline of protective function of the forest
- Increase of tourism
- Small structured
- Continous succession
- Bureaucracy

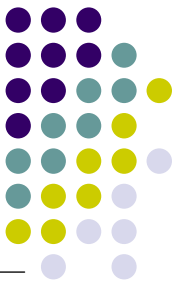


# How to influence the income



# Alternative Sources of Income

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- New lines of production
- Additional Income
- Opening of new market segments
  - Organic Farming
  - Forestry
  - Direct Product Marketing
  - Biomass (Composting) and Biogas plant
  - Tourism („Urlaub am Bauernhof“)
  - Etc.