A characterization of TG agriculture by Swiss consumers

Intensive dairy production

Land of «apple juice»
A characterization of TG agriculture by Swiss consumers

Innovative berry production

Delicious chicken products
TG agriculture: frame conditions

Beneficial factors

- fertile soils
- sufficient water supply, good opportunities to irrigate
- well-balanced climate
- innovative, well-educated farmers
- strong support by the inhabitants
- support by politics
- sympathy by the administration of the canton
## The economical importance of TG agriculture

<table>
<thead>
<tr>
<th></th>
<th>TG</th>
<th>CH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons employed in agriculture</td>
<td>7.5 % (7’320)</td>
<td>4.2 %</td>
</tr>
<tr>
<td>GVA agriculture in % of GDP</td>
<td>3.0 %</td>
<td>0.8 %</td>
</tr>
</tbody>
</table>
# TG agriculture compared with other cantons

<table>
<thead>
<tr>
<th></th>
<th>TG</th>
<th>rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of farms</td>
<td>2660</td>
<td>8</td>
</tr>
<tr>
<td>ha utilised agricultural area</td>
<td>49’466</td>
<td>8</td>
</tr>
<tr>
<td>ha / full-time farm</td>
<td>21.5</td>
<td>13</td>
</tr>
<tr>
<td>GVA agriculture 2015</td>
<td>358 Mio Fr.</td>
<td>3</td>
</tr>
<tr>
<td>Output value in Fr. / ha</td>
<td>16’300</td>
<td>2</td>
</tr>
</tbody>
</table>
Agriculture canton Thurgau: characterization

• high productivity
• versatile farms
• high proportion of fruit & vegetable production
• Areas with high animal density
Example animal husbandry: dairy production

Situation 2015

<table>
<thead>
<tr>
<th>Number of farms</th>
<th>Number of dairy cows</th>
<th>Cows / farm</th>
<th>Produced milk / farm (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1‘241</td>
<td>38’004</td>
<td>30.6</td>
<td>237’000</td>
</tr>
</tbody>
</table>

ca. 50% dairy production without silage feeding!
Thurgau leading in terms of fruit & vegetable production

Compared with other cantons

1. (rank) apples, grapes, berries, asparagus

2. pears, milk / farm

3. cherries, plums

4. Fresh vegetables

2. Output value Fr./ha (Fr. 16’300.-)
BBZ Arenenberg

- In the network of the TG agriculture and food industry
education

- 3-years apprenticeship with certificate (farmers)

- higher education in agriculture («Master») / home economics & alimentation

- technical school in agriculture (in cooperation with cantons SG + GR)

- 4-years apprenticeship with certificate (music instruments)
advice, development & innovation

advice services I

- Economics & family
- Dairy production
- Organic farming
- Rural development
- Education & demonstration farm Arenenberg
- Vineyard / vinification
- Experimental farm Tänikon

advice services II

- Fruit, vegetable & berry production
- Arable & forage crops / plant protection
- Soil laboratory
- Experimental farm Güttingen
advice, development & innovation: mandate and financing by the government

In the most important fields of the TG agriculture...

• …initiate and support the development and innovation
• …provide economical success and quality of life (family!)
• …keep a high added value

approaches:

• Individual contacts
• Group advices
• Activities / training courses
• Articles in the (agricultural) journals
advice, development & innovation: important numbers 2015

Individual advice: contacts >1/2 h 730
Participants to activities 7’197
Numb. of half-day and evening activities 205
Numb. of full-day activities 28
Ø numb. participants / activity 31
advice utilisation

- Betriebswirtschaft 25.99%
- Investitionen 11.14%
- Soziales 3.22%
- Milchproduktion Fütterung 4.95%
- Milchproduktion Haltung 2.97%
- Milchproduktion Management 4.46%
- Ackerbau Pflanzenenschutz 5.45%
- Ackerbau Düngungsberatung 2.72%
- Ackerbau Anbauberatung 3.96%
- Obstbau Pflanzenenschutz 10.89%
- Obstbau Düngungsberatung 4.46%
- Obstbau Anbauberatung 4.21%
- Gemüsebau Pflanzenenschutz 1.73%
- Gemüsebau Düngungsberatung 0.25%
- Gemüsebau Anbauberatung 1.49%
- Beerenbau Pflanzenenschutz 1.49%
- Beerenbau Düngungsberatung 0.50%
- Beerenbau Anbauberatung 1.24%
- Schweinehaltung 0.50%
- Geflügelhaltung 0.99%
- Rindermast - keine Beratungen 0%
- Eigene Antworten 7.43%
content customers
neutral advices as customer need

94% of the customers estimate neutral advices
confidence as important «plus»

70 % of the customers would non-constrainingly recommend our service
Challenges of the advisors

- complexity of the cases
- weakness of the farms within the sector (value-added chain)
- economical situation of the farms
- «fire brigade» (very urgent advisory services)
- changing political & economical frame conditions
- short in personal ressources
- lack in qualified personal
- demarcation against governmental control duties
Folgerungen für die Beratungsarbeit

- customers needs have to be exactly recognized
- simplify – «system» advice
- requested competences have to be defined exactly
- knowledge of the own competences
- cooperations / collaborations with partners
  - advice services of other cantons
  - «self-help organisations»
  - private organisations
The BBZ advisor is a project manager

- agriculture
- politics
- advice services

- research
- other advisors (colleagues)
- trustees
- banks
- law specialists
- organisations within outside the canton
- market partners
- departments of the government
The BBZ advisor- the «specialiced allrounder»

- change of generations
- legal questions
- alliances
- investments
- restructuring

- taxes
- marriage law etc.
- land use planning
- land rights
- leasing law
- assurances
- credits
- payments by governm.

basic competences of all advisors

external trustees
1
2
3
4
farmers union
5
6

special competences of each advisor
Experimental farm Güttingen (fruit and berry prod.)

Research ↔ advice ↔ farms
project sustainable fruit production

agricultural departement
association of fruit producers TG
Thank you very much for your attention!