

Thurgau



BBZ Arenenberg

Daniel Nyfeler

head of section «crop production advice»



A characterization of TG agriculture by Swiss consumers



Intensive dairy production



Land of «apple juice»



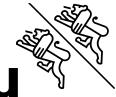
A characterization of TG agriculture by Swiss consumers



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

	TG	CH
Persons employed in agriculture	7.5 % (7'320)	4.2 %
GVA agriculture in % of GDP	3.0 %	0.8 %

TG agriculture compared with other cantons



	TG	rank
Number of farms	2660	8
ha utilised agricultural area	49'466	8
ha / full-time farm	21.5	13
GVA agriculture 2015	358 Mio Fr.	3
Output value in Fr. / ha	16'300	2



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



Number of farms	Number of dairy cows	Cows / farm	Produced milk / farm (kg)
1'241	38'004	30.6	237'000

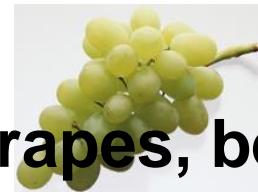
ca. 50% dairy production without silage feeding !

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



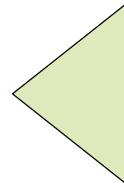
2.

Output value Fr./ha (Fr. 16'300.-)



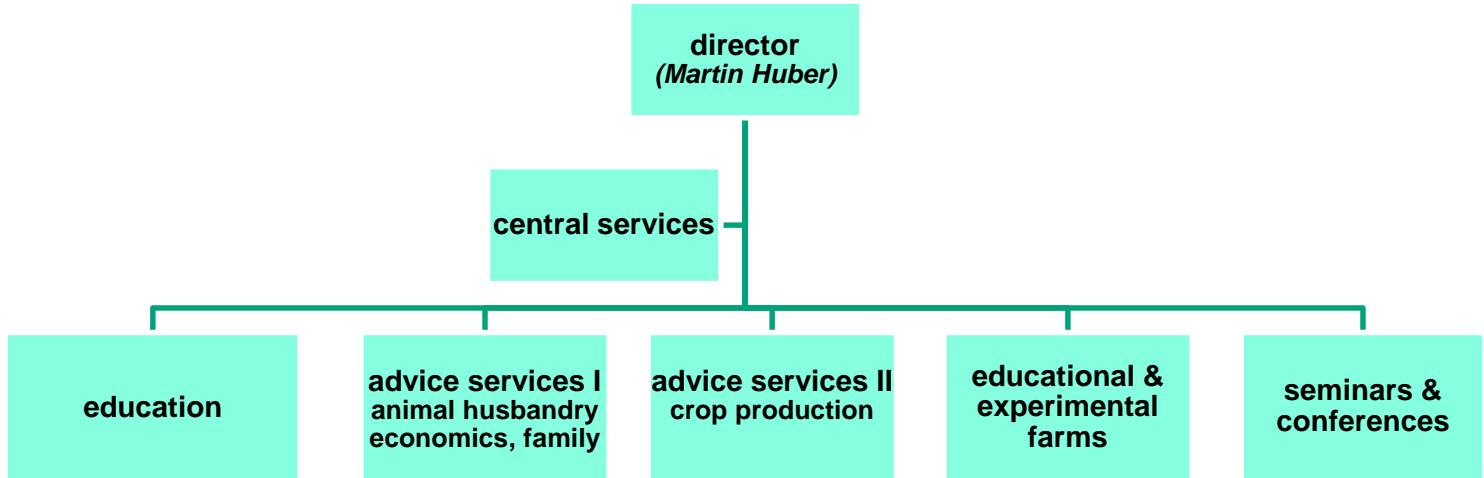
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- In the network of the TG agriculture and food industry





BBZ Arenenberg: organigram





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:

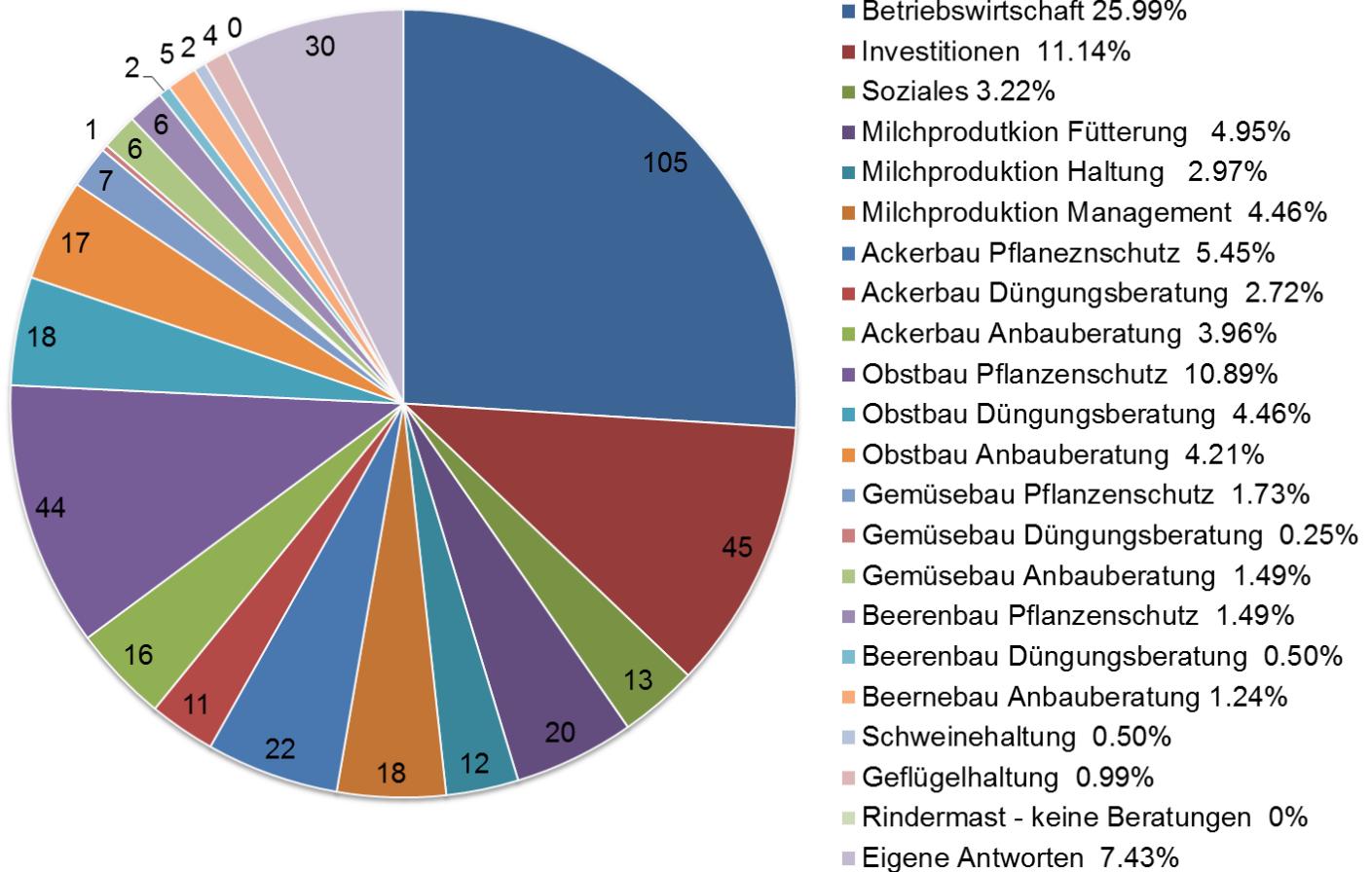
- Individual contacts
- Group advices
- Activities / training courses
- Articles in the (agricultural) journals

advice, development & innovation: important numbers 2015

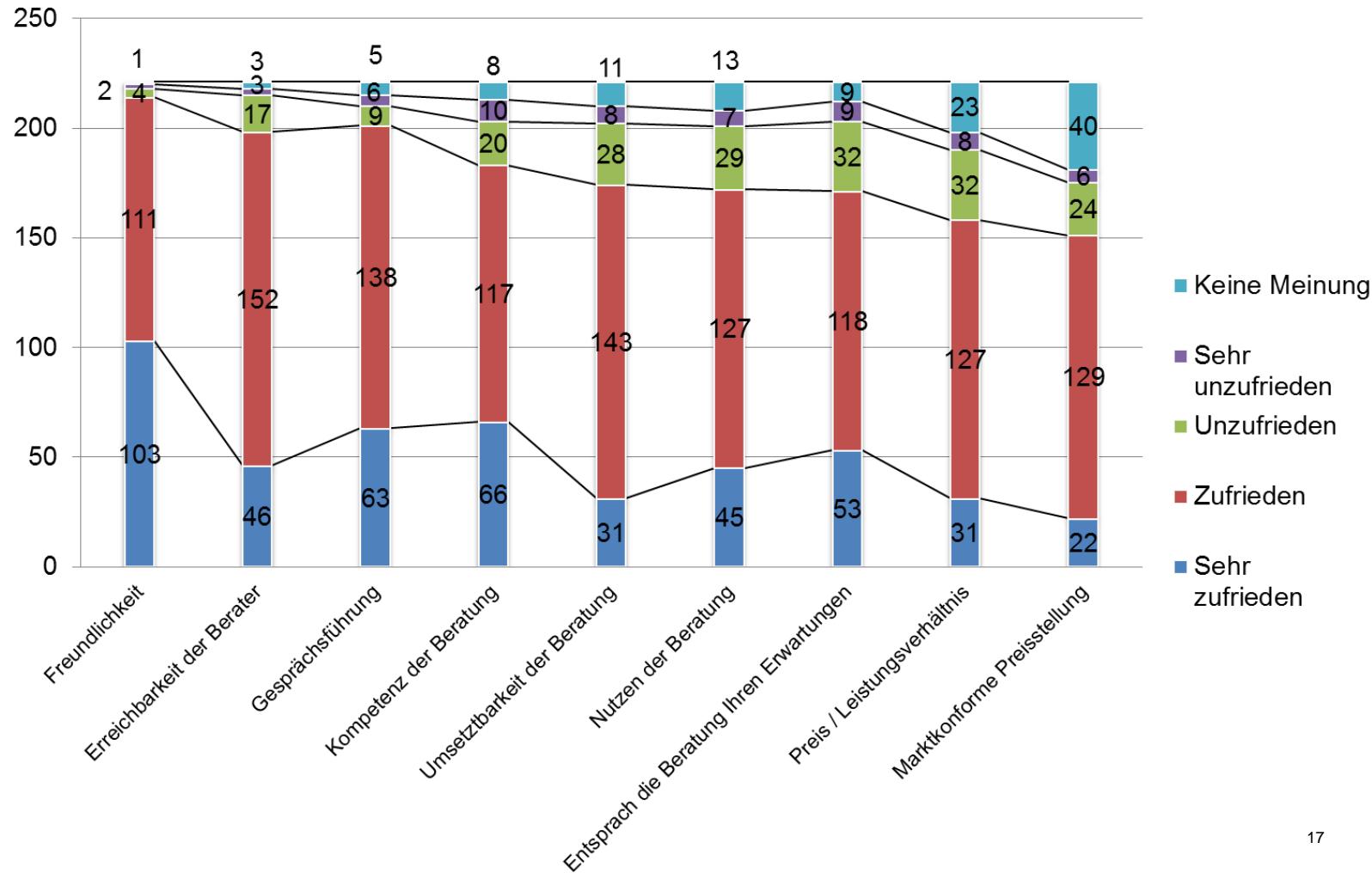


Individual advice: contacts >1/2 h	730
Participants to activities	7'197
Numb. of half-day and evening activities	205
Numb. of full-day activities	28
Ø numb. participants / activity	31

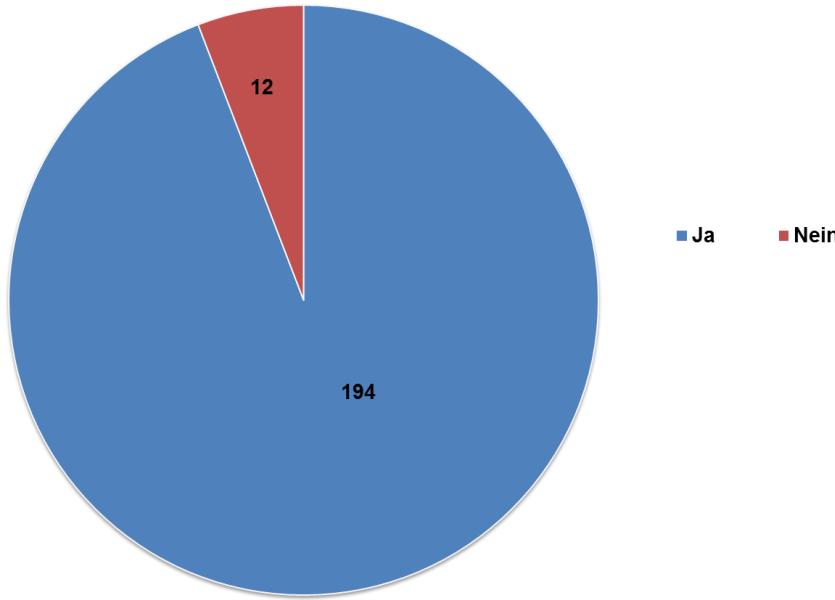
advice utilisation



content customers

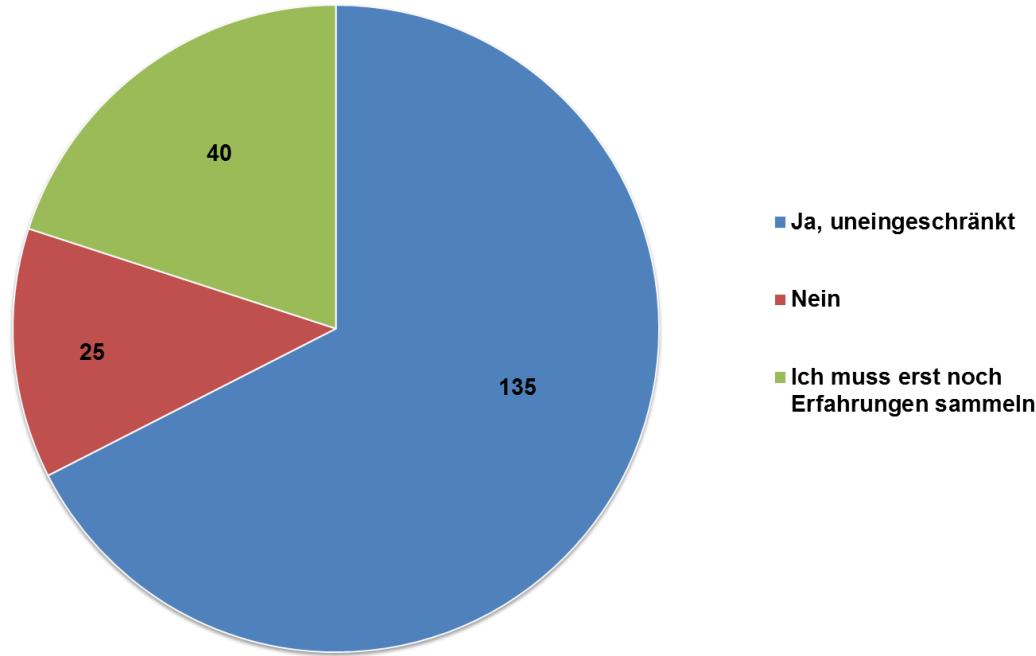


neutral advices as customer need



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

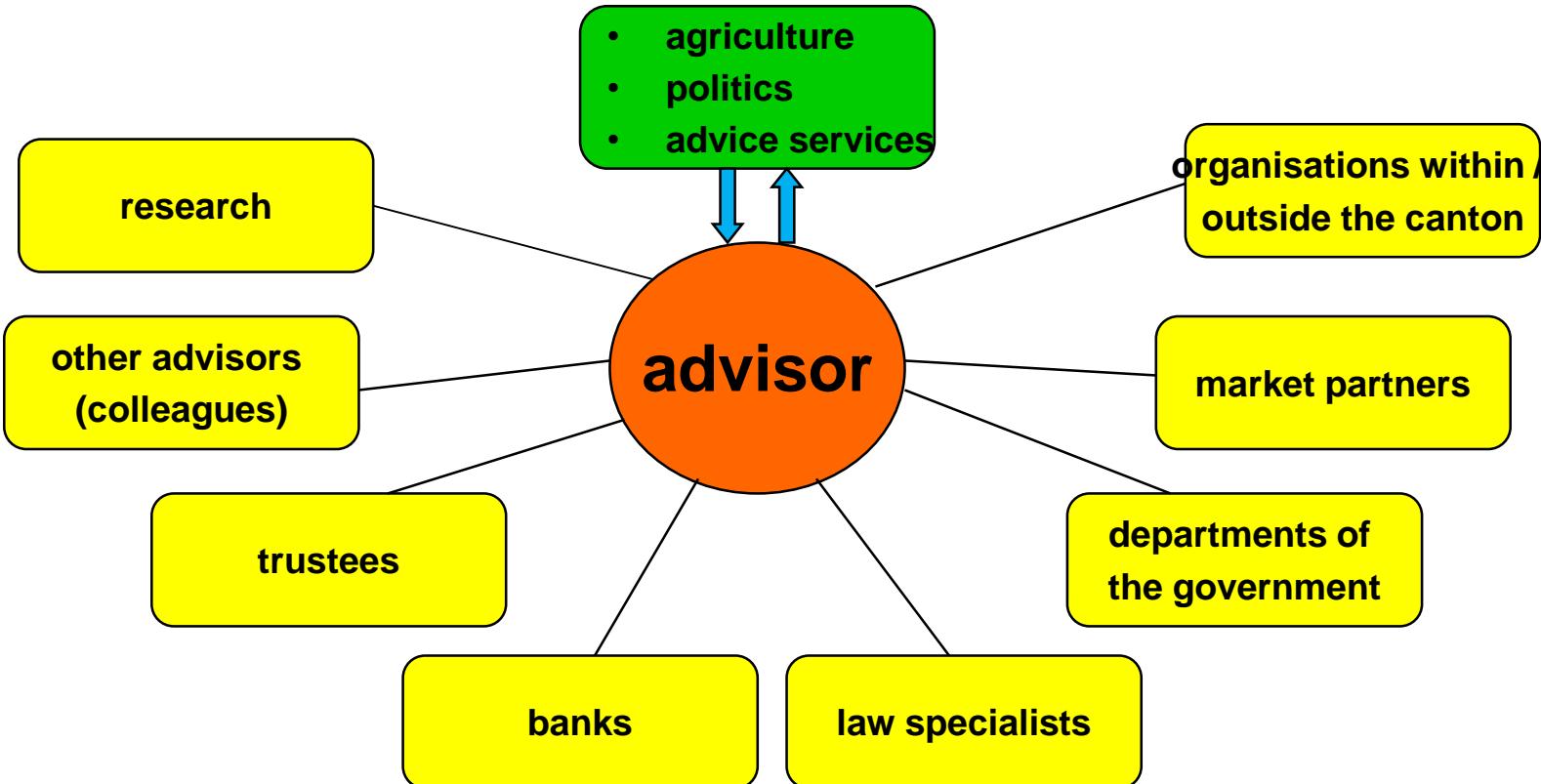
- ⇒ complexity of the cases
- ⇒ weakness of the farms within the sector (value-added chain)
- ⇒ economical situation of the farms
- ⇒ «fire brigade» (very urgent advisory services)
- ⇒ changing political & economical frame conditions
- ⇒ short in personal ressources
- ⇒ lack in qualified personal
- ⇒ 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

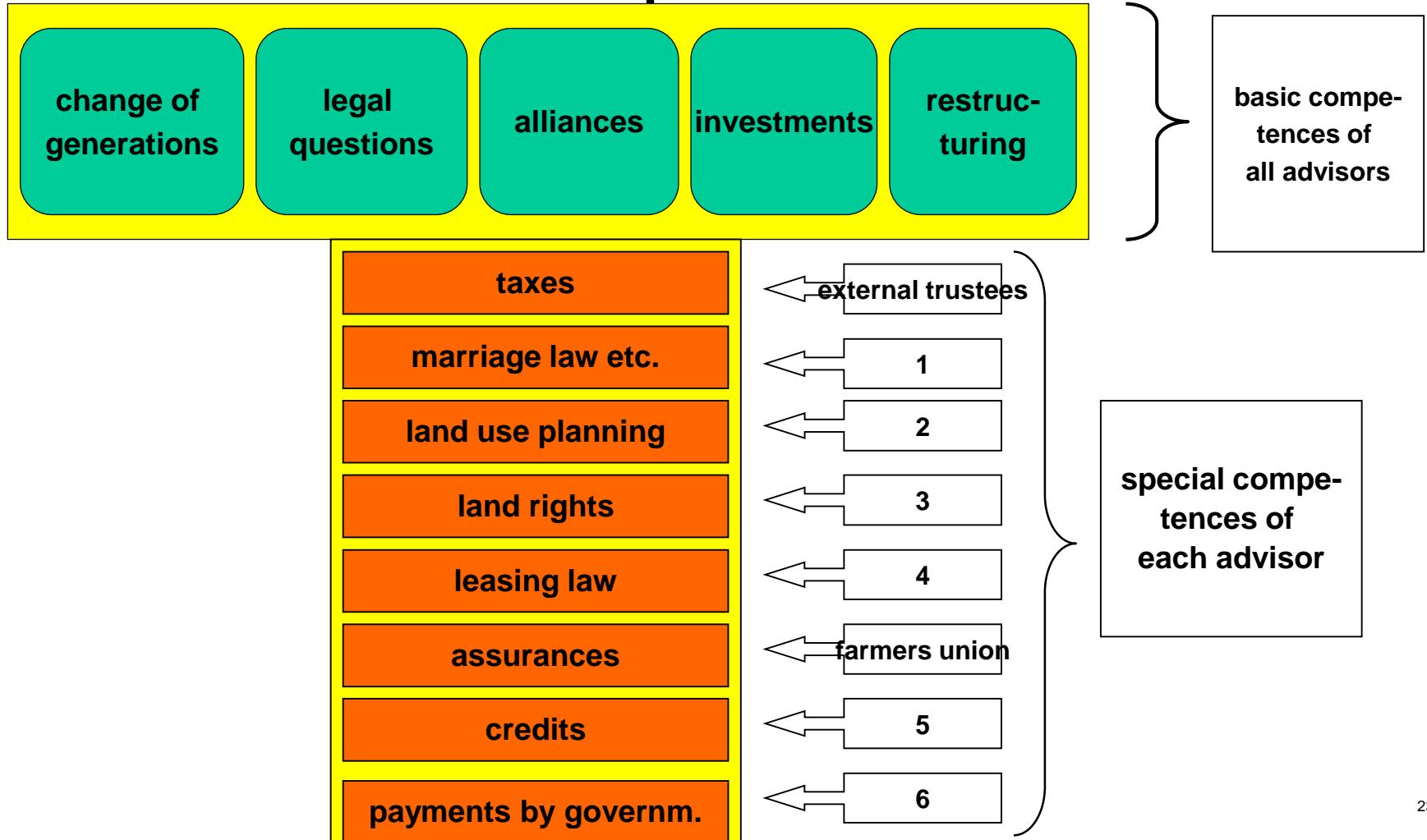


The BBZ advisor is a project manager





The BBZ advisor- the «specialiced allrounder»

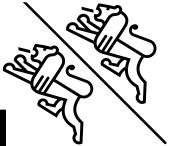




Experimental farm Güttingen (fruit and berry prod.)



Research ⇔ advice ⇔ farms



Thurgau

project sustainable fruit production



**agricultural departement
association of fruit producers TG**





Thank you very much for your attention!