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Statement 1:

• Farm income is not linearly related to the size of farm!
Opportunities at farm level
income / farm size

Income of family farm (€)

No. of dairy cows
## Future strategies

<table>
<thead>
<tr>
<th>Focus for farm development (% of farmers)</th>
<th>Lithuania (n=334)</th>
<th>Poland (n=334)</th>
<th>Slovenia (n=362)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand dairy production</td>
<td>70.4</td>
<td>80.5</td>
<td>55.2</td>
</tr>
<tr>
<td>Further specialization</td>
<td>68.6</td>
<td>85.6</td>
<td>57.7</td>
</tr>
<tr>
<td>Co-operate</td>
<td>21.9</td>
<td>47.0</td>
<td>38.7</td>
</tr>
<tr>
<td>Chain-integration</td>
<td>16.2</td>
<td>36.8</td>
<td>37.6</td>
</tr>
<tr>
<td>Wait and see</td>
<td>35.3</td>
<td>25.4</td>
<td>22.1</td>
</tr>
<tr>
<td>Diversify other agric. activ.</td>
<td><strong>43.1</strong></td>
<td><strong>18.6</strong></td>
<td><strong>23.8</strong></td>
</tr>
<tr>
<td>Diversify non-agric. activ.</td>
<td>7.8</td>
<td>8.7</td>
<td><strong>27.3</strong></td>
</tr>
<tr>
<td>Downscaling</td>
<td>13.5</td>
<td>8.7</td>
<td>7.5</td>
</tr>
<tr>
<td>Relocate farm</td>
<td>6.9</td>
<td>6.0</td>
<td>6.9</td>
</tr>
<tr>
<td>Start a new farm</td>
<td>5.4</td>
<td>4.5</td>
<td>1.7</td>
</tr>
</tbody>
</table>
• Diversification and very good farmers skills (green fingers) can be an alternative route to specialization

• Client oriented farm
Diversification

- **Agricultural activities**
  - Suckler cows
  - Beef/pigs/sheep/goats
  - Horses / bees
  - Vineyards/horticulture
  - Forestry…

- **Non-agricultural activities**
  - Special local products
    - Milk & meat products
    - Oil, honey, …
  - Energy production
  - Machinery services
  - Agro-tourism
  - Cottage industry
  - …
Situatie in zuivelmarkt
eigen land

Internationale zuivelmarkt
Orientatie op consumenten

Consumer concerns

Netherlands
Slovenia
Poland
Lithuania

Client oriented

International milk market

National milk market
Case of innovative dairy farmer in Slovenia

- 5 ha arable land
- 11 ha meadows
- 10 ha forest
- 20 to 25 cattle
  - 15 cows
  - 110,000 kg milk
- 4 generations
- 2 LU on the farm
- 1 farm off employment
- Processing of milk
- Direct marketing
Farm as industry or as part of society?

• Does the increasing use of word “dairy INDUSTRY” by experts and others not create a less favourable image?

• It seems to express the wish to have bigger and bigger farms
Statement 3: Mountain dairy farming: A threatened symbol of the European model

- Less favourable areas, for instance mountainous areas with small farms, pastures and cows become “beer country” in the near future under the new dairy policy!
Simulation of the Development of a Mountain Landscape (Kucan & Simonic):

Decline of biodiversity if dairy farming disappears

Dairy farming determines landscape.
• Farm income is not linearly related to the size of farm!

• Farm as industry or as part of society?

• Mountain dairy farming in EU: A threatened symbol* 

*Study of the Insitute de l’Elevage