

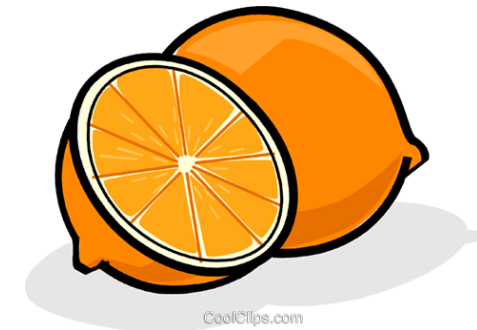
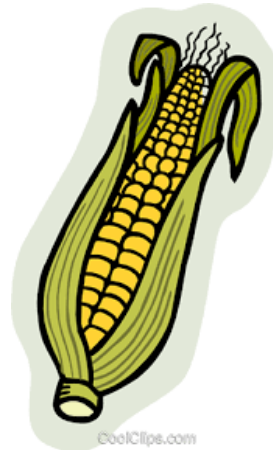
Leave your home sofa

Joachim Pertagnol, IZES gGmbH

Why you should leave your sofa

Agriculture is a great job

- Own products (know what's inside)



Picture: coolClips.com

Why you should leave your sofa

Agriculture is a great job

- Own products (know what's inside)
- Your own boss



Why you should leave your sofa

Agriculture is a great job

- Own products (know what's inside)
- Your own boss
- Work with animals



flickr.com

Gymnasio
Gerakiou

Why you should leave your sofa

Agriculture is a great job

- Own products (know what's inside)
- Your own boss
- Work with animals
- Work with nature
- Work for nature



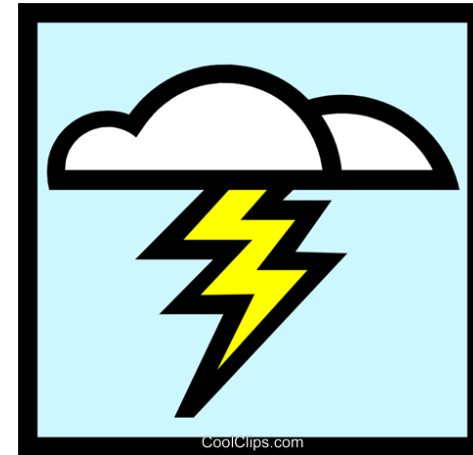
<http://www.1zoom.me/de/wallpaper/491176/z8772.7/>

Why you should leave your sofa

Agriculture is a great job

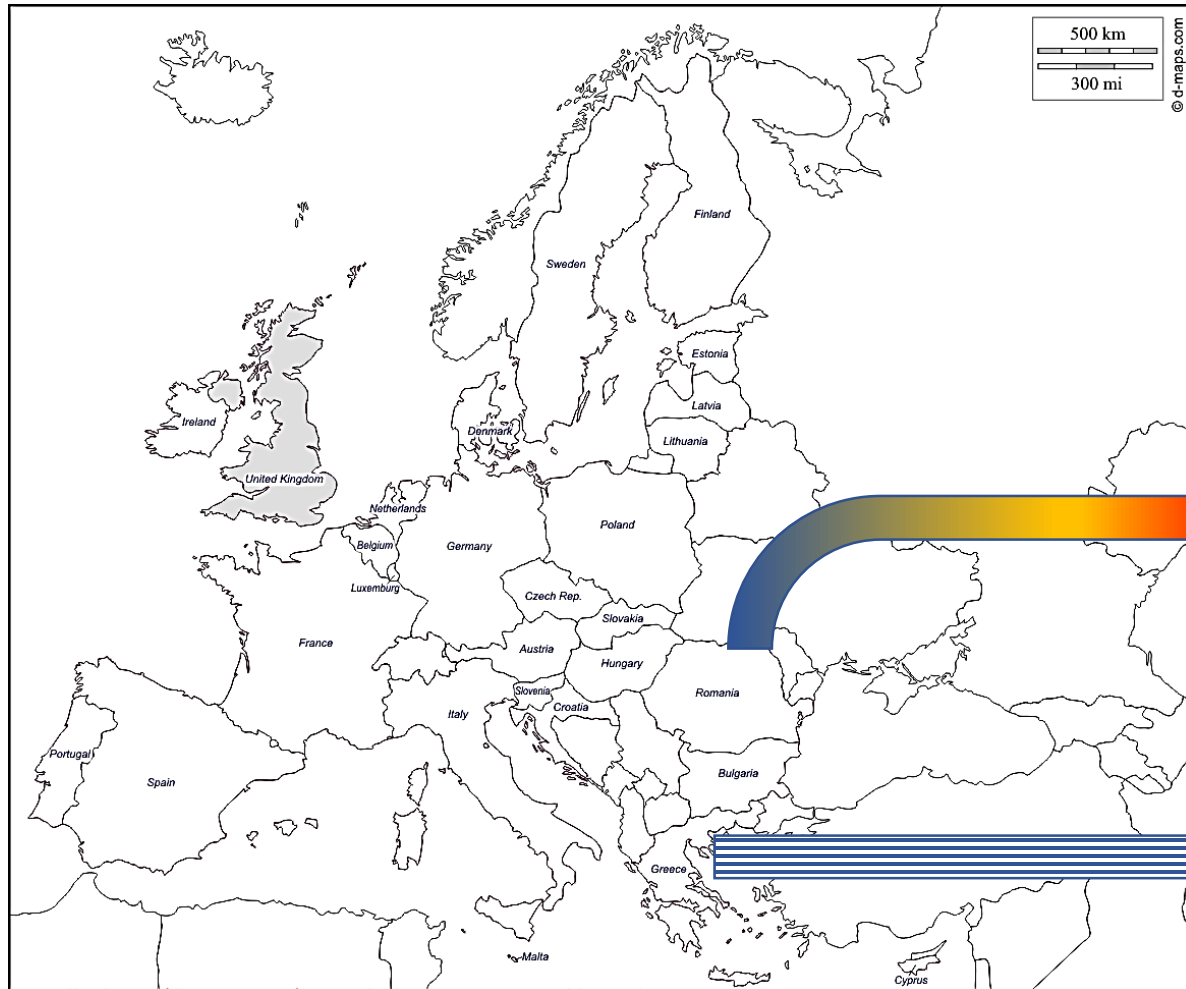
There are also disadvantages

- The weather is your boss
- Working on the weekend
- Not many holidays with livestock farming



Picture: coolClips.com

Young farmers in the EU



Quelle: http://d-maps.com/carte.php?num_car=30073&lang=de

EU average

Farmers under 35 → 6.5 %

Number of Holdings → 435,000

Average size of holdings → 14.6 ha

ROMANIA

Farmers under 35 → 7.3 %

Number of Holdings → 3,724,000

Average size of holdings → 3.6 ha

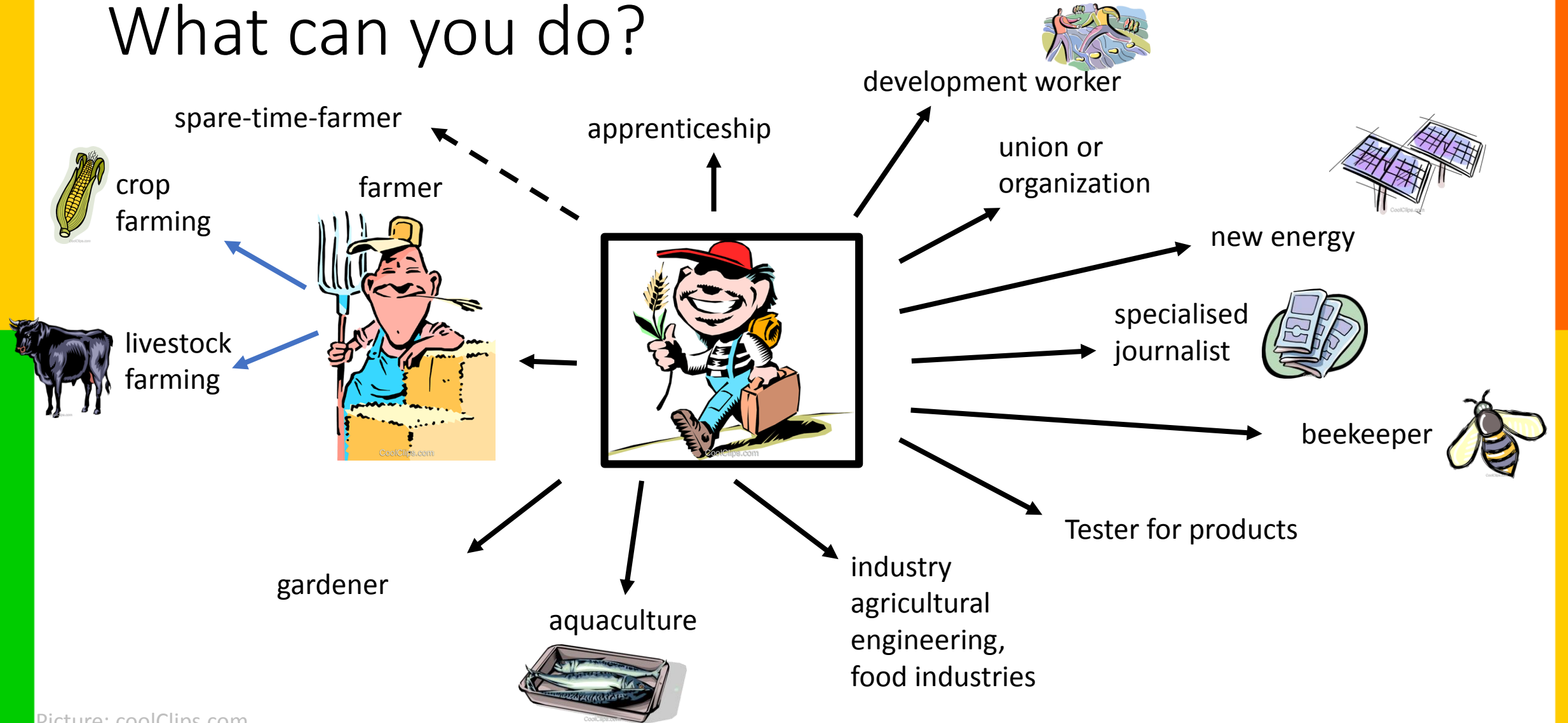
GREECE

Farmers under 35 → 6.5 %

Number of Holdings → 717,000

Average size of holdings → 4.9 ha

What can you do?



Picture: coolClips.com

Advanced training

old (but not bad)
way



Talk with farmer
or other peopel
in the same line
of business

Classic way



Special way



- (international) trade fair
- events
- presentations

New way

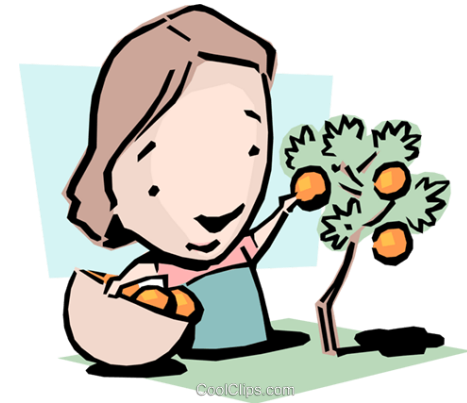


- youtube
- app for your
smartphone

Picture: coolClips.com

Best way

learning by doing



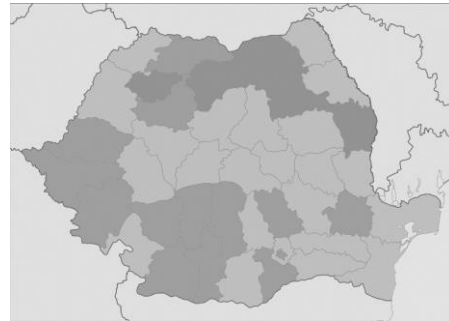
traineeship

Or wherever you want

In Europe

In your country

At home



- Easy
- Low cost
- At the weekend

- Easy to travel
- Board and loge on farms normally free

- Experience for life

By Alto13 - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=47614742>

https://commons.wikimedia.org/wiki/Atlas_of_Greece

Quelle: http://d-maps.com/carte.php?num_car=30073&lang=de

Picture: coolClips.com

traineeship

- www.backdoorjobs.com
- Work and travel+
- Farmstay
- www.woofgreece.com



WWOOF is the acronym for **World Wide Opportunities on Organic Farms**. <http://www.woof.net/>

- Workaway



Universities

- Bachelor and Master
- Which university?
- What's your favorite?



Picture: coolClips.com

Universities in Greece

- Harokopio University of Athens  **ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ**
HAROKOPIO UNIVERSITY
- Agricultural University of Athens  **AGRICULTURAL UNIVERSITY OF ATHENS**
ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
- National and Kapodistrian University of Athens  **HELLENIC REPUBLIC**
National and Kapodistrian
University of Athens
- University of the Aegean 
- Technical University of Crete  **Technical**
University
of Crete
- University of Patras  **ΠΑΝΕΠΙΣΤΗΜΙΟ**
ΠΑΤΡΩΝ
UNIVERSITY OF PATRAS
- University of Thessaly  **UNIVERSITY OF**
THESSALY
- Democritus University of Thrace  **ΔΗΜΟΚΡΙΤΕΙΟ**
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΘΡΑΚΗΣ

Universities in Romania

- Aurel Vlaicu University of Arad 
- Banat University of Agricultural Sciences and Veterinary Medicine Timisoara 
- Ion Ionescu de la Brad University of Agricultural Sciences and Veterinary Medicine of Iasi 
- Lucian Blaga University of Sibiu 
Universitatea "Lucian Blaga" din Sibiu
- Transilvania University of Brasov 
- University of Agronomic Sciences and Veterinary Medicine of Bucharest 
- University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca 
- University of Craiova 

Work for the agriculture

Work for the agriculture

- Agricultural contractor
 - You have your own machine (drone/quadrocopter , tractor, bale trailer, slurry wagon, seed drill)



Thomas Max Müller / pixelio.de
Rainer Sturm / pixelio.de

Andreas Hermsdorf / pixelio.de
Thomas Max Müller / pixelio.de

<https://morguefile.com/search/morguefile/1/copter/pop>

Work for the agriculture

- Agriculture for schools: Show other kids the great things of agriculture



Foto: Burg-Gymnasium Bad Bentheim

<https://www.corvinianum.de/index.php/hevensen.html>

Work for the agriculture

- agriculture for counseling:
 - handicapped persons
 - old people



- Agritourism

The start

Two ways of starting your business

Start small, get big

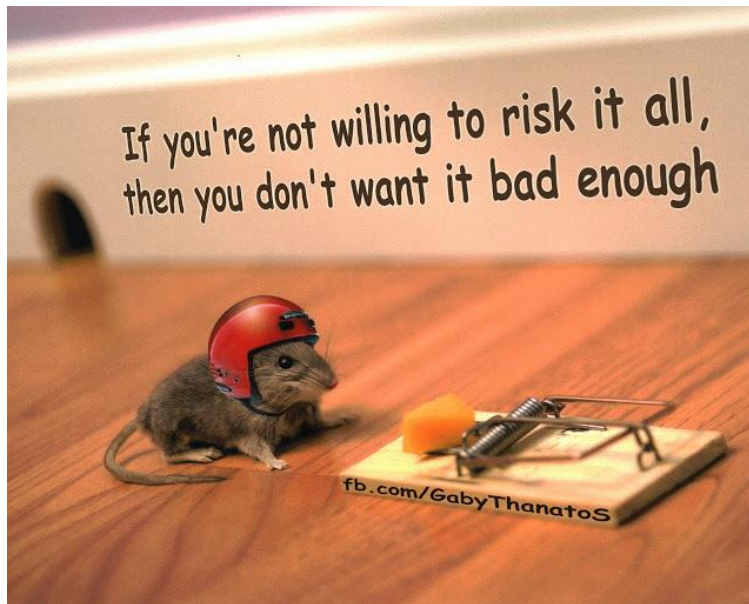


<https://www.swr.de/kaffee-oder-tee/obstsaison-freche-fruechtchen/-/id=2728760/did=13882856/nid=2728760/1n9j42c/index.html>

The start

Two ways of starting your business

Start small, get big



Fb.com/GabyThanatos



Start big, risk all

The start

Start small, get big

- Low risk
- You can learn step by step
- You don't need much money
- You need a second job

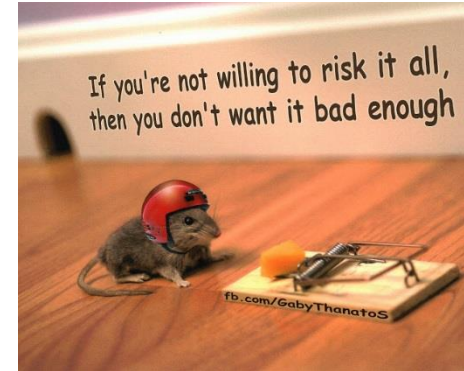


<https://www.swr.de/kaffee-oder-tee/obstsaison-freche-fruechtchen/-/id=2728760/did=13882856/nid=2728760/1n9j42c/index.html>
<http://search.coolclips.com/m/vector/peop0768/Students/#>

The start

Start big, risk all

- You need more money
- You must know many things
- There is no space for errors
- But: If you succeed you earn enough money



What is risk



Which effects does that have on me?

<http://search.coolclips.com/m/vector/cart0539/Cartoon-poker-players/>

Risk



Each business has its own risk

Agriculture

Weather

The weather is the most important factor in agriculture. And you have no influence on it.



Policy

Agriculture receives many subsidies from the EU.



Picture: coolClips.com

Risk in the business

- Main aspect: money
- You should enjoy your job (no free weekends)
- Loans → Am I able to pay it back? Can the payment be suspended?
- Evaluation and support by other persons → they might prevent you from making the wrong decision

Risk Business

- Low risk and fast answer from the system (reception of new products)
- Low risk and slow answer from the system (e.g. choosing a life insurance)
- High risk and fast answer from the system (e.g. production of new brands)
- High risk and slow answer from the system (e.g. setup of a new wine-growing area)

From one minute to days an month

3 Risks evaluation sector

External business risks

Rivals	Market	Sector	Law	Politic	Capital availability	weather
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Process risks

<p>Operational risks Personnal – Product development – Productivity – Capacity - Life cycle – Purchase – Business relationship – Customer satisfaction – Environment protection – Brand name / Brand protection – Marketing - Advertising</p>	<p>Leadership-related risks Leadership style – Authority – Acceptance – Motivation – Communication – Cooperation</p>	<p>Financial risks Exchange rate – Solvency – Money tranfer – Hedging transactions - Loans</p>
	<p>Technology-related risks Access / Disposability – Development capacities</p>	<p>Other risks Official esteem</p>

Informations and choices risks

<p>Operational Price determination – Contract arrangement– Reporting system</p>	<p>Financial Budgeting - Accountancy - Rating - Taxation</p>	<p>Strategic Environment observation – Planning – Busines portfolio – Valuation – Organization structure</p>
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Prospects

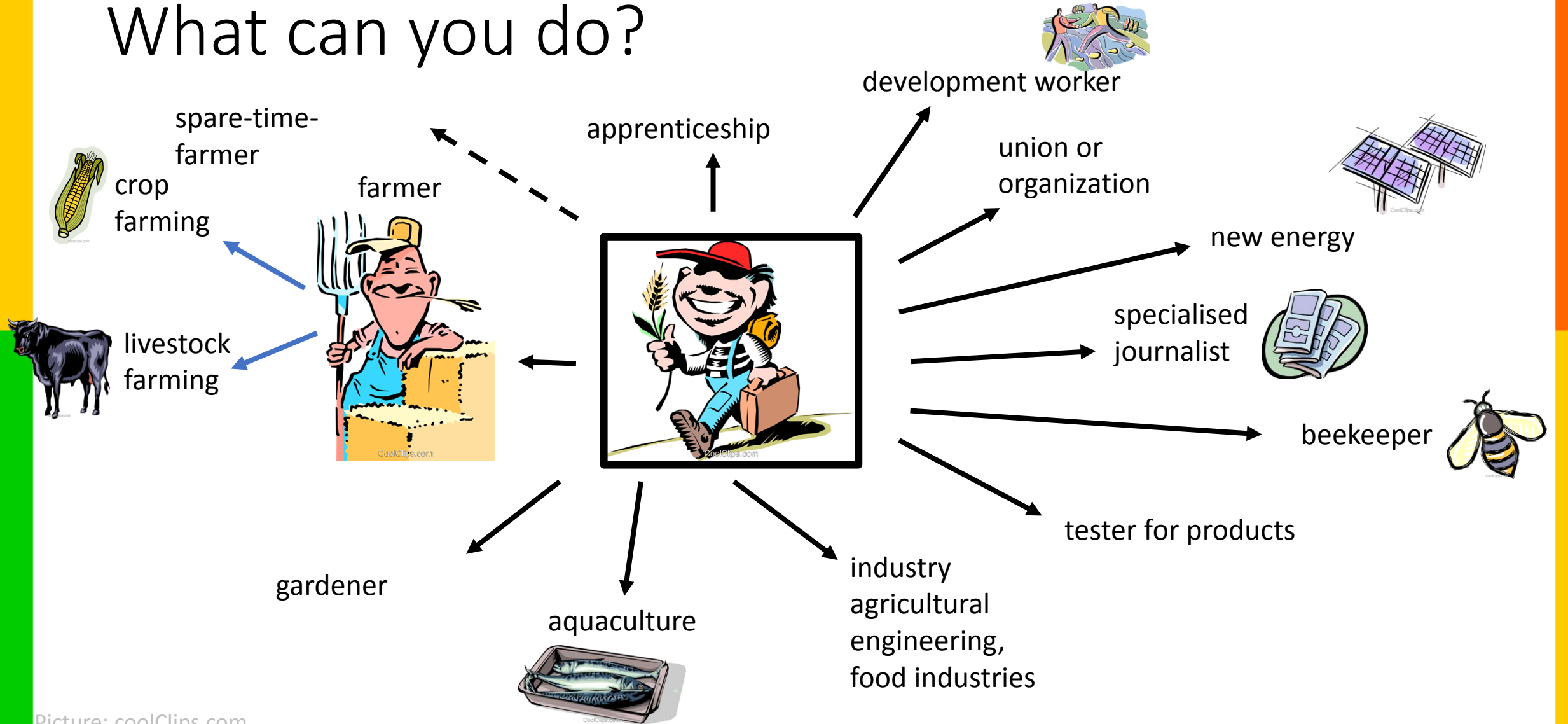
- To succeed in your business, you have to know what will happen tomorrow
- Agriculture means a close bond with the land
- You have to ask crucial questions such as: Will the land still exist in 10 years? Will there be enough water (weather data)? Has there been enough water over the last ten years?

Thanks for your listening

Building Sustainable Agro Business

Joachim Pertagnol, IZES gGmbH

What can you do?



Picture: coolClips.com

What can you do?

- Many old farmer without kids



Existenzgründung

- Ideenfindung und –**Entwicklung**
- Projektplanung und –**Entwicklung**
- Persönliche Grundvoraussetzungen
- Marksituation und Standortfrage
- Rechtsform ???
- Wirtschaftlichkeit
- Förderung
- Marketing
- Risikenbewertung

Setting up business

- Find ideas and **develop** them
- Find projects and **develop** them
- Personal prerequisites
- Market situation and location issue
- Legal forms ???
- Economic efficiency
- Support
- Marketing
- Risks evaluation

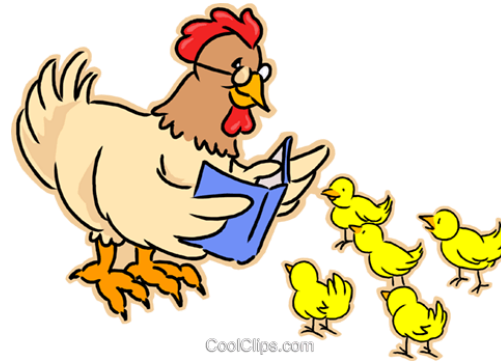


Where is the money

- **Request a small-business grant.**
 - These are government funds allocated to support new business
 - EU, Greece, Rumania, Germany
- **Foundation Farm ???**
 - Some foundation or other groups spend the first money but you must accept their conditions
- **Start a crowdfunding campaign online**
 - Here people make online pledges to your startup during a campaign, to pre-buy the product for later delivery, give donations or qualify for a reward, such as a T-shirt.
- **International partner**
 - E.g. Dutch investors constantly look for new growing areas and workers/managers

Picture: coolClips.com

Some ways to start small



<https://www.flickr.com/angieconscious/pixelio.de>

Beekeeper



Who can become a beekeeper?

- Everybody :)
- The only requirement: you should like to be outside in the nature

AND

You should not be afraid of bees!

<http://www.bee-careful.com/de/initiative/imkern-fuer-anfaenger-so-kann-man-imker-werden/>

Thomas Max Müller / pixelio.de

Beekeeper



How much work is it?

Beekeeping is not such a time consuming activity:

In winter you need to check on the bees once per month, in spring and summer 1-2 per week because it is usually time for harvesting the honey.

Beekeeper



What do I need?

1. Beekeeper suit: it usually is white
2. Gloves
3. Head with veil

Beekeeper



How to get started?

- 1-2 colonies of bees (can be up to 60.000 bees)
- Bee-hive
- Tools: chisel and broom
- Honey extractor (can be loaned or shared with others)



honeycomb

Angelina Ströbel / pixelio.de

Beekeeper



Starting capital

- Beekeeping suit: 25 €
- Bee hive: 40 €
- Bee colony: 75 €
- Tools: 25 €
- Honey extractor: old 50 € new 250 €
- In Germany one glass honey cost 5 – 8 €



Verena N. / pixelio.de

Beekeeper



What else?

- You need containers to transfer the honey from the bee-hieve
- You need small containers to sell the honey (small glasses with screw caps)
- Sticky labels 😊 so every body knows what kind of honey it is

motograf / pixelio.de

Beekeeper

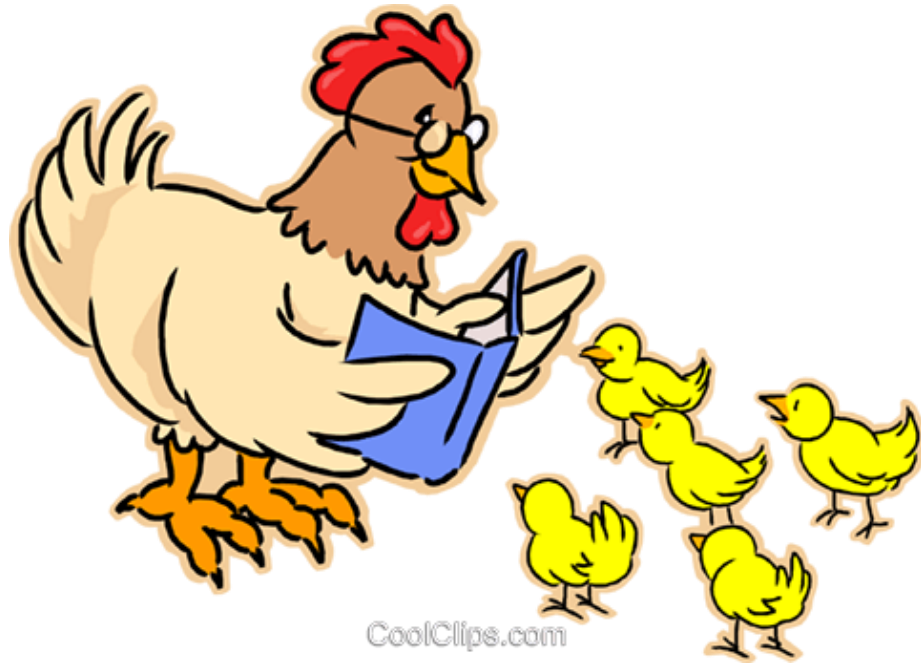


Who will buy the honey?

- Family and friends
- Neighbours
- Tourists

- Ask at you local shops if they have space to promote your honey 😊

Chicken



Who can become a chickenkeeper?

- Everybody
- The only requirement: you must have a little garden

Chicken



How much work is it?

Chicken are easy animals:

In the evening you must put them in a henhouse and in the morning leave them out.

They need little food (110 g/d corn, protein, shell limestone). You can use kitchen waste.

Other things: water, small stone, sand to bath in.

<https://morguefile.com/search/morguefile/11/chicken/pop>

Chicken



What do I need?

1. Henhouse (bigger box with a chicken roost to sit on it) and nest
2. 4 m²/chicken in Germany
3. Fence (but that is not so important)



CoolClips.com

Gymnasio
Gerakiou

Chicken

How to get started?

- 3-4 chicken
- nest
- Tools: shovel




<https://morguefile.com/search/morguefile/11/chicken/pop>

Chicken



Starting capital

- 180 eggs per year
- the egg has its packing 
- Romania 0,5 – 0,7 lei/egg
- Greece 0,20 – 0,30 €/egg
- Germany 0,20 – 0,35 €/egg

Chicken



Who will buy the eggs or „chicken nuggets“?

- Family and friends
- Neighbors
- Tourists

Garden

Who can become a gardener?



- Everybody :)
- Little place in the sun (you can ask your neighbors or friends)

<http://www.bee-careful.com/de/initiative/imkern-fuer-anfaenger-so-kann-man-imker-werden/>

Thomas Max Müller / pixelio.de

Garden



What do I need?

1. If it is possible, use a part of your parents` garden or buy flowerpots
2. You need seed of your favorite vegetables
3. Small shovel
4. Water

Garden



How to get started?

- 2 - 3 flowerpots
- Flower soil
- Stick for tomato
- Do not grow too many different sorts (max. 2-3) in the beginning

Garden



What else?

- You need containers to transfer the vegetables
- You need fertilizer
- Patience



motograf / pixelio.de

Garden



Who will buy the vegetables?

- Family and friends
- Neighbours
- Tourists

- Ask at you local shops if they have space to promote your products 😊

New technologies



Who can become a „specialist“ for new technologies?

- Everybody who enjoys working with technical devices
- But you need seed capital

<https://morguefile.com/search/morguefile/1/drone/pop>

New technologies



How much work is it?

At the beginning it's many work.
You must learn to use the
technologies

In winter you have freetime or
teast new things at your
computer/smartphone.

New technologies



What do I need?

1. Computer/smartphone
2. Software
3. Drone

<https://morguefile.com/search/morguefile/1/drone/pop>

[angieconscious](https://angieconscious.com) / pixelio.de

New technologies



How to get started?

- Use a small drone to learn how to fly
- Check the law in your country
- Make the first picture of friends or farmers you know
- Or distribute insects

New technologies



Starting capital (Germany)

- Drone to learn: ca. 20 €
- Better drone for pictures: 125 €
- Many tools are free

New technologies



What else?

- You need an idea of what the farmer might need.
- Use the internet

Who will buy your service?

- Farmers (also olive farmers)
- Foresters

Fruits



<https://morguefile.com/search/morguefile/6/fruits/pop>

Fruits

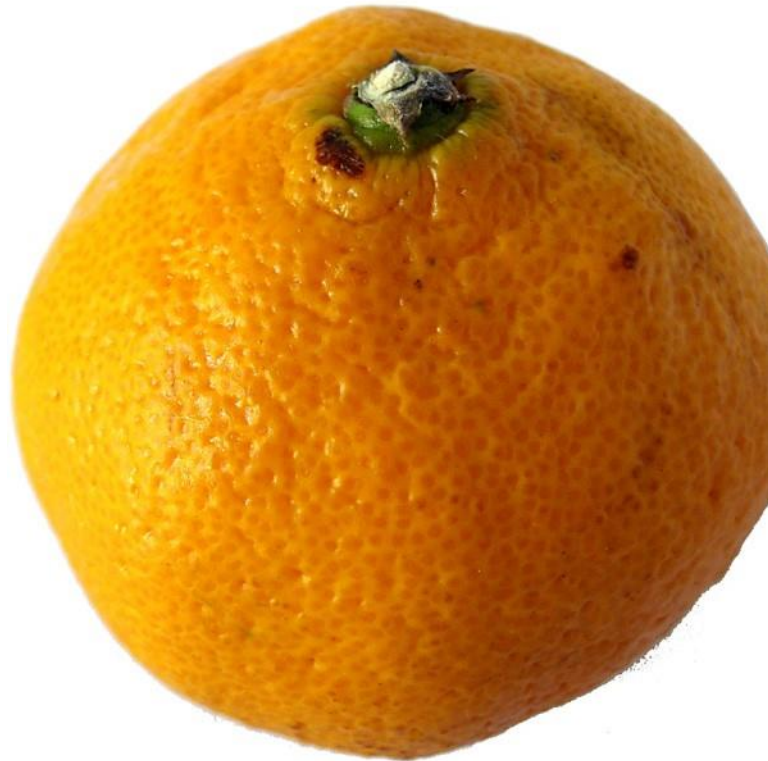
Who can grow fruits?

- Everbody :)
- You need a fruit tree



Thomas Max Müller / pixelio.de

Fruits



How much work is it?

1 or 2 trees are not much work

Sometimes you must check whether everything is okay (no sickness, cut of branches, water)

Pick the fruit

Fruits



What do I need?

1. Fruit tree
2. Branch shears
3. ladder
4. You need containers to sell the fruits

<https://morguefile.com/search/morguefile/6/fruits/pop>

angieconscious / pixelio.de

Fruits



How to get started?

- 1-2 fruit trees
- Learn from the older people

<https://morguefile.com/search/morguefile/6/fruits/pop>

Angelina Ströbel / pixelio.de

Fruits



Who will buy the fruits?

- Family and friends
- Neighbours
- Tourist

- You can make juice

Flowers self-service



Flowers self-service



Who can become a flower grower?

- Everbody :)
- The only requirement: you should like being outside in the nature

Flowers self-service



How much work is it?

In spring and summer you must spend 1-2 days to plant the flowers. If you use more plant species you need more time.

Flowers self-service



What do you need?

1. Plant seed
2. Shovel & rake
3. Save box

Flowers self-service



How to get started?

- Search for fields/ land nearby busy roads
- ask the owner to rent the land
- Search for fields/ land nearby busy roads

Angelina Ströbel / pixelio.de

Flowers self-service



What else?

- It's better to look into your box every day.
- Only use 2 – 3 sorts of flowers

motograf / pixelio.de

Flowers self-service



Who will buy the flowers?

- People who are passing by
- Tourists

HeiFisch / pixelio.de