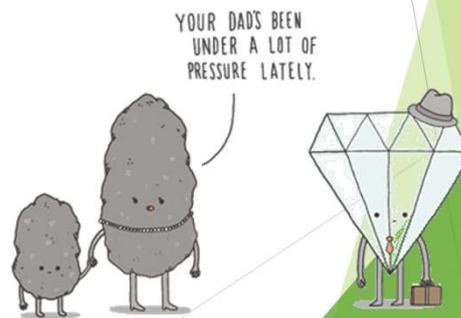
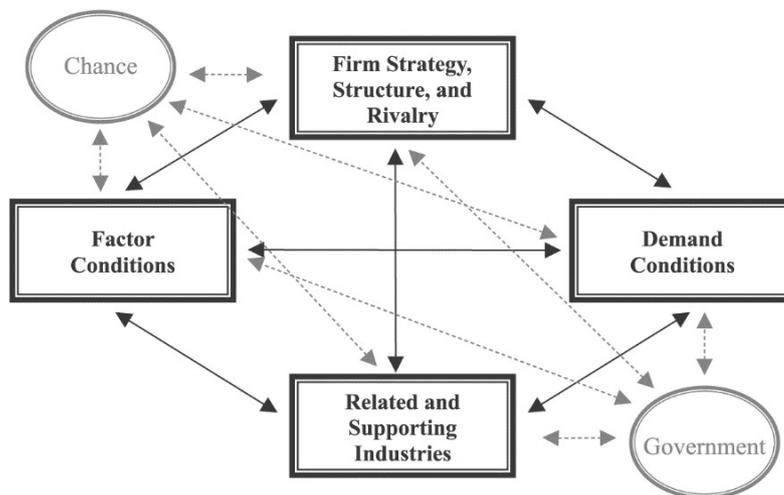


How does a farmer cope with stakeholders interests

Lukas Schulthess, producer



Competitiveness in pig production?



Source: Porter (1990)

Government

- ▶ Consumer are worlds apart from agriculture
- ▶ Animal protection service has a strong position
- ▶ Farmers have a good lobby but pigs don't seem to be a main topic
- ▶ Government's intentions (as they are perceived)
 - ▶ Produce less
 - ▶ Less fertilizer, less plant protection, more biodiversity
 - ▶ Have more land, because we pay you per hectare
 - ▶ You are too expensive
 - ▶ Produce high quality products

Demand

Consumer intentions (as they are perceived)

- ▶ You want to poison us (pesticides, antibiotics etc.)
- ▶ Why don't you keep your animals outdoor
- ▶ Meat is way too expensive
- ▶ vegan

- It's not appealing to eat meat. Especially pork
- Consumers are interested in a local, presentable production with a story

Supporting industries (up- and downstream industries)

- ▶ Feed industry have higher costs (a lot of «free service» i.e. pregnancy testing, weighing of pigs, administrative work)
- ▶ Retailer have a high percentage of Swiss products in their shops.
- ▶ Processing industries have higher costs → price difference to EU increases

➤ Up- and downstream industries would be as hard affected by free trade agreements and cut of tariffs

Our Farm Historic development

- ▶ Milkproduction with 15 cows and 90'000 kg quota
- ▶ Farm in the middle of the village. 800m to the next pasture
- ▶ 1996 first trial with outdoor housing of 100 fattening pigs
- ▶ 1997 start with outdoor sows up to 35 sows.
 - ▶ Land?, Mud?
- ▶ 1999 quitting Milkproduktion and starting with 75 sows (indoor)
- ▶ 2008 sister and me starting as a «siblings joint venture»
- ▶ 2008 raising to 100 sows standard production
- ▶ 2009 changing to Coop branded meat program (highest animal welfare)

- ▶ 2012 adding piglet spaces, new beef cow stable (20 heads)
- ▶ 2013 Biogas plant (80 kW, small scale ☺) with neighbour
- ▶ 2016 Photovoltaic (130 kW)



The farm today

- ▶ 100 sows (piglets up to 25 kg)
- ▶ 20 beef cows
- ▶ 50 sheep

- ▶ 28 ha (12 ha grassland, 16 ha arable cultures (wheat, barley, maize, sugarbeet, 0.5 ha blueberries, 0.5 ha grapevines)
- ▶ Apprentice



housing

- ▶ 30 farrowing boxes (7.3 m²)
 - ▶ 80 gestation sow places (3.3m²)
 - ▶ 30 gilt/finishing places (2.9 m²)
 - ▶ 440 weaner places (0.4m²)
 - ▶ 2 boars (10 m²)
-
- ▶ Up to 100% more space allowance than animal regulation rules
 - ▶ Around 25% more space allowance than other branded meat programs.



housing



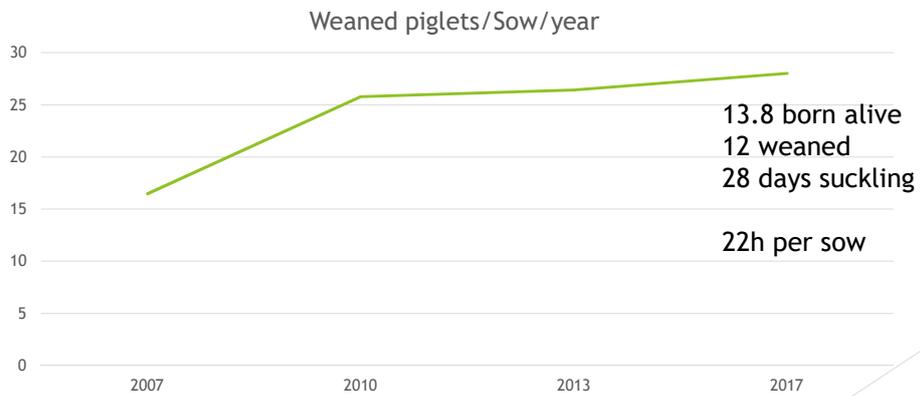


Management



- ▶ 15 sows farrowing batches every 3 weeks
- ▶ Day 1: teeth care
- ▶ Day 3: iron injection, castration, ear tag
- ▶ Day 21: circovirus, ileitis vaccination
- ▶ Day 28 weaning

Performance



Challenges in development

- ▶ Working hours are expensive (and rare)
 - ▶ →automation
- ▶ Animal welfare does pay off
 - ▶ Meat branding program
- ▶ Growing (land) is not an option



What are the objectives?

- ▶ **Earning money** with agriculture (preferably pigs)
- ▶ High work efficiency
- ▶ Excellent animal welfare
- ▶ Farming with great delight
- ▶ What makes you happy every evening?



Possible strategies on my farm

- ▶ Land is expensive and rare
- ▶ Pig market is full
- ▶ Growing with pigs is difficult as we are close to «non-farming» surroundings. Not agriculture friendly environment (for an intensive production) (odour...)
- ▶ People are interested in what we do

At the crossroad

In general

- ▶ Conflicting aims (wellfare, emissions)
- ▶ Landmark decisions ahead (several votes on agricultural practice)



specific

- ▶ Big advantage: «safe» income. Good jobs and mid term good prospects
- can take some risks
- ▶ But: job takes resources (time, flexibility, mind)

Future of pig sector in Switzerland

- ▶ Free trade agreements will have a big impact on prices and self sufficiency rate
- ▶ What kind of pig production will we have?
 - ▶ 80% self sufficiency rate
 - ▶ Prices 20% higher than imported meat
 - ▶ Only in the premium sector is a chance to earn enough to survive
- ▶ Animal welfare will not decline
- ▶ Pressure on farms will rise (ammonia gas emissions, pesticides, antibiotics)

Our farm's future

- ▶ Longterm security of prices (Biogas, PV)
- ▶ Minimizing structural costs as fast as possible (high amortisation rates)
- ▶ Producing something unique (avoiding market pressure)
- ▶ As independent as possible from subsidies
- ▶ Taking subsidies where future farm development is not at risk (extensification ist okay, planting hedges not)
- ▶ Income from outside farm job

Future developments

- ▶ Cooperation with local butcher
- ▶ Five star piggery
- ▶ Organic farming?
- ▶ Closing the value chain
 - ▶ Fattening, selling meat
- ▶ More added value on the farm
 - ▶ Blueberries, etc
- ▶ Making a difference (genetics, keeping, feeding)
- ▶ Open to the public (Windows, interactiv possibilities)



Questions? discussion



Always good to
have more than
one option!