



Introduction to the IHC-Workshop “International Competitiveness of Horticultural Production Systems: the *agri benchmark* Horticulture Network”

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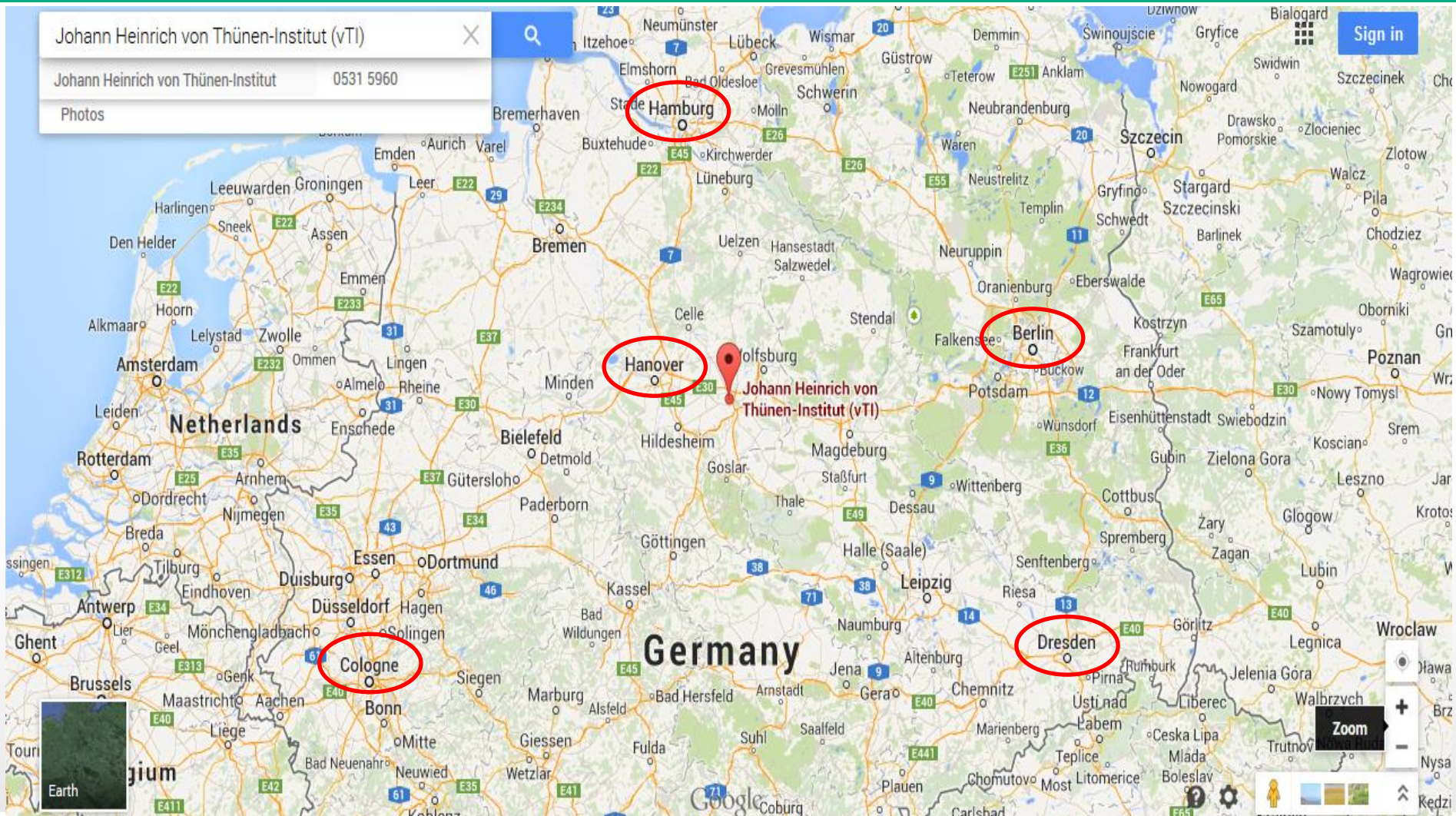


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Who we are

- We work at the Thünen Institute of Farm Economics
- The Thünen Institute
 - is one of 4 research facilities of the German Ministry of Agriculture
 - has 14 technical institutes
 - has a strong economic part (4 institutes)
 - is located in Braunschweig, Germany
- Main duty of Thünen Institute: give scientifically based and independent advice to German Government
- Working Group of Economics in Horticulture and Specialty Crops

Braunschweig (Brunswick) in North Germany



Why benchmarking the competitiveness?

- Benchmarking aims at systematically and continuously comparing the performance of similar economic activities, e. g. the production of wine grapes or apples, and to identify reasons for differences in economic performance
- In agriculture and related activities production systems need to be analyzed economically to identify
 - differences to best performers
 - reasons for these differences and
 - options for improvements
- **agri benchmark** networks globally compare the economics of agricultural production systems
- **agri benchmark** Horticulture started in 2011 – a new branch within **agri benchmark** family focusing on specialty crops

agri benchmark Horticulture: network & approach

- **Main objective:** benchmarking production systems of specialty crops: production costs, revenues, gross margins, ...
- Production system analysis based on **typical farm approach**
- **Harmonized** selection of regions, farming systems, data collection and processing across countries
- Detailed production systems with **price and quantity data**
- **Feedback** with production experts: advisors and producers
- Comparisons by crops or varieties
- **Comparability of results**
- Analysis of developments over time: **yearly updates** of database
- Establishment of a **sustainable cooperation** between farm economists and farmers in the participating countries

Benefits of the *agri benchmark* Horticulture network

- International **partnerships** and exchange of expertise
- Result **databases** for all products available to all partners
- Results are based:
 - on a **harmonized** methodology
 - on a **comparable** database
- Comparison of “own” production region with main competitors
- Provision of **models** and **tools**
- Sector and production systems **analyses**
- Annual **conferences** and **reports**

2nd **agri benchmark** Horticulture conference to take place in Northern Italy: 22.-26. Sep. 2014

Topics: economics of wine grape, apple and tomato production systems



Countries, crops and number of typical farms in the *agri benchmark Horticulture* network by August 2014

Country	Number of typical farms established			
	Apples	Wine Grapes	Tomatoes	
Germany	4	1	(1)	
Italy	2	2	1	
Spain		3		
France		2		
Switzerland	1			
Portugal			(1)	
Algeria			(1)	
Morocco			(1)	
Tunisia			(1)	
Australia		2		
South Africa	2	2		
Chile	2			
Sum	11	12	1 + (5)	(1): one typical farm in establishment

Envisaged development of the *agri benchmark Horticulture network*

- Additional countries for crops in focus
- More crops
 - Carrots, onions, head cabbage, sweet pepper, ...
 - Cherries, strawberries, pears, ...
- Extending the analyses
 - Accounting for the whole value chain
 - Environmental issues & sustainability
 - Fertilization, irrigation, pesticide use
 - CO₂ and water balance
 - Post harvest losses
 - ...

Objectives of the *agri benchmark* Workshop

- Critical discussion of the
 - need of ongoing competitiveness analyses
 - appropriateness of our methodology
 - benefits of our network to
 - horticultural science
 - producers and advisory services
 - agribusiness
 - policy design and analysis
- Invitation to cooperate and participate in the ***agri benchmark*** Horticulture network

Structure of the *agri benchmark* Workshop

- Five impulses for the discussion (5 – 10 minutes)
 - Jens Wünsche, Hohenheim University, Germany
 - Kathrin Strohm, Thünen Institute, Germany
 - Bernd Hardeweg, ZBG, Germany
 - Esther Bravin, Agroscope, Switzerland
 - Anton Witzenberger, Bayer CropScience, Germany
- Discussion with speakers and workshop participants

Further information:

<http://www.agribenchmark.org>



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to our
global network

Member section:
Data & results

Horticulture section:
General info on
sector, countries,
farms



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Fruit production and
viticulture: Farms and
mechanization are growing
worldwide →



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Who we are
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worldwide. →

Value and Approach
Farmers decision making is the key for global
agricultural production. →



Interested in a cooperation?

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Thünen Institute of Farm Economics



Thanks to the *agri benchmark* partners in

Switzerland

Germany

France

Spain

Italy

Chile

Australia

South Africa

