Agriculture, direct marketing, tourism – incentives to stay?

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Subject: challenges

- Areas of conflict: farming <-> family <-> vacation

- Development trend: farming on regular basis → farming on sideline basis → farming as hobby

- Climatic variation in production/constriction

- Disadvantage regarding efficiency compared to lowlands

- Farming in mountain areas depending on compensatory payment and financial aid – without any financial aid no livestock husbandry <-> otherwise stabilized food prices, short transport routes, less CO₂, etc. due to financial aid

- Ongoing discussion on compensatory payment to be detrimental to motivation and investment

- Site utilization (farmyard/mountain pasture) – difficult management without an excellent road network

- Increasing bureaucracy

- Construction of buildings in grassland regions – difficult situation for farmers

- Weak real property transaction act – local farmers are left behind, manager and farming as hobby

- Boost direct marketing – promotion as endorsement <-> competition pressure by big companies

- Awareness raising measures (schools, etc.)