

# Agriculture, direct marketing, tourism – incentives to stay?

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Subject: challenges

- Areas of conflict: farmig <-> 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 CO<sub>2</sub> , 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.)