

Organised Production in Austria

How to get small farms to the market

DI Dr Konrad Blaas

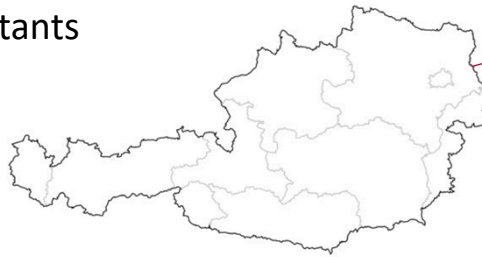
Federal Ministry for Agriculture, Forestry, Climate and Environmental
Protection, Regions and Water Management
Directorate II/6 - Animal Products

St. Pölten, 23 June 2025



Austria – Facts & Figures

- Federal state with 9 regions (federal provinces)
- Population: ~ 9 million inhabitants (~ 2% of the EU population) ↑
- Capital: Vienna → 2 million inhabitants
- Density: 107 inhabitants per km²
- Territory: ~ 83.900 km²
- EU-Member: since 01.01.1995
- Main trading partners in the EU: Germany, Italy, Poland, France and Hungary
outside the EU: Switzerland and the USA



What do we mean by small sized farms?

Sector	Average Heads/Places
Cattle (>10)	45
Fattening pigs (>100)	430
Sheeps/Goats (>25)	79
Broiler (>1000)	19.500
Turkeys (>350)	7.600

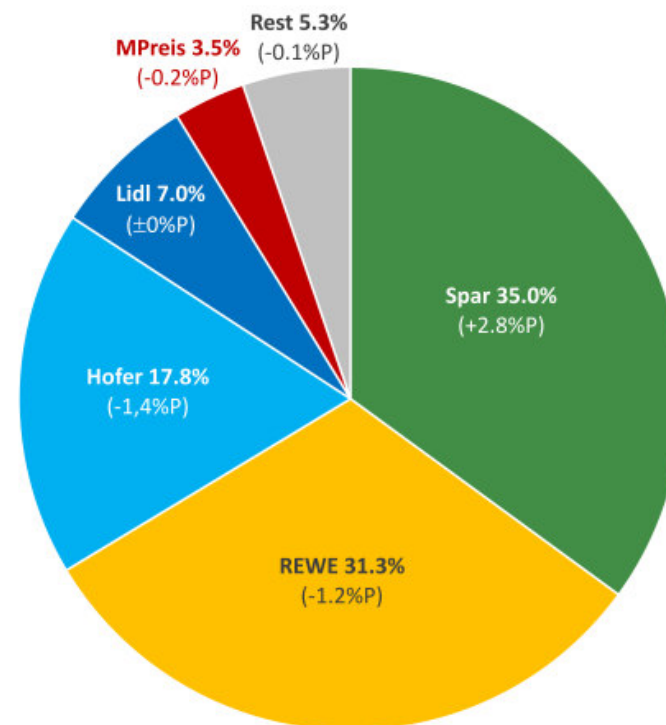


Small may be
beautiful ...

Concentration of food retail in Austria

- Top 3 with a share of >84%
- Top 4 >91%

**But size does matter
in the end!**



Some Characteristics of farms and markets in Austria

- **Farms**

- Small family farms
- Very few wage workers
- The manager is worker and often works half- or fulltime in an employment – income combination
- Feed from the field – manure to the field – circular agriculture

- **Meat market**

- Relatively high meat consumption
- Consumers pay attention to and prefer Austrian origin (if visible)
- Therefore, Austrian origin is also an important factor for the food retailers (not that much for out of home consumption and gastronomy)
- Successful food processing industry

How do small farms serve the market?

- **Short supply chain**
 - Direct sale to consumers
 - Regional sales in tourism
 - Regional marketing to retailers
- **Sale to slaughterhouses directly or via trader**
- **Distribution and sale via Producer Organisations**

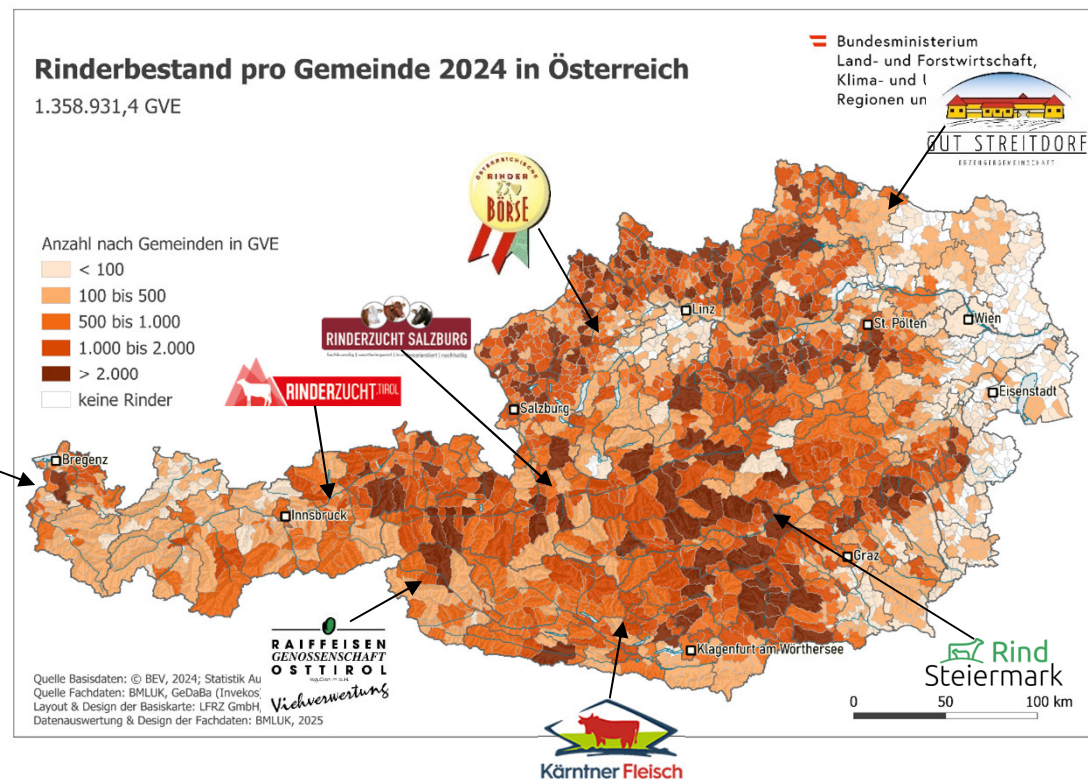


Beef producer organisations

ARGE Rind



- 8 recognized POs
- Located in every cattle region in Austria
- Under the umbrella of one association:

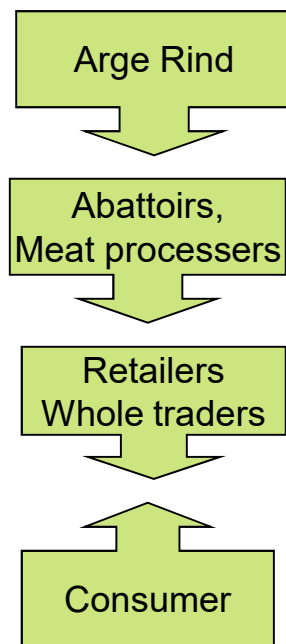


Austria's strategie - beef marketing

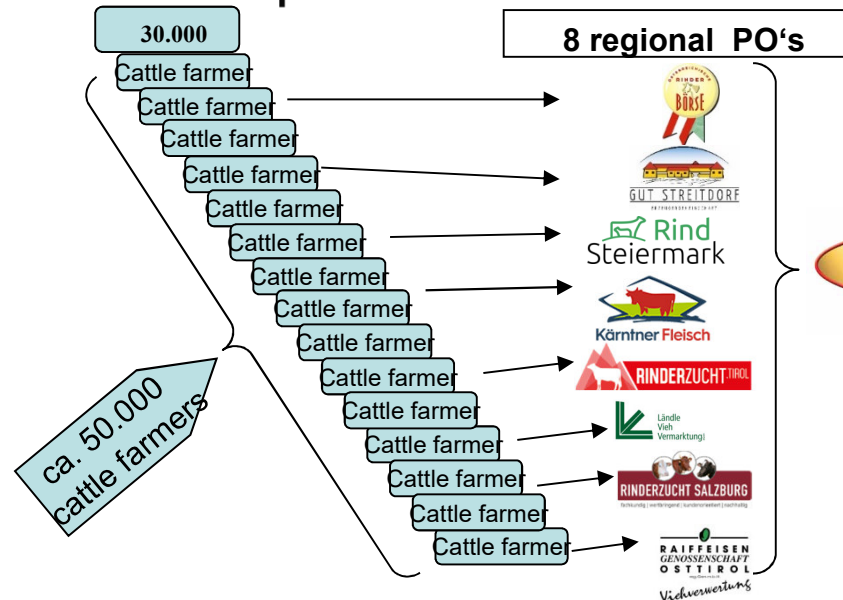
30.000 (small sized) farms are organised



verticale cooperation



horizontal cooperation in Austria



Linking of „small sized“ producers to the markets and to the consumers

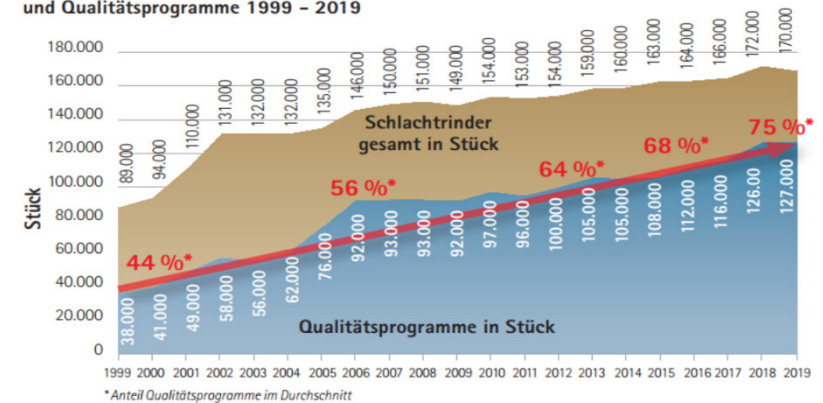
Beef producer organisations



	Slaughter cattle	Conv.	Organic
Austria	519.190	437.251	81.939
Arge Rind	172.995	141.598	31.397
%	34	33	39

- **pooling** of slaughter cattle on offer
- weekly **negotiations** of reference price
- Fast and secured payment
- Implementation of quality and management programs

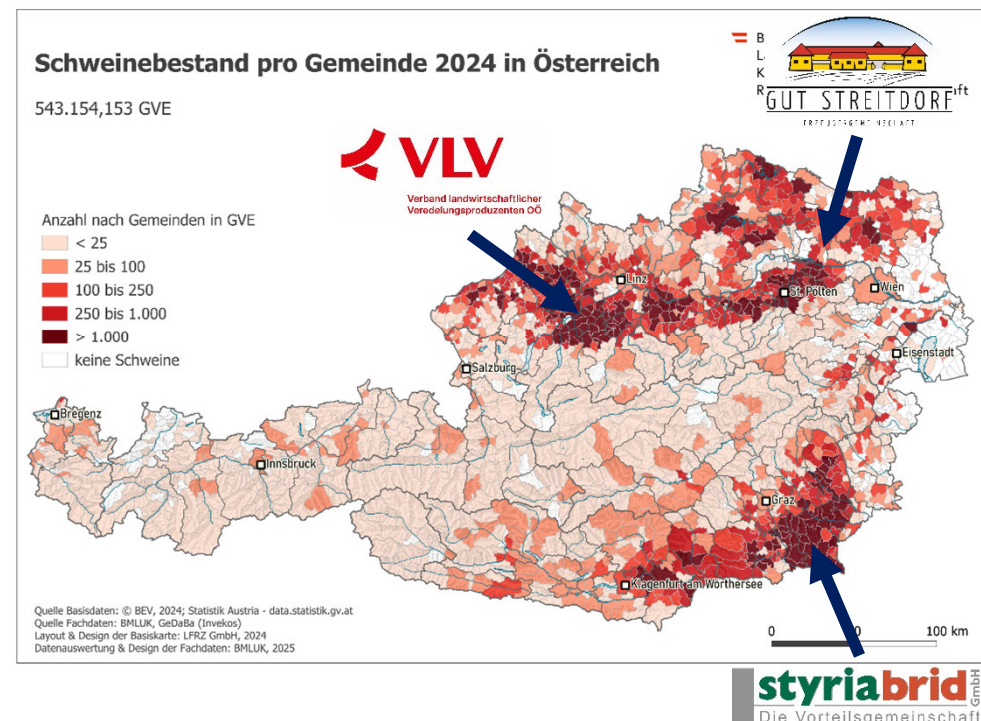
Entwicklung Stückzahl vermarkteter Schlachtrinder und Qualitätsprogramme 1999 – 2019



Pig producer organisations



- **three** recognized POs
- located in **main production areas**:
Upper Austria, Lower Austria , Styria
- under the umbrella of one association:
Österreichische Schweinebörse eGen
- **pooling** of slaughter pigs on offer
- weekly **negotiations** of reference price
- Fast and secured payment
- Implementation of quality and management programs

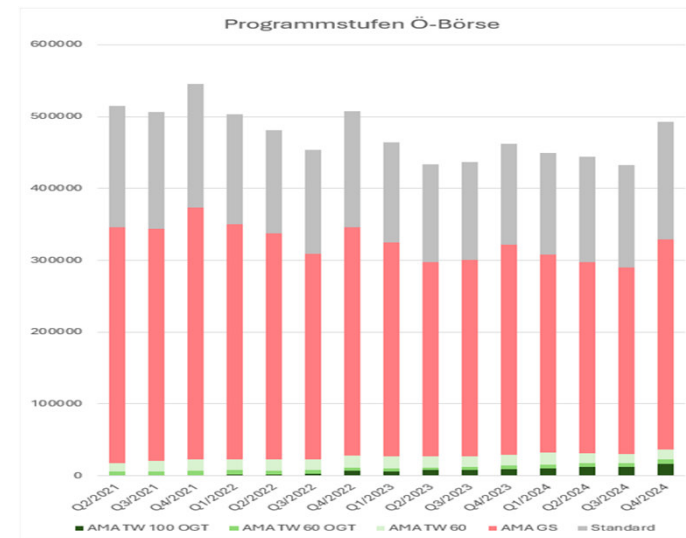


Pig producer organisations



Market shares in the *Schweinebörse* association (2024)

	Slaughter Pigs	Label Programs	Welfare Programs
Austria	4.409.000	2.161.000	166.000
Börse	2.158.000	1.308.000	141.000
%	49	61	85

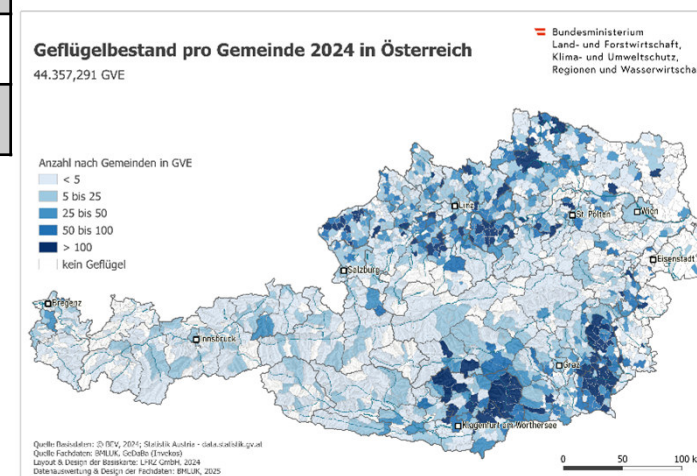


Poultry Producer Organisation



	Broiler Conv.	Broiler Slow	Broiler Org.	Turkey Conv.	Turkey Org.
Austria	10.952.600	1.917.000	3.078.300	1.048.600	128.200
GGÖ	4.800.000	1.400.000	--	330.000	--
%	44	73	--	31	--

- Guidelines for contracts
- Check of slaughter invoices
- Advice and information
- Prices for turkeys and parent animals



Producer Organisation Sheep and Goats

- Ten local organisations are united in one recognised PO:
Österreichische Schaf- und Ziegenbörse
- Covering 56% of livestock
- High proportion of direct marketing
- Organising supply to slaughterhouses and retailers
- Implementation of quality and management programs

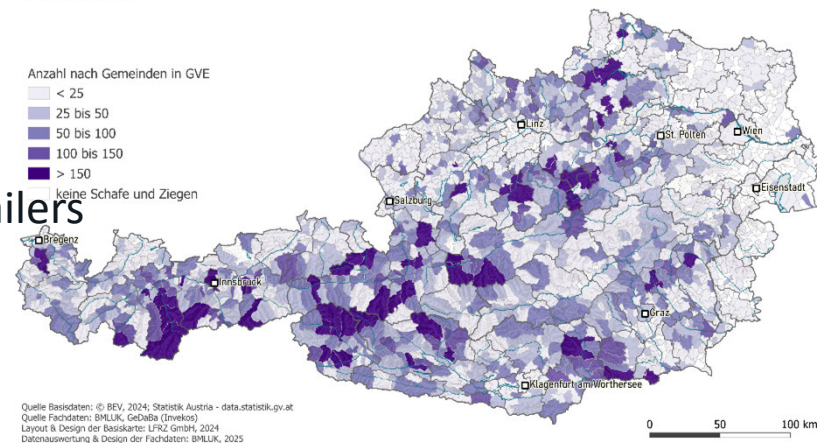


**Schaf- und Ziegenbestand pro Gemeinde 2024
in Österreich**

67.407,713 GVE

Anzahl nach Gemeinden in GVE

< 25
25 bis 50
50 bis 100
100 bis 150
> 150
keine Schafe und Ziegen



 Bundesministerium
Land- und Forstwirtschaft,
Klima- und Umweltschutz,
Regionen und Wasserwirtschaft

Role and function of Producer Organisations

- **Farms**
 - Advice and support (productivity, economy, quality programs, benchmarks)
 - Better conditions and prices / Payment security!
- **Food chain**
 - (Transport and) Distribution
 - Ensuring supply in quantity and quality
 - Joint adaptation of production to demand

Role and function of Producer Organisations

- **Agricultural policy and administration**
 - Single contact point for a sector (umbrella association)
allows for:
 - Communication of agreed positions
 - Pass on knowledge about production and the market
 - Direct and rapid exchange of opinions
 - Increasing the likelihood of appropriate political decisions

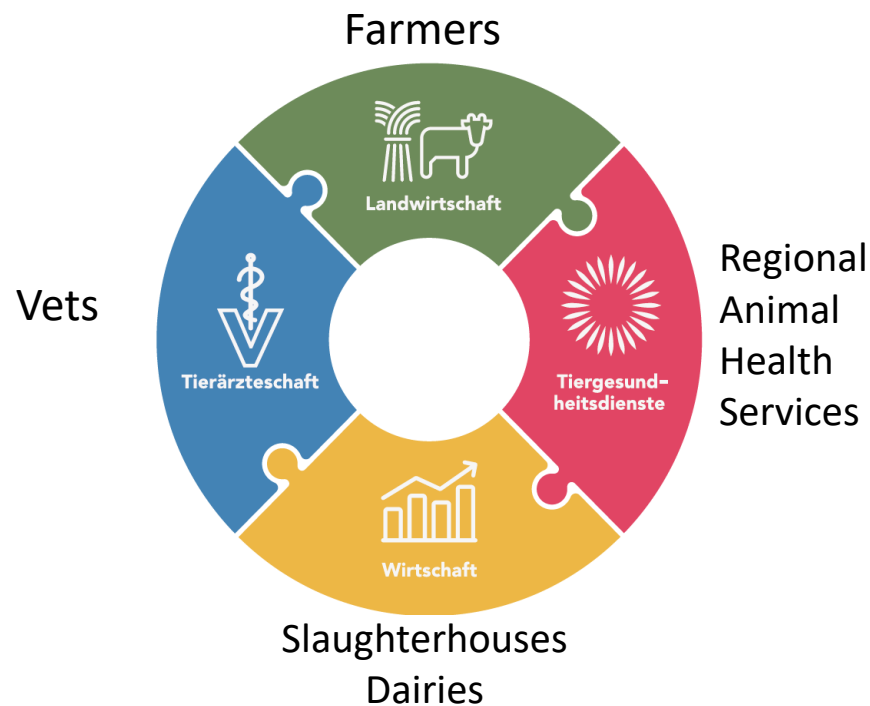
AUSTRIAN CHAMBER OF AGRICULTURE: REPRESENTATION OF FARMERS INTERESTS IN AUSTRIA

- Austria: 9 federal regions („Bundesländer“) > 9 regional chambers of Agriculture
 - Statutory membership of farmers and landowners (mandatory membership)
 - Guarantees the representation of interests of the entire sector (Agriculture & Forestry)
- 3 main tasks:
 - Representation of interests of all political agri-groups
 - Advisory System & Education
 - Services (e.g. regarding CAP applications)
- **Austrian Chamber of Agriculture** (umbrella organisation)
 - Organized as association, 9 regional members
 - Balancing regional and sectorial interests
 - „One voice“ on national and international level





Animal Health Austria



- Central contact and info point
- 40.000 Farmers
- Regular visits and herd management
- Development and implementation of animal health programs
- Linking of production and animal health data enables benchmarking

Organisations are a key element for small farms

- Easy access to information, advice and support
- Feedback on management and production
- Fair treatment in the market
- Participation in quality programs with added value
- Representation of interests of small farms

Thanks for your attention!

Farm managers
under 40 years

