

Resilience in Family Farming

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depending on the entrepreneur and the family

Hof und Leben GmbH

Johannes Dreer – Johannes Willburger | June 16th 2014

What are we talking about?

What does our enterprise have to say about it?

Crucial moments in the life circle of an family farmer:

- starting the business
- run the business successfully
- prepare sucession
- ... to be repeated

Crucial questions in these moments:

- am I an entrepreneur?
- do I have the support of my family? How do I deal with crisis?
- am I able to hand my enterprise over? = am I able to complete a success-story?

Why do agricultural enterprises (especially family farms) fail?

- Lack of money (common)
- Lack of qualified work force (common)
- Lack of skills of the entrepreneur; esp. leadership, entrepreneurship, visionary thinking (common)
- Lack of intergenerational agreement (family farming)

Our experience

- Success and therefor resilience in family farms is not (only) a question of given situations at the beginning and circumstances during the lifetime of an enterprise.
- Resilience is a result of what entrepreneurs and their families develop within one/ several/ lots of generations
- Intergenerational/ intragenerational agreement an dinvolvement is crucial for sustainable long term development in family farming

How to strengthen Resilience in Family Farming?

- Personal and professional development of agricultural entrepreneurs
- Reflection in decision-making
- Reflection of the way of leading and managing the farm with special focus on how to motivate and involve the next generation
- Fostering B2B-exchange
- Concerning Consulting: Focus on soft-skills socio-economics, not only economics

Limits and borders?

We are looking for space of possibilities.



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