Which offerings for future educational trainings and consulting services in the field of farm business management are needed by farmers in Austria?

1) Objectives
Evaluation of existing trainings and services and preferred sources of information
Analysis of future requirements for trainings and services in this field

2) Applied methods
Five group-discussions with farmers
Computer assisted teleph. interviews (n=413)
Online survey: sample size from 1,100 until 2,000 according to the item

3) Key findings
Farmers sources of information
✓ Important role of professional journals and exchanges with colleagues
✓ Young farmers rely on the Internet („quick information at the touch of a button“)
✓ Services by associations or private consulting agencies (not yet) hardly used
✓ Significant differences acc. size, farm type, …

Favoured consulting topics
✓ Demand for many different issues
✓ Guidelines for government support and life quality at the very top
✓ After then: legal aspects, management analysis, commercial assessments
✓ Strong desire for more advanced and professional advice (group discussions)
✓ Sign. differences acc. size, farm type, …

4) Conclusion and outlook
Study reveals potential to optimise future consulting services in Austria.
Discussions on behalf of the most relevant findings are necessary to boost future packages.