TERESA

**TYPES OF INTERACTION BETWEEN ENVIRONMENT, RURAL ECONOMY,
SOCIETY AND AGRICULTURE IN EUROPEAN REGIONS**

TERESA

STANDARDISED DESIGN FOR THE CASE STUDIES
Deliverable D 2.2

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SOCIETY AND AGRICULTURE IN EUROPEAN REGIONS
www.teresa-eu.info
contact@teresa-eu.info

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Project team:

Austrian Institute for Regional Studies and Spatial Planning (OIR)
Sebastian Beiglböck, Erich Dallhammer, Bernd Schuh

Norwegian Institute for Urban and Regional Research (NIBR)
Hild-Marte Bjørnsen, Steinar Johansen

SPRU – Science and Technology Policy Research, University of Sussex (UoS)
Peter Kaufmann, Ruud Kempener, Sigrid Stagl, Andy Stirling

Le Service Montagne des Chambres d'Agriculture de la Savoie, Haute-Savoie et de l'Isère/ GIS Alpes du Nord (SUACI)
Carole Bartès, Philippe Fleury, Pénélope Lamarque, Jean Michel Noury

Department of Agricultural Economics and Social Sciences, Humboldt University of Berlin (UBER)
Konrad Hagedorn, Jenny Walther-Thoß

Institute of Geography and Spatial Organization, Polish Academy of Sciences (IGSO)
Jerzy Bański, Wojciech Janicki

Dpt. Economia Aplicada/Fundació Empresa i Ciencia, Universitat Autonoma de Barcelona (UAB)
Jordi Rossell, Lourdes Viladomiu

Center for Rural Assistance Romania (CAR)
Alina Bernecker, Cosmin Salasan

Federal Institute for Less-Favoured and Mountainous Areas Austria (BABF)
Thomas Dax, Ingrid Machold

Research Institute for Regional Development, European Academy Bozen/Bolzano (EURAC)
Christian Hoffmann, Flavio V. Ruffini, Thomas Streifeneder

Department of Agricultural Economics and Rural Development, Corvinus University of Budapest (CUB)
Tibor Ferenczi, Tamás Mizik

Department of Food Business and Development, University College Cork (UCC)
Pat Enright, Eoghan McKernan

Authors:

Sebastian Beiglböck, Erich Dallhammer
with contributions from:
Thomas Dax, Ruud Kempener, Pénélope Lamarque, Bernd Schuh, Jenny Walther-Thoss

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Abbreviations

For abbreviations of the project partners' organisations please see the imprint at the beginning of the report!

CAP	Common Agricultural Policy
CMO	Common Market Organisation
Com.	European Commission
DG Agri	European Commission, Directorate-General for Agriculture and Rural Development
ESPON	European Spatial Planning Observation Network
ESU	European Size Unit
EU	European Union
FADN	Farm Accountancy Data Network
FUA	Functional Urban Area (result of the ESPON 1.1.1 study)
GDP	Gross Domestic Product
GVA	Gross Value Added
ha	hectare
km²	square kilometre
LFA	Less Favoured Areas
NACE	Nomenclature générale des activités économiques dans les Communautés Européennes (United Nations classification of economic activities)
PPS	Purchasing Power Standards
PSE	Producer Support Estimate
UAA	Utilisable Agricultural Area
WP	work package

Country abbreviations

AT	Austria
DE	Germany
ES	Spain
FR	France
HU	Hungary
IE	Republic of Ireland
IT	Italy
NO	Norway
PL	Poland
RO	Romania
UK	United Kingdom

0   INTRODUCTION

TERESA ("Types of Interaction between Environment, Rural Economy, Society and Agriculture in European Regions") is a rural development research project co-funded under the 6th Framework Programme for Research and Technological Development and conducted by 12 research institutions from all over Europe.

Rural development policy and the new CAP increasingly place agriculture in a wider context taking into account the diversification of rural economy, the quality of the environment and food safety to gain higher competitiveness of the farming sector. Combining expertise in agricultural sciences and regional policies TERESA aims to shed light on these interrelations and the impact of policies on it, focusing on three goals:

➜ **Goal A** "identifying interrelationships in rural areas": to identify typical interrelationships between farming activities, rural economy, rural society and the environment.

➜ **Goal B** "modelling": to develop a model demonstrating the typical interrelations between agriculture, the rest of rural economy and the environment in different types of rural areas in Europe and the impact of policies on its development.

➜ **Goal C** "assessing policies": to identify and to assess different integration policies regarding their effectiveness in generating positive externalities for farming activities and rural development.

The case studies investigate the different ways of rural development. Deliverable "D 2.2 STANDARDISED DESIGN FOR THE CASE STUDIES" provides the methodological frame for conducting the case studies and their structure. The **main methodological parts** of the case studies are:

➜ A statistical enquiry of European databases;
➜ A selection of representative regions;
➜ An enquiry of statistical data on national and regional level;
➜ Expert interviews in the regions concerned;
➜ Interpretation of the enquiries by the national case study authors;
➜ Qualitative additions by the national case study authors.

Their results serve as an input for an agent based model that captures systemically the relationships between the diverse actors of rural areas and visualises potential impacts of policies.

Part A of this deliverable presents the **methodology** of the case study enquiry. **Part B** contains the **case study template** itself for the parts of the upcoming deliverable "D 2.3 CASE STUDY REPORT". **Part C** consists of the annexes including the questionnaires for analysing the supply chains and the interview guide.

PART A
METHODOLOGY

1   CASE STUDY SELECTION

The selection of the regions to be analysed have been done along the following steps:

1. In order to picture the large variety of rural regions in Europe and to secure that different regions represent the variety in Europe, a **criteria grid** was developed reflecting the existing different concepts and typologies of rural areas. It used 15 different indicators in the fields environment, rural economy and agriculture and rural society. The relevant data for deciding upon the selected case study regions were set up in a workshop with external experts (figure 1).

2. Alongside the set of criteria and indicators for each of the 11 case studies a profile ("**case study profile**") was developed, enabling to cover the variety of rural areas in Europe. The set of criteria and the proposed case study profile was forwarded to the each partner conducting a case study.

Figure 1   Creation of the criteria grid
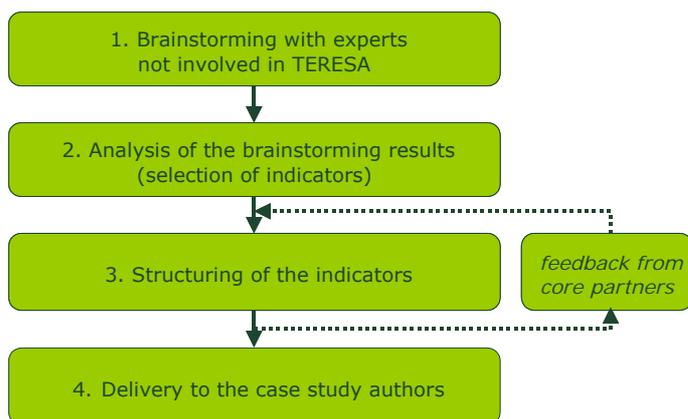
Source: ÖIR

3. Each partner suggested a case study region that largely complies with the proposed profile. In order to picture the rural system, the region generally had to be a **NUTS 3** region.

4. Furthermore, each partner provided a short description of the case study region according to the pre-defined template. Additionally, partners explained, why some indicators did not comply with the suggested "case study profile".

5. Finally the partner conducting the case studies and the WP leader commonly agreed upon the region for the case studies.

A short descriptions of the 11 case study regions and a more detailed methodology description of the process of the case study selection is be provided in deliverable "D 2.1 LIST OF REGIONS ANALYSED".

2   CASE STUDY REPORT TEMPLATE

Structure of the case studies

The template for the case study report itself is provided in part B of this deliverable. It consists of the disposition structure of the report, listings of requirements for the contents and further suggestions. The three main topics are "Describing the region", "Exploring policy intervention" and "Investigating networks".

Figure 2   Case study structure

1. Describing the region	2. Exploring policy intervention	3+4. Investigating networks
European and national context	**EU expenditures**	**Analysis of supply chains**
Environment / Rural economy / Rural society	**National and regional expenditures**	**Analysis of social networks**
•Statistical Profile •Regional focus	**Effects of Legislative restrictions**	
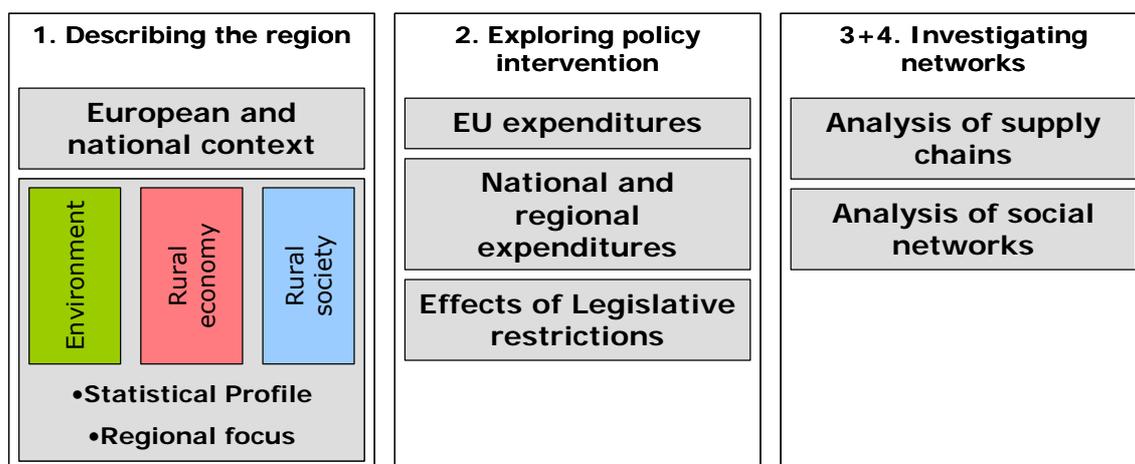
Source: ÖIR

The report is divided into four chapters, reflecting the structure of the case studies:

1   Describing the region
2   Exploring policy intervention
3   Investigating networks: supply chains
4   Investigating social networks

Analysis levels and applied methodologies

The case study template is based on different levels of analysis. EU information is provided by WP 1, the case studies themselves deal on one hand with interpretation of the effects of the EU framework, on the other hand regional specifics shall be analysed on regional (NUTS 3) level and in more depth on the level of various supply chains for specific regional products, aimed mainly at WP4's Agent Based Modelling.

Figure 3   Analysis levels

Describing the region	Exploring policy intervention	Investigating networks
Community level (WP1)		
Statistical profile	EU funds	
	EU legislative framwork	
regional level (NUTS 3)		
Regional focus	Origin of public funding	Social networks
	Rough utilisation of public funding	
	effects of legis-lative framework	
Supply chain level		
	Specific utilisation of public funding	Analysis of supply chain relations
	Specific effects of legislative framew.	

Source: ÖIR

The analysis of the case studies combines various methods in order to get a holistic picture about the interrelations between agriculture, other parts of the economy, rural society and the environment. It combines the following methods:

➜   desk research
➜   investigation of European, national and regional databases
➜   semi structured interviews along an interview guide
➜   investigation of funding systems
➜   basics on social network analysis

2.1   Describing the region

2.1.1   Overview about the region

The overview about the case study regions aims at setting the selected case studies into a the **European and national context**. Therefore, various sources are used:

➜   Statistical data from data research on the European level (WP1)[1] and additional national data (case study authors);
➜   Results from desk research (studies, maps, analyses);

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[1]   The results of WP1 European background serve mainly as frame and reference for the case studies, showing their position in the European context.

➔ Case study authors' and their institutions' experience in the field of rural development;

➔ Interviews with experts within the case study authors' institutions and with external experts from the case study regions.

First, a review of the region in general and concerning their embeddedness in the national and European context is presented, including administration system, market places, transregional accessibility and the region's cultural heritage. This subsequent description section is divided into the three main topics all of which agriculture is a part:

1. **Environment**;
2. **Rural economy**;
3. **Rural society**.

Subchapters are orientated at the indicator groupings presented in chapter 2 (European datasheet for the statistical profile). These thematic chapters are divided into two parts:

➔ **Statistical profile**
An interpretation and basic analysis for the region by WP 2 case study authors of the statistical data on European level is provided by WP1.

➔ **Regional focus**
These sections aim at deepening the insight into the region. Information shall be given on a more regional basis, including regional data not necessarily comparable on European level and information from desk research, expert knowledge and interviews in the region.

Instructions about the contents of the detailed chapters can be found in part B of this deliverable, the "case study template".

2.1.2   European datasheet for the statistical profile

In the cross-sectional approach used in TERESA the case studies shed light on the relation of **agriculture** to the fields of **environment**, **rural economy** and **rural society**.

A list of data describing the development of regions and the role of agriculture therein with about 75 indicators was set up within a interdisciplinary work shop. The list of indicators is provided in Annex 2. Based on it European data sources have been investigated in order to get as many data as possible from common databases. These statistical data on European scale are provided by WP1 "European background".[2]

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[2] Mainly databases from Commission (Com.) and other sources from related institution such as EUROSTAT, the European Spatial Planning Observation Network (ESPON) or the EUROPEAN ENVIRONMENT AGENCY (EEA) have been investigated.
Results see D.1.1 REPORT ON STATISTICAL PROFILE".

The case study authors fill in existing data gaps and add additional quantitative and qualitative national and regional data.

2.2   Exploring policy intervention

With regard to TERESA's goals it seems particularly important to establish a comprehensive framework of relevant policies. The following overview engages in developing a structure of the current policy measures, acknowledged under the term "rural development". Due to the vast number of policy measures and the limited resources within TERESA it is important to focus the selection of (additional) relevant policies on the most influential ones, revealing their influence on diverse sectors and the overall performance of rural areas.

Consequently, the list of relevant policies is focusing on the interrelations between agriculture, the rest of the economy and the environment in different types of rural areas in Europe. The relevant policy interventions deal mainly with two topics:

➜ public funding and the
➜ **legislative framework**.

The analysis of public funding can be divided into the following three questions:

➜ **What are the origins of the payments?**
  (EU/national/regional?; which funds?)

➜ **What are the payments used for?**

  (direct market regulation, direct income payments, rural development measures…?)

➜ **What are the ways to distribute the payments?**
  (via institutions, via authorities?)

The first two steps are analysed in this section, the **third step** shall be done by picturing the institutional network in chapter three.

For TERESA, the most relevant funds and grants on Community, national and regional level will be identified (provided by WP 1 and the case study authors) and quantified, **preferably for the last two EU funding periods**, 1993-1999 and 2000-2006. Special product orientated subsidies shall be analysed on supply chain level.

There are various approaches to identify direct subsidies which makes it difficult to draw conclusions on an international basis. E.g. the OECD and the EUROSTAT Farm Accountancy Data Network (FADN) host different categories for subsidies.

Table 1   Categories for agricultural subsidies from OECD

III.1 Producer Support Estimate (PSE)
A. Market price support
B. Payments based on output
C. Payments based on area planted/animal numbers
D. Payments based on historical entitlements
E. Payments based on input use
F. Payments based on input constraints
G. Payments based on overall farming income
H. Miscellaneous payments

Source: www.oecd.org

Table 2   Categories for agricultural subsidies from Eurostat

Subsidies
SE605 Total subsidies – excluding on investments
SE610 Total subsidies on crops
SE611 Compensatory payments/area payments
SE612 Set aside premiums
SE613 Other crops subsidies
SE615 Total subsidies on livestock
SE616 Subsidies dairying
SE617 Subsidies other cattle
SE618 Subsidies sheep & goats
SE620 Other subsidies
SE623 Other rural development payments
SE625 Subsidies on intermediate consumption
SE626 Subsidies on external factors
SE630 Decoupled payments
SE631 Single Farm payment
SE632 Single Area payment.
SE640 Additional aid

Source: http://ec.europa.eu/agriculture/rica

Moreover, farmsubsidy.org, a project to obtain detailed data relating to payments and recipients of farm subsidies in every EU Member State uses the following statistical snapshot mode to describe the EU subsidy policy on a national level, an interesting overview as far as regional data can be obtained. This might serve as a first incitation for the case study analysis using statistical data from chapter 1 (this example is Denmark):

Table 3   Example for a direct CAP subsidy overview table

Denmark: Snapshot Statistics (2005)	
Total CAP spending in EU	€ 48.5 bn (€ 106 per citizen)
Total CAP spending in Denmark	€ 1,228 m (€ 227 per citizen)
Denmark national budget contribution to CAP	€ 945 m (€ 175 per citizen)
Net budgetary gain or loss	€ 283 m (€ 52 per citizen)
Total CAP payments to farmers	€ 1,017 m
Total CAP payments to others	€ 211 m
Average farm payment	€ 20,759
Average farm payment per hectare of farmland	€ 382
Average farm payment per farm worker	€ 16,755
Proportion of farm payments going to the top ten per cent of recipients	47%

Source: farmsubsidy.org

As it lies in the competence of the Member States to decide about data availability on subsidies, the data availability about subsidies vary from country to country.[3]

Therefore, the case studies will give a regional overview on the regional subsidy regime, supplemented by a more detailed supply-chain(-product)-based subsidy description (methodology see chapter 4).

The forthcoming chapters all have a split structure as follows:

1. Description of the respective policy scope;
2. Methodology for data collection.

2.2.1   EU policies for agriculture and rural development

Generally, EU expenditures under this headline **always include the European and the national co-financing** part, which shall be treated as an inextricable part of EU funding. Sole national funding is not included in this chapter.

2.2.1.1   Framework for rural development in the period 2000-2006

The structure and scope of Community funding (out of CAP) for rural development in the last period can be extracted from the following figure. It combined a series of already existing measures into a comprehensive rural development programming approach. The main focus was on the four accompanying measures to which measures of a more general nature of rural development support were attached (particularly adaptation, training, forestry and art. 33 measures).

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[3]   In some Member States data are available on regional level, in some on national level. Some countries deny to release subsidy data at all (Austria, Greece, Poland).

Figure 4   Community funding rural development for the period 2004-2006
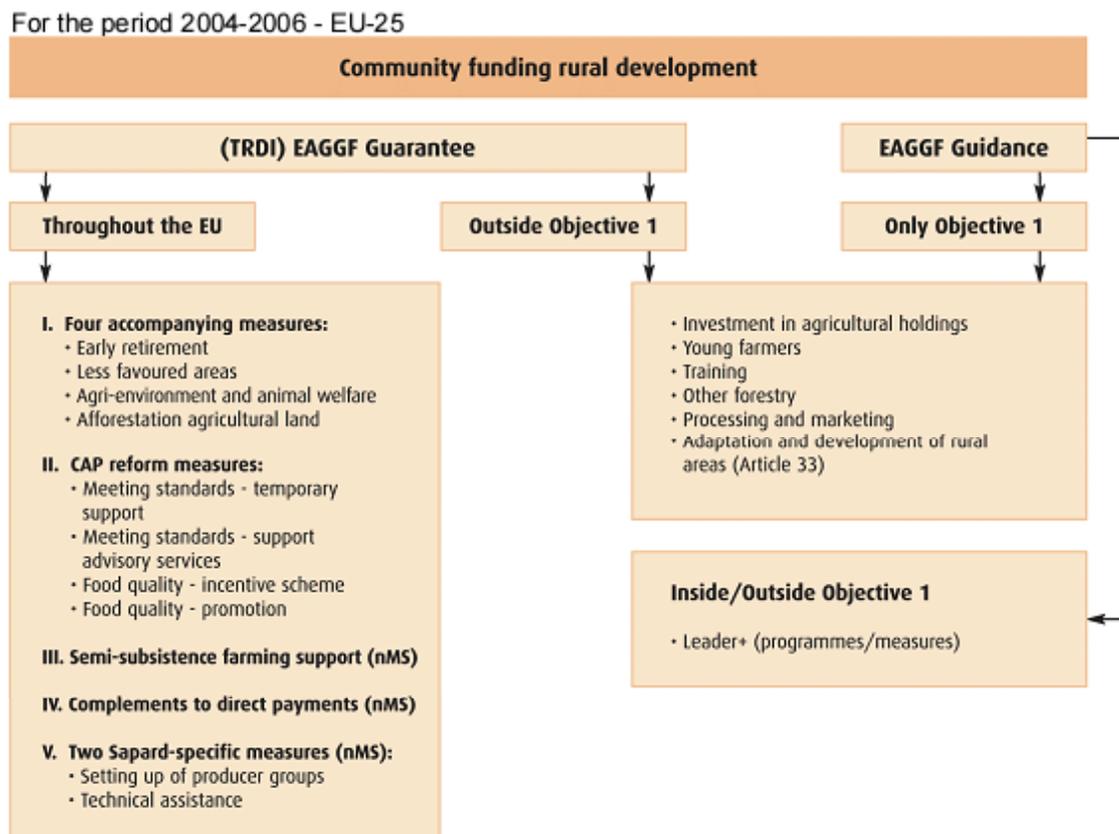
Source: EU-DG Agriculture and Rural Development, Rural Development in the European Union,
        Statistical and Economic Information, Report 2006, p.4

The Agenda 2000 reform provided a new framework for rural development policy. As an essential part of the European agricultural model, it aimed to put in place a consistent regulatory scheme for guaranteeing the future of rural areas and promoting the maintenance and creation of employment. In striving for greater commitment of national and regional authorities for rural development, it mainly provided guidelines and had the intention to incorporate the rural measures in the agricultural policy.

Thus, it referred to the following principles:

➔   the **multifunctionality** of agriculture,
➔   a **multisectoral and integrated approach** to the rural economy,
➔   **flexible aids for rural development**, based on subsidiarity and promoting decentralisation,
➔   and **transparency** in drawing up and managing programmes.

Without going into too much detail on the scope of the measures it is important to list the **Art. 33 measures**. With these measures countries had instruments at their disposal to increase the scope of action of farmers and people in rural areas. With EU-enlargement, the approach was extended to the new Member States. However, a series of preparation programs (SAPARD) and a specific support regime since EU

accession, the Temporary Rural Development Instrument (TRDI) for the period 2004-2006 added to the complexity of RD programs. In general, the TRDIs included in addition to the measures like those in the RDP in the EU-15, also an activity on semi-subsistence agriculture and the opportunity for a Leader-like measure. More than 95% of TRDI funds go to objective 1 areas.

2.2.1.2   Framework for rural development in the period 2007-2013

Following the reform of the first pillar of the CAP in 2003 and 2004, the Agricultural Council adopted in September 2005 a fundamental reform of rural development policy for the period 2007 to 2013 on the basis of the Commissions proposal of 14 July 2004 (CE 2006, p. 3). Its core objectives are:

➔   **improving the competitiveness** of agriculture and forestry,
➔   **supporting land management** and **improving the environment** and
➔   **improving the quality of life** and **encouraging diversification** of economic activities.

It accentuated the complementarity of the two pillars of the CAP, introducing decoupling, cross-compliance and modulation (i.e. the transfer of funds from the 1st to the 2nd pillar), to be implemented as obligatory elements of CAP from 2005 onwards. A thematic axis will correspond to each core objective in the rural development programs. The three thematic axes are complemented by a "methodological" axis dedicated to the LEADER approach (Leader axis). A minimum funding for each axis is required to ensure some overall balance in the programme (10% for Axis 1; 25% for Axis 2; 10% for Axis 3 and 5% for the Leader Axis – and 2.5% in the new Member States).

Figure 5   The framework of the new rural development regulation
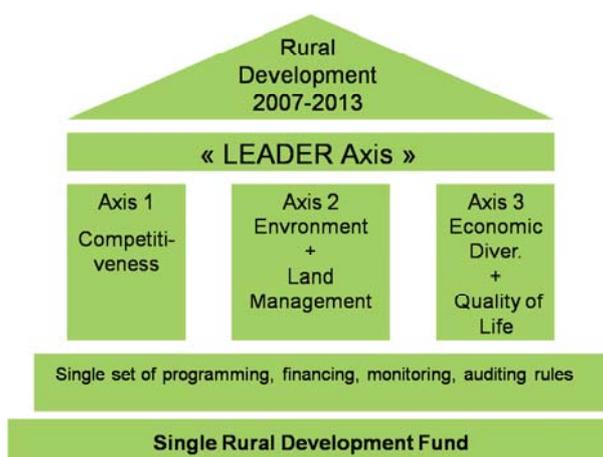
Source: CE 2006, p.7

As building blocks for each thematic axis a range of pre-defined rural development measures is available (see figure below) from which the Member States can choose those which they believe to reflect best challenges of their rural areas and the EU's objectives laid down in the rural development strategy. Member States establish, at

national or regional level, their rural development programs choosing those measures that suit the needs of their rural areas best and taking into account the priorities and strategy chosen in the National Strategy Plans on rural development (CE 2006). On the basis of previous rural development programmes and the analysis of issues of local development relevant measures would comprise the following measures.

Table 4   CAP subsidy overview table

1. rural development programme

axis 1: competitiveness

(a) human resources (training, young farmers, early retirement, advisory services)

(b) physical capital (farm/forestry investments, processing, marketing, innovation, infrastructure, production potential)

(c) food quality (meeting standards, food quality incentive scheme, promotion)

(d) transitional measures for new MS (semi-subsistence, producer groups)

axis 2: land management

(a) sustainable use of agricultural land (LFA scheme, agri-environmental scheme)

(b) sustainable use of forestry land (afforestation, agroforestry, forest environment, forestry production potential)

axis 3: "wider" rural development

(a) quality of life (basic services for the rural economy and population, development of villages, rural heritage)

(b) economic diversification (diversification to non-agricultural activities, micro-enterprises, tourism activities)

(c) training, skills acquisition and animation (training and information, skills acquisition, animation and implementation)

Leader axis

(a) mainstreaming of the Leader approach (covering activities in all other three axes)

2. the framework of regulations

(a) Influencing the inter-relationship and distribution of funds between Pillar 1 and Pillar 2 (meeting standards)

(b) good agricultural environmental condition (GAEC)

(c) cross-compliance

(d) modulation

3. support to local and regional economy (by other programmes/sectors)

(a) regional support, linked to Structural Funds programmes

(b) other national, regional support schemes (particularly those with relationship to agriculture and processing industry)

4. regional governance

(a) institutional development

(b) cooperation/networking

(c) role of "rural proofing" activities

Source: BABF

This list refers to the current "rural development" programmes structure, and addresses the need to seek additional information for the understanding of a wider rural development concept and diversification approaches that go well beyond the existing sectoral activities. A particular consideration should therefore be given to aspects of institutional development and governance issues which are most influential for strategy building and future priority setting.

2.2.1.3   Data collection

In the first step, concerning the **origin of the payments**, we try to concentrate on these questions:

➔   Which resources from the **EU agriculture and rural development funds** (EAGGF or SAPARD) have been distributed to the case study **region from ca. 1993 to 2005** (before the latest CAP reform)?

➔   Which resources from the **EU agriculture and rural development funds** (EAGGF or SAPARD) have been distributed to the case study region **in 2005 and 2006** (after the latest CAP reform)?

The second step dealt with the **allocation of the funding** surveyed in the first step. ESPON 2.1.3 (2005, p. 57) provides a structure of expenditures, a useful guideline:

➔   *Market regulation: the 'traditional' CAP instruments of market support for most (but not all) farm commodities via import taxes, export subsidies and intervention purchasing, together with secondary measures such as marketing quotas. The major economic effect is not via subsidy expenditure, but via higher internal prices maintained by border measures; these are regularly estimated by the OECD as a component of Producer Support Estimates (PSEs).*

➔   *Direct income payments: made directly (or nearly so, e.g. to cooperatives, etc.) to farmers linked to production, e.g. area and headage payments. Various constraints, such as set-aside for commercial arable farmers, and stocking densities for grazing livestock payments, are attached to these payments. Under Agenda 2000, these payments may be 'modulated', i.e. reduced for individual farmers in order to finance Pillar 2 activities, but this has not yet been widely undertaken.*

➔   *LFA payments: a dual-purpose instrument, addressing both environmental and socio-economic goals agri-environmental schemes: 'accompanying measures' introduced originally at the time of the 1992 CAP reforms, and currently paid under Regulation 1257/1999*

➔   *Rural development measures, including other 'accompanying measures' (early retirement and afforestation) as well as those for farm development and diversification, food processing and marketing, training, the broader "Article 33" measures for village renewal etc., and LEADER*

➔   *Other measures, e.g. input subsidies and (farm-specific) taxes.*

Within TERESA the question, how the reformed 2003 CAP influence rural development in the specific regions, will be qualitatively analysed in depth by the case study authors. The New Member States Poland, Romania and Hungary can take into account SAPARD subsidies in the EU section.

As general data about subsidy payments on NUTS 3 level will be hard to obtain in most countries, the direct support schemes need to be investigated in more depth on supply-chain-level (chapter 3). The following table shows the BABF recommendations for policy review analysing the multifunctional role of agriculture.

Table 5   Desired data for EU policies for the multifunctional role of agriculture

CAP pillar 1		
tasks and measures	information requested	sources
remuneration of "external effects"/services provided to other sectors		CAP support 2000-2006, national implementation data (Invekos)
Single farming payment (SFP)	Amount of payment, UAA affected	see above
National/regional specific implementation regulations	National application for decoupling (fully/partly decoupled); cross-compliance; Good agricultural and environmental conditions (GAEC); and modulation	see above
CAP pillar 2		
tasks and measures	information requested	sources
Remuneration of specific tasks/services provided by agriculture		CAP support, RDP 2000-2006, national implemention (Invekos)
Axis 1	Overall amount per axis; data on critical measures, including investments, infrastructure, training, young farmers/retirement, processing etc., quality of products (priorities to be discussed)	see above
Axis 2	Overall amount per axis; data on critical measures, including agri-environmental programme, organic farming, LFA payments, forestry measures, NATURA 2000 areas.	see above
Axis 3	Overall amount per axis; data on critical measures, including quality of life, economic diversification, rural tourism; training	see above

Source: BABF

2.2.2   Regionally oriented Community policies

2.2.2.1   Framework

The aim of this section is to provide an insight into the rural development conditions in the region, including other relevant funds beside the CAP, too. These additional funds are particularly crucial for **public investments into infrastructure and institutions**.

The following additional funds shall especially be taken into account:

➜   ERDF – European regional development fund: Objective 1 and 2 (5a and b respectively)
➜   ERDF – European regional development fund: Community Initiative INTERREG
➜   ESF – European social fund
➜   Cohesion Fund
➜   Financial Instrument for the Environment (LIFE)

2.2.2.2   Data collection

The first question about regionally oriented Community policies focuses on **origin of the payments**:

➜   Which **other relevant EU (structural) funds** influence rural development and which resources have been distributed to the case study region from ca. 1993 to 2006?

The **level of fund allocation** is distinguished between the following:

➜   investments into **rural businesses** apart from measures,
➜   investments in rural **physical infrastructure** induced by Community funding and national co-financing and
➜   investments in rural **institutional infrastructure** induced by Community funding and national co-financing.

Main information sources will have to be on previous programming periods (1993-2006) and related measures. As the aim is to relate those measures to the actual policy regulation, policy reviews should not only provide data on financial amounts per support measures, but also analyse shifts in changing policy up-take, regulations relevant and governance development.

Table 6   Desired data for EU policies for regionally oriented measures

Structural Fund support		
tasks and measures	information requested	sources
ERDF & ESF Objective 1 (convergence areas)	Support at regional level and main priorities (including support level)	SF implementation 2000-2006
ERDF & ESF Objective 2 (competitiveness areas)	Support at regional level and main priorities (including support level)	see above
Community Initiatives (especially trans-national focus)	Support at regional level and main priorities (including support level); differentiated by Initiatives Leader+ (link to new mainstreaming of Leader), URBAN II, Interreg3 (Interreg 3A,B,C), EQUAL	see above
Cohesion Fund	Support at regional level and main priorities (including support level)	see above
Environmental regulation		
tasks and measures	information requested	sources
LIFE best-practice relevance	(refer to EU report on sustainability and environmental report)	LIFE example of region
FFH directive		Relevance for area
CAP pillar 2		
tasks and measures	information requested	sources
Including analysis on regional development experiences		Review on main programmes and interrelationship of activities
Local development action (beyond SF or EU supported action)	Application of various local development programmes (like analysis on overlap of Leader+, Interreg, Local agenda 21, Regional agenda 21, relevant TEPs, climate change municipalities, nature park, eco-region concept etc.)	Programmes 2000-2006, respectively recent annual reports etc.
Specific national/regional support	List of measures/programmes and funds for regional support	Relevant national/regional programmes
General sector support	Application for sector support in region	Sector support schemes

Source: BABF

2.2.3   National and regional policies

2.2.3.1   Framework

Additionally to the EU funds and their national co-financing, other national payments have to be taken into account, if they are of major relevance and might cause market distortion.

The first question of the analysis of national and regional policy funds is:

➜   Which **major relevant national and regional funds** influence rural development and which resources have been distributed to the case study region from ca. 1993 to 2006?

The possibilities for national funding are very limited, though. State aid rules in the agricultural sector are based on three different perspectives. Firstly, the agricultural State aid rules follow the general principles of competition policy. Secondly, State aid rules in the agriculture sector have to be coherent with the Community's common agricultural and rural development policies. Finally, the rules have to be compatible with the Community's international obligations, in particular the WTO Agreement on Agriculture (DG Agri).

For example, interest rates discounted by policy intervention or tax advantages for certain sectors (agri-diesel rates backed by the state etc.) are common ways of stimulating the agricultural sector on a national and regional level. So, these are normally not entirely transparent on a EU level which is why they have to be investigated in the regions themselves and the case study authors are to deliver more qualitative descriptions from their national point of view.

Still there might be some leeway for national and regional support in the field of rural economic support (other than agriculture). The fields of innovation and qualification support, also in rural areas, may serve as examples. These might also influence agricultureal production as innovation is fostered.

2.2.3.2   Data collection

In TERESA, the relevance for national and regional **payments to producers** is set roughly at a margin of 1/3 of EU funding, including national co-financing. **So if additional national/regional expenditures exceed 1/3 of regional EU funding these shall be quantified and described in the case studies**.

With regards to **investments into rural infrastructure** at least a qualitative description shall be given to be able to compare the regions' endowment levels.

2.2.4   Effects of Legislative restrictions

It seems particularly important to include also information on regulatory frameworks and institutional aspects in the collected data as these might have a considerable explanation value for interpretation of regional performance.

The most important legislative fields that influence rural development have been identified as the following:

➔ Air pollution and climate change;
➔ Water protection and management;
➔ Soil protection;
➔ Protection of nature and biodiversity;
➔ Food safety and quality (e.g. animal welfare, hygiene standards, quality labelling, regulations on organic production);
➔ Land use management and land acquiring restrictions;
➔ Entrepreneurship (e.g. tax conditions for businesses);
➔ Employment and social policy (e.g. working conditions, labour market)

2.3   Investigating networks: supply chains

The analysis of supply chains in TERESA is the core of the case study work. It aims at obtaining information on networks which could not be achieved in such detail for a whole NUTS 3 region in a study like TERESA. The supply chains should be representative for the case study region, as well for the past as for the possible future so that they can be linked to data and past and present policies for modelling. For the analysis the TERESA team established three main dimensions of supply chains:

➔ The **types of supply chains**,
➔ The **structure of supply chains** (stages) and
➔ The **components of supply chain stages**.

These **dimensions** are presented in the following section. Subsequently, the modus operandi of **selection** and the **procedure of supply chain analysis** are presented methodologically.

2.3.1   Dimensions of supply chains

2.3.1.1   Types of supply chains

The typology of supply chains serves as a basis to sample supply chains and products in case studies in order to track a European and a regional diversity. Moreover, it's a basis to check the following hypothesis: the interrelationships between agriculture, rural development, environment and policies could be different according to the type of supply chains. The typology follows three attributes: product characteristics, production system and marketing system.

Product characteristics:

Standardised products

> have no regional character and can be substituted with products of any globally origin. Either marketing efforts have to be increased the bigger the market gets. On agricultural markets these efforts are very often influenced by policy intervention (e.g. via trade barriers, minimum prices). Standardised products are also consumed globally. Examples: common flour, sugar, etc.

Unique products

> are distinguishable from products of other origin (differentiated products). Generally, these are local specialities marketed (more or less) globally. As the products cannot be (completely) substituted with other products because of their unique position, marketing costs can be saved. These products are produced according to specifications that strengthen the link with the local territory. These specifications are defined in an agreement. They could be protected by a label of origin or their name mentioning a local origin. Examples: "EU Quality Products" such as Parma Ham, Camembert de Normandie or Scottish Farmed Salmon and wine with nationally controlled origin; these are produced regionally (possibly with raw materials from outside the region!) but marketed regionally as well as globally.

Production system:

Conventional production

> is the 'modern' form of farming that refers to the industrialised production of livestock and crops. The methods of industrial agriculture include innovation in agricultural machinery and farming methods, genetic technology, techniques for achieving economies of scale in production, the creation of new markets for consumption, the application of patent protection to genetic information, and global trade. Most of the meat, dairy, eggs, fruits, and vegetables available in supermarkets are produced using the methods of industrial agriculture.

Organic production

> is a form of agriculture which avoids or largely excludes the use of synthetic fertilizers and pesticides, plant growth regulators, and livestock feed additives which gives the product an augmented value for consumers and therefore a special position on the sales market. It is based on strictly standardised quality criteria, with international and national systems in existence. Organic production is a booming market in many countries nowadays on, and besides energy crops, often seen as the future of European agriculture.

**Marketing system:**

Indirect marketing

> via intermediaries has been the most traditional form of agricultural marketing over the 20th century. The raw products are sold to processing industries and/or subsequently to wholesalers and retailers.

Direct marketing

> means that products from the farm are directly distributed by farmers, the marketing system most common before the detailed division of labour took off. Products are sold locally on farms or local markets and their distribution is based on a direct link between farmer and consumers ('relationship marketing'), no matter whether they are standardised or unique. Farmers in some European regions are very successful in adding value to their raw products and selling them themselves. Example: a wine grower (though the wine market follows rather special rules) can sell quality labelled wine on his farm as well as wine from the cask also produced for external bottling of standard wines.

The next figure illustrates this typology of supply chains. There are eight types in existence, whereas some of them are found more often than others.

Figure 6   Types of supply chains
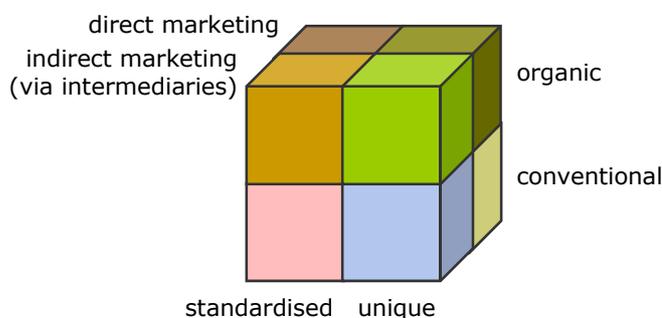
Source: ÖIR

2.3.1.2   Structure of supply chains

The supply chains consist of various stages as pictured in the figure below, whereas some of them may be skipped – depending on the product that the supply network produces, some actors require to be either included or excluded. For example, a supply network providing farm products sold to local households does not include wholesalers and/or retailers, while other supply networks consist of a large number of actors, maybe with various wholesalers in between.

The supply chain is not a hermetically sealed system, before the first stage of the supply chain (in our case agricultural production) there can be several other supply chains that feed into supply products into the present chain. Thus, the producer of the raw product (farmer) is in most cases the end consumer of another supply chain. Besides, there are various other actors that are not directly involved in the supply chain but influence it. They are analysed and presented in the previous chapter.

A generic representation of a supply network and its associated regional actors are shown in the next figure.

Figure 7   Supply chain and the regional actors affecting the supply network
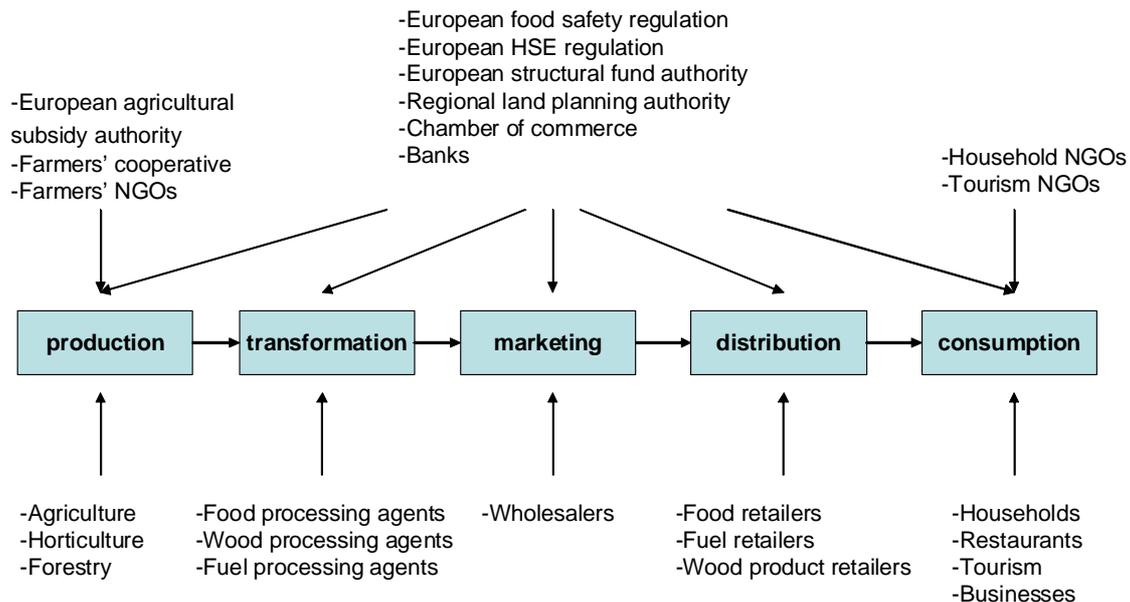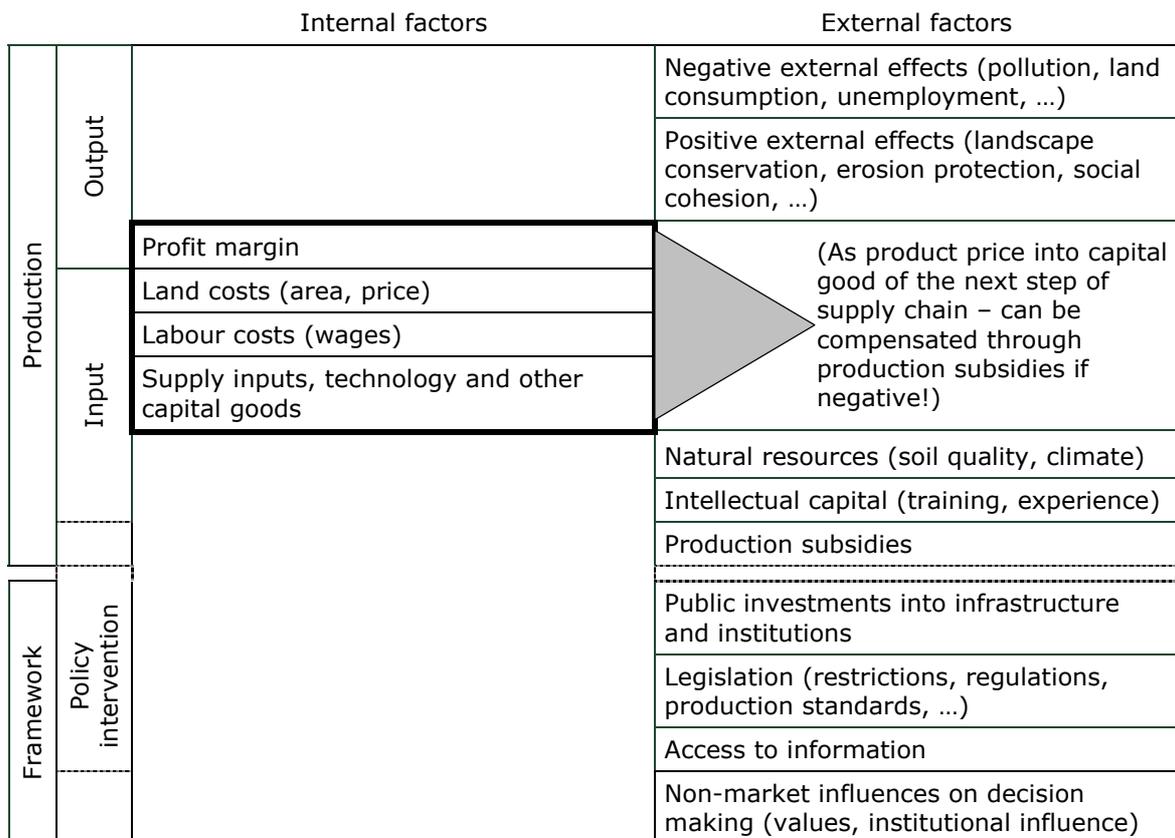

Source: SPRU

2.3.1.3   Components of supply chain stages

Each supply chain actor's objective is to produce new products or to add value to existing products. The activities that are related to this objective follow basic economic principles:

➔   The **production input** (costs) plus the **profit margin** of the producer are constituting the sales price the actors in the next stage of the supply chain will have to pay for their respective supply inputs.

➔   **Production subsidies** (direct transfers payments) are part of the production process (as part of the farmers' income for instance); in principle they lower the sales price.

➔   **External effects** influencing environment and society occur on the negative and on the positive side.

➔   The external **framework** influences the behaviour of the supply chain agents as e.g. law conditions, infrastructure endowment or hard-to-predict informal aspects as beliefs, values and influence from institutions (non-market influences on decision making).

The next table gives an overview of the economic structure of one exemplary stage. Of course the actors differ in which part of the economic process is most important. E.g. for an agricultural actor land costs can be much more important than for industrial agents since you need much larger areas for the cultivation than for the transformation of agricultural products. For a wholesaler the infrastructure endowment may be one of the most important parts as he depends on the distribution of the products.

Figure 8   Possible structure of one supply chain stage

			Internal factors	External factors
Production	Output			Negative external effects (pollution, land consumption, unemployment, …)
				Positive external effects (landscape conservation, erosion protection, social cohesion, …)
	Input		**Profit margin**	(As product price into capital good of the next step of supply chain – can be compensated through production subsidies if negative!)
			Land costs (area, price)	
			Labour costs (wages)	
			Supply inputs, technology and other capital goods	
				Natural resources (soil quality, climate)
				Intellectual capital (training, experience)
				Production subsidies
Framework	Policy intervention			Public investments into infrastructure and institutions
				Legislation (restrictions, regulations, production standards, …)
				Access to information
				Non-market influences on decision making (values, institutional influence)

Source: ÖIR

2.3.2   Selection procedure

As basis for the selection of the supply chains the case study authors prepared a list of interesting and important supply chains involving agricultural products. The potential supply chains were described along the following Information:

➜   type of supply chain (see section 3.3.2.1);

➜   short description of the concerned product;

➜   the estimated contribution of the supply chain product to regional GVA [% of GVA in Agriculture] (expert rating)

➜   the estimated agricultural area covered in the region necessary for producing the agricultural product analysed in the supply chain [% of total land] (expert rating);

➜   the overall importance of the product (expert rating) and

➜   the alternative that producers would switch most likely to (e.g. from cereal crops to energy crops).

Based on an overview about all potential supply chains in the 11 case study regions the supply chains being analysed were agreed between the case study authors and the WP-leader for each region.

2.3.3   Supply chain analysis

In order to develop an agent-based model of regional evolution, the following information about relationships of regional actors is required:

➔ Quantitative and qualitative information about the current state of regional actors and their interrelationships.
➔ Quantitative and qualitative information about the recent developments of regional actors and their interrelationships and the reasons for the changes.
➔ Qualitative information about potential states of regional actors and their interrelationships (the "most likely alternative").

2.3.3.1   Analysis of present supply chains

The figure below pictures an **exemplary supply chain** (A) to be analysed. Each stage of the supply chain, which is a present supply chain of agricultural products, has to be measured with the current production structures indicated above (economic input/output production, side conditions and exchange relationships – steps 1 to 5 in the figure).

One stage should lead to another, whilst information about the interrelations between these stages are investigated from agents from both stages. The stages between production and consumption of course strongly depend on the actual supply chain.

Figure 9   Analysis of present supply chains: procedure
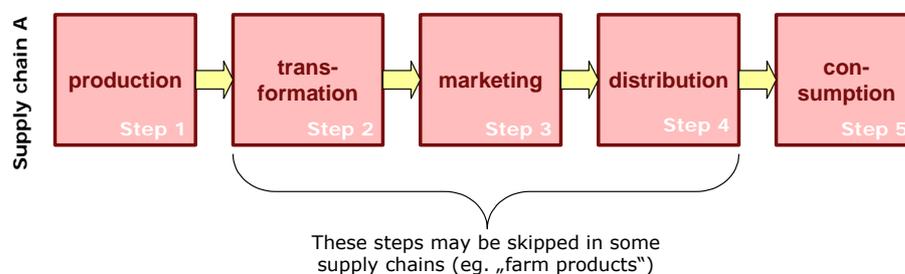
Source: ÖIR

2.3.3.2   Modification of supply chains

If some of the variables in the production structure change for one reason or another the behaviour of certain agents might change, too. More specifically, the input data required to understand how regional actors change their behaviour can be specified according to how they affect the different stages of strategic decision making: the recognition of stimuli, the development of alternatives to respond to the stimuli and the selection of an alternative into a course of action. For actors in agriculture, horticulture or forestry, these stages and their general information requirements is schematically displayed in the next figure.

Figure 10   Decision variables

Agriculture, Horticulture & Forestry

-Values
-Financial thresholds
-Expectations
-Legitimacy
-Interpretation
-Risk aversity
-Imitation
-Trial-and-error

-strategic cycles
-Beliefs
-Policy changes
-Strategic objective
 change

-Routines
-Norms
-History
-Experience
-Culture

-Signification
-Domination
-Legitimation

| recognition | → | development | → | selection | → | course of action |

-seasonal change
-useable land
-generation
 change
-increasing/
 decreasing profits
-increasing/
 decreasing comp.
-problems

-Soil characteristics
-Climate
-knowledge
-product price
-Production costs
-Capital costs
-Technology availability
-Subsidies
-Market perspective
-Land intensity
-Regulation
-Environmental impacts
-Social impacts

-Capital
-Time constraints
-Uncertainty

-Production change
-Land use change
-Technology change
-Investment
-Relational changes

Source: SPRU

These decision variables for the different stages are checked in the table below. Some agents are marginally sensitive to some of the supply chain stage parts.

Example: (agricultural) producing agents – ergo farmers – are not only sensitive to labour and capital costs (e.g. machinery) but also to land availability as their business usually requires large areas for crop growing. Processing or marketing agents in contrast are less sensitive to land availability or costs but well to labour and machinery costs. The consumer is mainly sensitive to the product price (in this case seen as his very capital costs, which he just does not process further on), alongside external influences as landscape if the supplied product is tourist lodging for instance.

Figure 11   Supply chain decision variable (if current state is subject to change)

		Factors	Producing agents	Processing agents	Marketing agents	Distributing agents	Consuming agents
Production	Output	Negative externalities	x				x
		Positive externalities	x				x
		Profit margin	x	x	x	x	
	Input	Land costs	x	(x)	(x)	(x)	
		Labour costs	x	x	x	x	
		Supply inputs, technology and other capital goods	x	x	x	x	x [a]
		Natural resources	x				(x)
		Intellectual capital	x	x	x	x	
		Production subsidies	x	x	x	x	
Framework	Policy intervention	Public investments into infrastructure and institutions	x	x	x	x	(x)
		Legislation	x	x	x	x	(x)
		Access to information	x	x	x	x	x
		Non-market influences on decision making	x	x	x	x	x

If variables cause changes (opportunity costs):

Change of supply chain variables or change to different supply chain (potential state)

[a] via product price

Source: ÖIR

Thus, if one or more factors of an actor's own supply chain change he might be willing to switch to another product respectively modify or completely change his supply chain. The same holds true if his own supply chain stays the same but another one gets more attractive than his own.

The example in the figure below illustrates both of these circumstances. The present objective of the farmer is wheat production which goes straight into milling, and is via wholesaling and retailing sold to the end customer, the private household. The dotted lines all represent **future options for the farmer**.

Figure 12   Decision processes to change supply chain
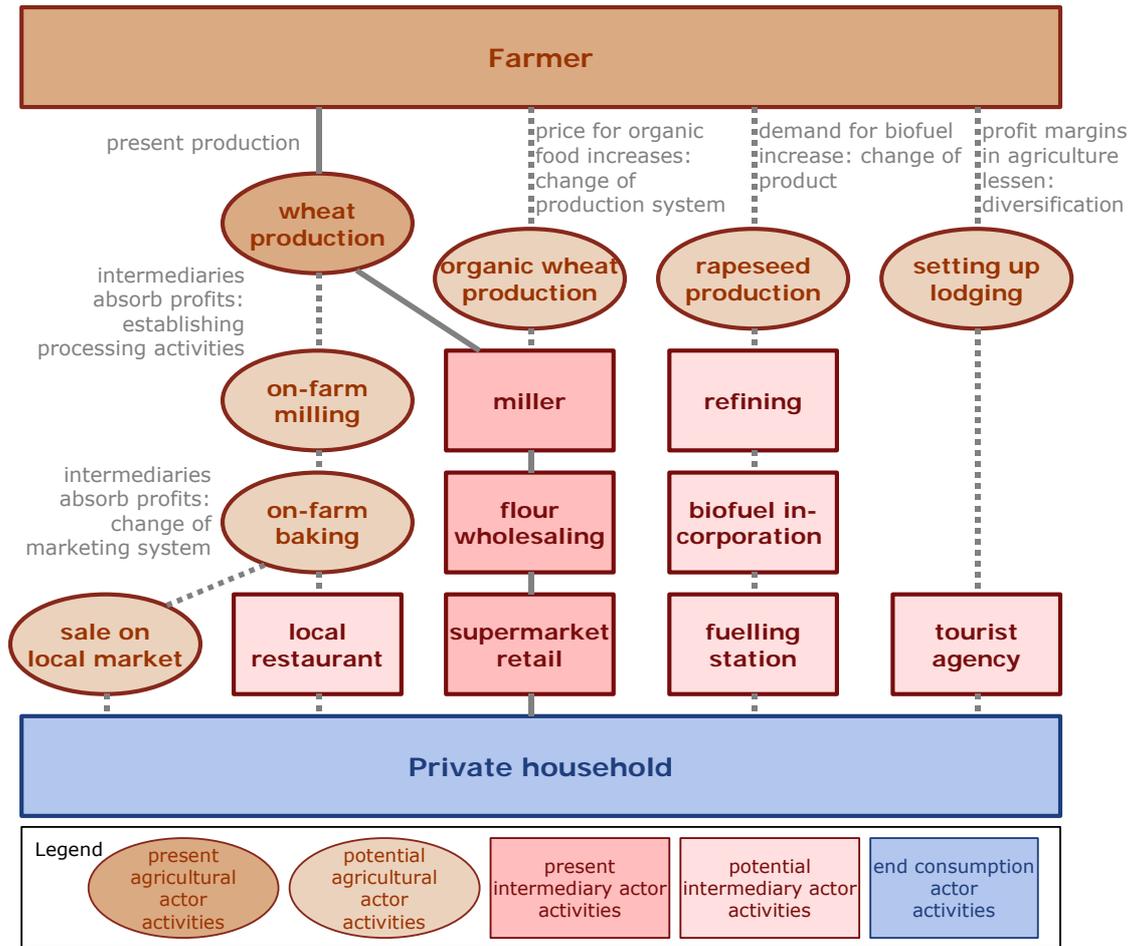
Source: ÖIR

In the flow on the far left side he **stays within his objective** of wheat production but ads value to his wheat on the farm as he is milling and baking bread himself. At the end of the potential supply chain he has the choice to sell the bread himself to the end customer on the local market or to sell it to a restaurant. One flow column to the right he would stay in the same supply chain but **changes his production system** to organic production and can therefore potentially charge higher prices from the present miller.

The next option would be complete change of product – as bio fuel prices increase, the farmer could decide to grow rapeseed and takes part in a **completely different supply chain of agricultural production**. The diversification option far right would see the farmer **moving away from agricultural production** and offering tourist lodging for tourist (via an agency).

2.3.3.3   Analysis of potential supply chains

For our enquiry, coming back to the theoretical analysis steps, this will lead to the "**most likely alternative**" supply chain B in the next figure (step 6). It might be of

minor importance today but could easily be an important part of rural development in future. It can be but it does not need to be a traditional supply chain of agricultural products but can also occur in other economic sectors, linked as well as independent from agriculture. A classic example would be the change of a farmer from food production to agro tourism or even tourism business with no more links to farming.

Figure 13   Analysis of potential supply chains: procedure
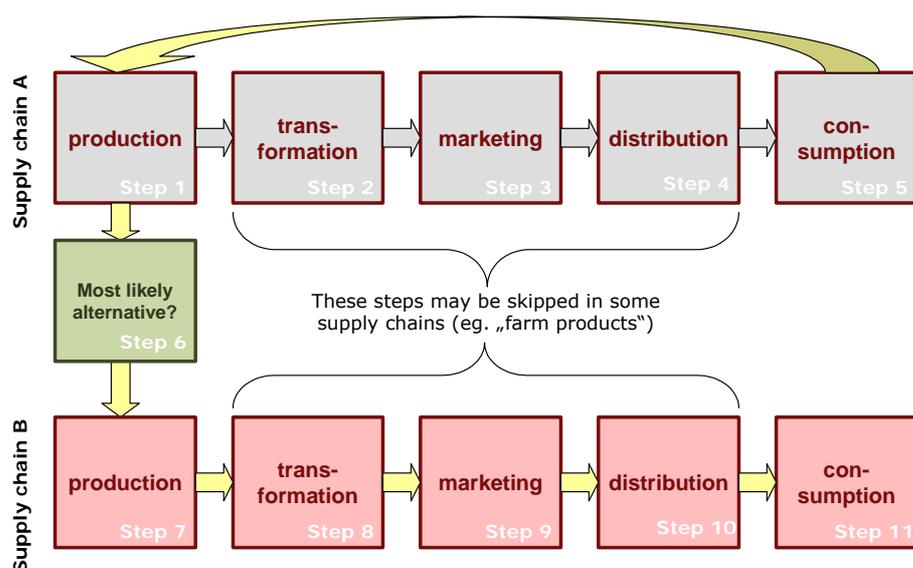
Source: ÖIR

Another possible example according to figure 11 would be a change in supply chain type – for instance from standardised products for the commodity market to farm production for direct marketing. Subsequently, the procedure of supply chain B is the same as in supply chain A with all different stages to be run through (steps 7 to 11).

2.3.4   Non-agricultural alternatives

As first interim results of the case studies and discussions showed, the non-agricultural alternatives to present agricultural supply chains will be a very important issue, as many farmers would not change to another agricultural product but rather diversify towards the manufacturing or service sectors. So a case study chapter about non-agricultural alternatives was added requiring desk research and further experts' knowledge.

One suggested way to get that potential alternatives is to analyse the development in the last 5-10 years is using statistical data about in which non-agricultural sectors did farmers go.

2.3.5   Questionnaires

For the analysis of supply chains as methodologically analysed in chapter 3.3.2, questionnaires have been developed for the different stages of the supply chain. **The questionnaires are included in annex 3**.

Each actor has a section for his **current state** and for the **dynamic in the past and the potential future state**. The questionnaires' goal was to picture all relevant influences on production and to meet al demands for agent based modelling in WP 3 and the synopsis in WP 4. Therefore, the case study preparation was closely coordinated between WP2, WP3 and WP4 via several meetings and telephone conferences.

2.3.5.1   Agricultural and forestry production actors and intermediary production actors

The questionnaire structure of agricultural and forestry production actors and intermediary production actors are similar. In the intermediary production set of questions all possible activities, such as processing, wholesaling, marketing or retailing were included. The following components of supply chain stages according to the methodological background in section 3.3.2 is considered:

➔ Production input
➔ Production output
➔ External effects
➔ External factors
➔ Diversification of livelihood strategies (agricultural production actors only)

Whereas in this first set of questions the attention is on the present state, all questions that follow certain dynamic over time are asked a second time, considering past and future changes and modifications:

➔ Reasons for past changes for the specific production (ca. 1993 – 2006)
➔ Effects of past changes for the specific production (ca. 1993 – 2006)
➔ Possible reasons for future changes for the specific production (ca. 2007 – 2021)

2.3.5.2   End consumption actors

For the end consumption actors, the set of questions is a little less complex, as there is no production activity; these two groups of questions were :

➔ Demand
➔ External factors

Once again, past and future dynamics have been included in separate sections:

➔ Past demand changes (ca. 1993 – 2006)
➔ Future demand options (ca. 2007 – 2021)

2.3.5.3   Scale units used in the questionnaires

Concerning **quality control issues**, every one of the questions to be answered has to be double checked by information from two different sources, being it literature, internal expert knowledge or external (interview) expert knowledge <u>unless there is a proven data source</u> which is sufficient on its own.

At least one of the two different sources has to be external and (not being related to the case study author's institution).

Most of the questions to be answered offer two options of answers (required by modelling) for external interviews:

➜ **Ordinal scale option**: first run of questioning the interviewees for an expert estimation on an ordinal scale, e.g. high – medium – low; reply is obligatory!

➜ **Ratio scale option**: second run of questioning the interviewees for an expert estimation on quantitative data to go into further detail <u>and</u> to perform the check on the qualitative information given – reply is strongly requested but might be impossible to obtain in some cases.

The table below shows the example of personnel costs: five qualitative options are given in the first place (much higher – higher – equal – lower – much lower than in the whole primary sector) and the actual cost in Euro per employee and year is asked for in the second round.

Table 7   Static example for different scale units in the supply chain questionnaires

What are the personnel costs per (full time) employee in production compared to the average labour costs in the primary sector of the region and in numbers?	much higher ☐	higher ☐	equal ☐	lower ☐	much lower ☐	€/year 0,00 €

Source: Annex 3

So, the different levels of scale help to minimise the error rate: external experts should be asked their ordinal estimation first and secondly be urged to nominate absolute ratio numbers if possible, subsequently.

In the dynamic sections of the questionnaires, the second round units are usually asked for on the base of a percentage scale, as the example with the number of hands per farm in the table below shows.

Table 8   Dynamic example for different scale units in the supply chain questionnaires

What was the development of business sizes in the production?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– Number of hands per farm	☐	☐	☐	☐	☐	0%

Source: Annex 3

2.4   Investigating social networks

Various actors influence a region's performance through lobbying, information dissemination, economic instruments (e.g. subsidies), voluntary agreements (e.g. cooperatives), regulation etc.. Therefore, the success of policy interventions to foster regional development not only depends on a region's natural, environmental and physical preconditions but also on the characteristics of persons and organisations and their interrelations.

Generally, social actors can be described along the following characteristics:

- ➜ values and beliefs
- ➜ reputations for reliability and trustworthiness
- ➜ resources to influence other actors through direct involvement in the supply chain, as e.g. money, manpower, access to information, status
- ➜ resources to influence the institutional network through indirect involvement in the supply chain, as e.g. time, manpower, money, etc.
- ➜ information and knowledge combined with the capacity to acquire, process, retain and use knowledge and information
- ➜ the aims as e.g. maximising profit, maximising votes, etc.

2.4.1   Types of actors

Within each region the interlinked actors form a social network consisting of formal organisations and networks as well as of informal connections and linkages between the actors. The following types of actors are possibly involved in the development of a region:

- ➜ **Actors along the supply chains**
  Producers
  Wholesalers
  Retailers
  Consumer
- ➜ **Political (legislative) bodies**
  Legislative bodies on national and/or regional level
  Mayors and municipal councils
- ➜ **Administrative actors**
  Administrative officials national and/or regional level
  Municipal administrative officials, e.g. land use planning authorities
- ➜ **NGOs**
  Agricultural chamber national and/or regional level
  Chamber of commerce, SME representatives national and/or regional level
  Other NGOs for farmers
  NGOs for households, consumers' protection organisations
  Tourism NGOs
  Environmental NGOs
  LEADER Local Action Groups and/or similar groups

As Europe is so diverse, of course regionally there can be additional players. For each of the relevant actors a standardised profile will be established in the framework of the case studies.

2.4.2   Actor's profile

Every actor is assigned to a juridical **status** first:

➜   public: traditional public bodies included in public budgets and steered politically, that fulfil sovereign duties.

➜   semi-public: e.g. formerly public and now privatised, usually steered politically, that fulfil sovereign duties.

➜   representations of interest and lobbies that only serve certain groups (eg. chamber of commerce, farmer's association, overregional environmental initiatives) and do not serve the general public.

➜   Private: private actors that are driven by interests of individuals in a bottom-up approch, such as action groups or citizens' action committees; collectivities of groups not represented by professional lobby groups, possibly serving the general public.

Furthermore, it is asked whether the actor's **location** is inside or outside the region to be able to estimate the degree of identification with the other regional actors.

The actors' **strategic objectives** can be very diverse, eg. production, supporting certain groups or providing regulations.

The **type of output** from the actor will be used to deepen the status types:

➜   monetary flows: economic market- (purchase, sales) or non-market (subsidies)

➜   informal relation: social relations, exchange of information, common activities outside economy, lobbying activities

➜   administration: management of public budgets and execution of legislation

➜   legislative power: decision on public budgets and creation of legislation

Furthermore, the **relationships** to the relevant other actors will be asked for (next section).

2.4.3   Actors' relationships

Formally, networks are built up of **nodes** and **edges**:

➜   Within social networks the nodes are the actors (persons, organisations). These will be analysed using the information from the first part of the actor's profile questionnaire ("Actor's profile" section 1.4.1).

➜   The edges symbolise the relations between the actors. They can be based on economic or social relations ("Actors' relationships" section 1.4.2).

First of all the **demands** and **offers** in the different actors' relationships will be necessary to investigate to get a comprehensive picture over the whole network.

The **strength of the relations** can be described as strong ties or weak ties:

➔ **Strong ties** exist between actors with similar interests and are more formal (e.g. networks of enterprises). In our case study the connections within the supply chains could be classified as "strong ties", where the flow of goods and money form the edges between the actors.

➔ **Weak ties** are more informal. In our case study weak ties would be e.g. connections to actors, who are not directly involved in the supply chains based on information exchange, social connections etc.

There are furthermore two simplified **types of the interrelation**:

➔ **Cooperative relation**: actors work together fulfilling one common or also two different aims using synergies.

➔ **Controversial relation**: actors are opposed to each other or are antagonised even, following opposed aims.

The full questionnaire can be found in annex 4. The information from the actors' profiles about strengths and types of interrelations will be put in a matrix by ÖIR for the case study report, the model for this matrix can be seen below. The relevant types of interrelations can then be distinguished as follows:

➔ **Two-way**, **partnership**: equal-level relation with mutual flows. Examples: free-market exchanges like selling of goods and consumption.

➔ **One-way**, **hierarchy**: power-exerting relation with one-way flows. Examples: subsidies, taxes and alike; laws and regulations, memberships; representations such as chamber of agriculture committing their members to a special behaviour.

Figure 14   Institutional actors' matrix
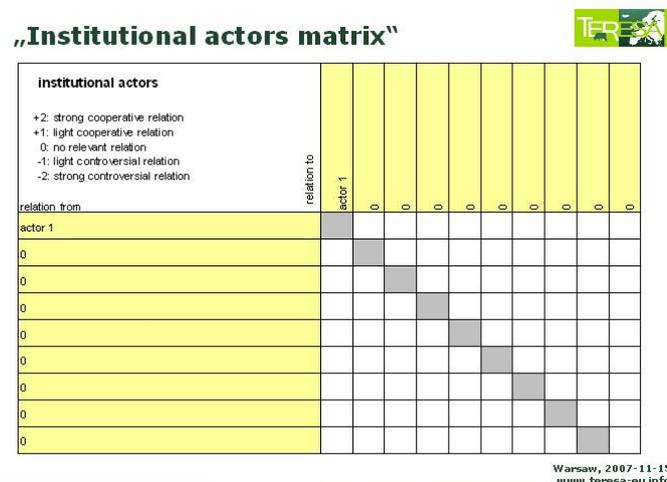
Source: ÖIR (presentation interface workshop Warsaw)

2.4.4   Interview guide

The investigation of the social network in the case study regions aims at obtaining more information about the grade of intervovenness of agriculture in the region and the main players influencing rural and regional development in relation to the analysed supply chains.

In order to get the relevant knowledge of the social network in the region, three steps are necessary:

➔ to capture the relevant actors influencing rural development in the region in relation to the supply chains analysed
➔ to gather the relevant information about each actor
➔ to get information about the relationships between the actors.

For picturing the relations of the actors who are directly involved in the supply chains ("strong ties") a questionnaire was developed (see also the previous chapter about the analysis of the supply chains).

However, to analyse the "weak ties" between actors not directly involved in the supply chains a more descriptive analysis with semi-structured interviews along a conceptual framework is needed. Therefore, an **interview guide** was developed, focusing on relevant questions in order to investigate the social network. It includes mainly open and just a few closed questions to gather the relevant information about the social networks ant their evolution (see annex 4).

The interview guide is divided into three blocks of questions:

➔ **Block 1 Description of the actor**:
who and what: status of the organisation, strategic objectives, interests etc.
➔ **Block 2 Connections and relationships**:
status in the network, formal role in the network, actual and potential influence of the network, competencies and relationships with other actors (cooperative/competitive/hierarchical/dominating/…)
➔ **Block 3 Development of relations**:
expected changes and its impacts.

The interview guide can also be found in annex 4.

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ec.europa.eu/agriculture: European Commission; Directorate-General for Agraculture and Rural Development.

ec.europa.eu/agriculture/funding/index_en.htm: European Commission; Member State websites providing information on beneficiaries of CAP payments under shared management.

ec.europa.eu/comm/eurostat/ramon/nuts: Nomenclature of territorial units for statistics – NUTS (Statistical Regions of Europe)

ec.europa.eu/grants: European Commission; grants, funds and programmes by EU Policy.

http://ec.europa.eu/agriculture/rica: Farm Accountancy Data Network (FADN)

farmsubsidy.org: Project coordinated by EU Transparency, a non-profit organisation in the UK and Kaas og Mulvad, a data consultancy in Denmark to obtain detailed data relating to payments and recipients of farm subsidies in every EU member state and make this data available in a way that is useful to European citizens.

unstats.un.org/unsd/cr/registry: ISIC (UN economic classifications registry).

www.oecd.org/department/0,3355,en_2649_33727_1_1_1_1_1,00.html: Organisation for Economic Co-operation and Development, Department for Trade and Agriculture: Food, Agriculture and Fisheries

PART B
CASE STUDY TEMPLATE

1   EXEMPLARY CASE STUDY REGION

1.1   Describing the region

Generally, please include in the "Describing the region" chapter:

➜   *A map of the region's position on the national level*
➜   *At least 1 more detailed map of the region*
➜   *At least 1 decent photograph also suitable for web reproduction (copyright law to be respected!), more pictures are welcome!*

1.1.1   European and national context of the region

(1-2 pages)

Please take into account the administration system national/regional/municipal, market places and central towns nearby, the transregional accessibility and the region's cultural heritage or if there are possibilities of agricultural training in the region or close by.

Give an overview on governance at regional level, and insertion in national governance framework!

1.1.2   Environment

1.1.2.1   Spatial structures

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

➜   *01   Total area [M][4]*
➜   *02   Share of artificial surfaces [M]*
➜   *03   Share of arable crops*
➜   *04   Share of permanent crops*
➜   *05   Share of pastures*
➜   *06   Share of heterogeneous agricultural areas*
➜   *07   Share of forests and semi-natural areas*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

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[4]   *[L] – Structural indicator Lisbon performance (Com. 2005)*
       [M] – Indicator required especially for WP3 Modelling

Regional focus *(1/2-1 page)*

Please take into account topography, landscape, soils (focus on agricultural preconditions), land management, land use conflicts.

IMPORTANT: please present the regional price level for building and agricultural land!

1.1.2.2   Environmental protection

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➜ *08 Percentage change since base year according to Kyoto protocol/EU Council decision 2002/358 (in CO2 equivalents base year=100) [L]*
- ➜ *09 Gross consumption of energy [L]*
- ➜ *10 Gross consumption of renewable energy [L]*
- ➜ *11 Share of area under NATURA 2000*
- ➜ *12 Share of area under National Park protection*
- ➜ *13 Agriculture intensity*
- ➜ *14 Share of Utilised Agricultural Area under organic farming*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2-1 page)*

Please take into account biodiversity, water quality, protected areas and their importance!

1.1.2.3   Preconditions for agriculture

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➜ *15 Share of Art. 16 Less Favoured Areas of total area*
- ➜ *16 Share of Art. 18 Less Favoured Areas*
- ➜ *17 Share of Art. 19 Less Favoured Areas*
- ➜ *18 Share of Art. 20 Less Favoured Areas*
- ➜ *19 Flood Events*
- ➜ *20 Dry spell (change or dry spell combination with drought)*
- ➜ *21 Forest fires hazards*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2-1 page)*

Please take into account climate, temperature, precipitation, soil quality, actual vegetation, potential vegetation, etc.

1.1.2.4   Preconditions for rural development

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➔ *22   Accessibility to airports*
- ➔ *23   Accessibility to seaports*
- ➔ *24   Travel time to railway stations*
- ➔ *25   Road density*
- ➔ *26   Share of households with broadband internet access*
- ➔ *27   practitioners per 1,000 inhabitants*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1-2 pages)*

Please take into account the road and rail network, airports, water and waste supply and disposal systems, education and health infrastructure, energy supply, etc.!

1.1.3   Rural economy

1.1.3.1   Regional performance

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➔ *28   GDP per capita in PPS [L]*
- ➔ *29   Contribution to GDP in secondary sector [M]*
- ➔ *30   Contribution to GDP in tertiary sector [M]*
- ➔ *31   Labour productivity per person employed [L]*
- ➔ *32   Average household income per year [M]*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2-1 page)*

Basic economic indicators recapitulated.

Also present what the financial system is like in the region compared to other regions (European- or worldwide if relevantly competing!) if of any interest in your opinion, if there are any, e.g. concerning

➔   *the average income tax rate for the producers*
➔   *average interest rates*
➔   *percent of businesses taking out loans etc.*

Take into account rates discounted by policy intervention (e.g. interest supports) and explain them!

1.1.3.2   Structure of agriculture

Statistical profile *(2-3 pages)*

WP1 European data for this section include:

➔   *33   Contribution to GDP of NACE A01 – Agriculture, hunting and related service activities [M]*
➔   *34   Contribution to GDP of NACE A02 – Forestry, logging and related service activities [M]*
➔   *35   Employment in primary sector (full-time equivalents)*
➔   *36   Average physical farm size*
➔   *37   Average economic farm sizes*
➔   *38   Share of arable crops of Utilised Agricultural Area*
➔   *39   Share of permanent pastures of Utilised Agricultural Area*
➔   *40   Share of permanent crops of Utilised Agricultural Area*
➔   *41   Share of forested area*
➔   *42   Production of renewable energy from agriculture and forestry*
➔   *43   Share of farmers with other gainful activity*
➔   *44   Share of irrigated agricultural land*
➔   *45   Importance of (semi-)subsistence farming as share farms <1 European Size Unit*
➔   *46   Number of farms with agro tourism*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(5-6 pages)*

Give a review on the legal and corporate structures of agricultural entities in the region and the respective land tenure; try to include the importance of cooperatives and similar joint venture models!

Then, give an overview on the most important products in the region, using data as main crops, animal numbers and number of holders taking into account, depending from the respective importance of production:

➜ *Area, yield and production of cereals*
➜ *Area under sugarbeet, yield and production of sugar*
➜ *Area, yield and production of oilseeds*
➜ *Area, yield and harvested production of fruit; citrus fruit; vegetables*
➜ *Area under vines, yield and production of wine and must*
➜ *Seed production and related aid*
➜ *Industrial production of compound feedingstuffs*
➜ *Meat in general*
➜ *Numbers and slaughtering of adult bovine animals and calves, pigs , sheep and goats*
➜ *Number of utility chicks of table strains hatched, gross internal production of poultry meat*
➜ *Laying hens, numbers and usable production of eggs (total eggs)*
➜ *Dairy herds and yield*
➜ *Production of milk from dairy herds and delivery of milk to dairies*
➜ *forestry statistics*

In addition, please take into also account the sales structure (e.g. use of internet)!

1.1.3.3   Structure of rural economy

Statistical profile *(2-3 pages)*

WP1 European data for this section include:

➜ *47 Contribution to GDP of NACE B15 – Manufacture of food products and beverages [M]*
➜ *48 Contribution to GDP of NACE B20 – Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials [M]*
➜ *49 Contribution to GDP of NACE B21 – Manufacture of paper and paper products [M]*
➜ *50 Contribution to GDP of NACE H55 – Hotels and restaurants [M]*
➜ *51 Employment in secondary sector (full-time equivalents)*
➜ *52 Employment in tertiary sector (full-time equivalents)*
➜ *53 Share of SMEs of total businesses*
➜ *54 Number of beds in tourism [M]*
➜ *55 Overnight stays per year [M]*
➜ *56 Expenditure on R&D as share of GDP [L]*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(3-4 pages)*

Please take into account the importance and production structure with special focus on branches with relation to agriculture, if present locally, such as:

- ➜ *food procession industry*
- ➜ *machinery production*
- ➜ *paper and wood production*
- ➜ *seeds, feeds and fertilizer production*
- ➜ *wholesale, trade and retail of food and wood products*
- ➜ *tourism in general*
- ➜ importance of agrotourism

1.1.4   Rural society

1.1.4.1   Demography

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➜ *57 Female population [M]*
- ➜ *58 Male population [M]*
- ➜ *59 People aged 0-14y*
- ➜ *60 People aged >=65y.*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1-2 pages)*

Please take into account different types of inhabitants, men/women, old/young people etc.!

*IMPORTANT: please add comprehensive information about **population forecasts** in you region, this is an crucial point for agent-based modelling!*

In addition, please review how the population developments influences the agricultural markets with regards to:

- ➜ *Development of household income*
- ➜ *Typical basket of goods with focus on agricultural products*
- ➜ *Development of consumption of the most important agricultural products (meat, vegetables, etc.)*
- ➜ *Information on recent changes of eating habits, e.g. increasing number of vegetarians, boom of organic products*

1.1.4.2 Education

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

- ➔ *61 Share of females with secondary educational attainment [M]*
- ➔ *62 Share of females with tertiary educational attainment [M]*
- ➔ *63 Share of males with attainment educational attainment [M]*
- ➔ *64 Share of males with tertiary educational attainment [M]*
- ➔ *65 Share of population aged 20-24 having completed at least upper secondary education [L]*
- ➔ *66 Share of farmers with agricultural training*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2-1 page)*

Please take into account the level of education, men/women, old/young people etc.!

1.1.4.3 Labour market

Statistical profile *(2-3 pages)*

WP1 European data for this section include:

- ➔ *67 Employment rate females aged 15-64 as a share of the total active population [L]*
- ➔ *68 Employment rate males aged 15-64 as a share of the total active population [L]*
- ➔ *69 Employment rate of workers aged 55-64y. as a share of the active population in the same age group [L]*
- ➔ *70 Employment rate of workers aged 15-25y. as a share of the active population in the same age group*
- ➔ *71 Long term unemployed (12 months+) as a share of the total active population [L]*
- ➔ *72 average personnel cost per employee in primary sector/a [M]*
- ➔ *73 average personnel cost per employee in secondary and tertiary sector/a [M]*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2-1 page)*

Please take into account unemployment, men/women, old/young people etc.!

1.1.4.4   Civil society

Statistical profile *(1/2-1 page)*

WP1 European data for this section include:

➔   *74   Number of Local Action Groups*
➔   *75   Communities in Local Agenda 21 programme*

You are free to interpret the statistical data provided by WP1 using descriptions, photographs, tables and graphs.

Regional focus *(1/2 page)*

Add locally grown institutional relationships (listing only). Please note that a comprehensive analysis of the relationships in the region (Regional focus) will be done in the "Investigating networks" chapter!

1.2   Exploring policy intervention

This chapter of the case studies explores the different types of intervention in the primary sector to draw the framework for future policy options. **These shall only cover the effects of policy intervention in the region** *as a general review on EU policy intervention is done by WP1! There are two main instruments for policy intervention into rural development:* **funding** *and* **legislation***.*

1.2.1   EU policies for agriculture and rural development

(3-4 pages)

Please give a review of the importance of EU funds and grants in the very region (general information on EU policies is done by WP1). Include numbers that describe the origin of the funding:

➔   *EAGGF before ca. 1993-2004*
➔   *EAGGF 2005-2006*
➔   *SAPARD*

Then try to allocate the funds' origins at least to the depth of the following categories:

➔   *Market regulation*
➔   *Direct income payments*
➔   *LFA payments*
➔   *Rural development measures*
➔   *Other measures, e.g. input subsidies and (farm-specific) taxes.*

1.2.2   Regionally oriented Community policies

(1-2 pages)

Please give a short review of national and regional funds and grants in the region and their importance, if reasonable and possible orientating towards the same periods as the EU funds above. include numbers that describe the origin of the funding:

- ➜ *ERDF – European regional development fund: Objective 1 and 2 (5a and b respectively)*
- ➜ *ERDF – European regional development fund: Community Initiative INTERREG*
- ➜ *ESF – European social fund*
- ➜ *Cohesion Fund*
- ➜ *Financial Instrument for the Environment (LIFE)*

Then try to allocate the funds' origins at least to the depth of the following categories:

- ➜ *Investments into rural businesses apart from measures, including innovation;*
- ➜ *investments in rural physical infrastructure and*
- ➜ *investments in rural institutional infrastructure and educational measures.*

1.2.3   National and regional policies

(1-2 pages)

If additional national/regional expenditures exceed 1/3 of regional EU funding these shall be quantified and described in this section. With regards to investments into rural infrastructure please give at least at least a qualitative description!

1.2.4   Effects of Legislative restrictions

(1-2 pages)

Please focus on laws and restrictions that are especially crucial for the region or its production related to the following topics:

- ➜ *Air pollution and climate change*
- ➜ *Water protection and management*
- ➜ *Soil protection*
- ➜ *Protection of nature and biodiversity*
- ➜ *Land use management*
- ➜ *Entrepreneurship*
- ➜ *Employment and social policy*

Take into account food safety and quality, animal welfare, hygiene standards, quality labelling, regulations on organic production, tax conditions for businesses, tax conditions for agriculture etc..

1.3   Investigating networks – supply chains

1.3.1   Supply chain 1

Generally, in this section you should give a summary of the results you get from the supply chain questionnaire which is presented in the annex and is developed through desk research, in-house expertise by the case study authors and interviews with external experts. The questionnaires themselves will be annexed in the case studies!

*In each stage of the supply chain, please do not forget to describe **the role the regional institutional actors play** in the supply chain!*

1.3.1.1   General description

Please give a short overview on all supply chain stages using the questionnaire results!

1.3.1.2   Agricultural and forestry production actors

Production input

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on supply inputs, technology and other capital goods and labour and intellectual capital!

Production output

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on the internal production output!

External effects

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on the positive and negative external effects that are linked to the supply chain production!

External factors

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on environmental preconditions, other CMO measures than production subsidies, legislation and non-market influences on decision making from institutions and other external influence!

Diversification

Please describe qualitatively which diversification strategies are seen to be most promising for the medium future using the corresponding supply chain questionnaire section and other information sources!

1.3.1.3   Intermediary production actors

Production input

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on supply inputs, technology and other capital goods and labour and intellectual capital!

Production output

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on the internal production output!

External effects

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on the positive and negative external effects that are linked to the supply chain production!

External factors

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on environmental preconditions, other CMO measures than production subsidies, legislation and non-market influences on decision making from institutions and other external influence!

1.3.1.4   End consumption actors

Demand

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on demand for the supply chain product!

External factors

Use the questions in the corresponding supply chain questionnaire section and other information sources to make a qualitative review on influences on decision making from external influence!

1.3.1.5   Dynamics of the supply chain

In this chapter try to subsume the results from dynamic sections from the questionnaire (all actors) and other information sources and point out the connections and context between the different actors using the different time dimensions in the subheadings below!

Reasons for major shifts in the past

Effects of past shifts

Possible reasons for future shifts

1.3.2   Supply chain x

The procedure of further other supply chains is identical to "Analysis of supply chain 1"!

1.3.3   Non-agricultural alternatives

(0,5-1 page)

1.4   Investigating social networks

(4-5 pages)

Please give first in this section an overview of the institutional actors that influence rural development in your region significantly and add a short description! In your analysis, please try to answer the questions that are listed in annex 4; feel free to expand the set of questions if necessary!

Apart from that, try to include information on:

➔ *Which institutions distribute subsidies and what is their importance? #and which subsidy?*
➔ *Which institutions provide information on financing and legislation, what is their relevance for farmers and quality of performance?*

PART C: ANNEXES

ANNEX 1: GLOSSARY

Some of the definitions in the glossary were extracted from DG Agri's website http://ec.europa.eu/agriculture/glossary/index_en.htm.

Actors – Each person/organisation in a region is an actor in that he/it has the autonomy to change the evolution of the network by changing its behaviour. He/it can act inside or outside the region, however his/its actions influence the regional networks. Actors along the supply chains of agricultural and forestry production are part of the regional networks and will be analysed within the supply chains: e.g. production factor manufacturers, farmers; first level manufacturing such as food processing industry, energy producers, raw material processing, second level manufacturing such as packaging, quality control, crafts, service closely linked to agriculture, retailers such as supermarkets or also restaurants and consumers/households. Institutional actors will be analysed within the regional institutional networks: e.g. political (legislative) bodies, administration on national, regional and local level, as e.g. regional planning authorities, land use planning authorities, lobbies and representation of interests (esp. farmers associations, consumer associations, Chamber of commerce), non-governmental organisations (NGOs for farmers as e.g. farmers' NGOs, NGOs for households, environmental, social), lobbying groups of different economic sectors, various authorities.

Agents – Agents are actors that are actually used in the agent based model. They influence the regional networks and are influenced by them as well.

Analysis level (of the case studies) – There are two major analysis levels in the case study reports: one is the "NUTS 3 level" (see "region"), on which European and in most cases also national data can be obtained. The other level is the "supply chain level" (see "supply chain"), where most of the information will be collected by experts' knowledge and interviews. Read more about the supply chain survey in deliverable "D 2.2 STANDARDISED DESIGN FOR THE CASE STUDIES", part A chapter3. EU level analysis is part of work package 1 and will flow into subsuming deliverables as "D 2.3 CASE STUDY REPORT".

Cross-compliance – Cross-compliance requires that farmers respect statutory management requirements regarding public health, animal health, plant health and animal welfare. Farmers are also required to maintain all their agricultural land in good agricultural and environmental condition. Cross-compliance applies to farmers that receive direct payments. If farmers do not respect these requirements then their direct payments may be reduced or cancelled.

Decoupling – Term used to describe the separation of the amount of subsidy paid to farmers and what farmers produce. Decoupling should encourage farmers to produce what is required by the market and not be dictated by subsidy incentives. It is also designed to reduce negative impacts on the environment, brought about by over-production and intensive farming methods.

Diversification – The entrepreneurial use of farm resources for a non-agricultural purpose for commercial gain.

European Size Unit (ESU) – A European Size Unit (ESU) is a measure of the economic size of a farm business based on the gross margin imputed from standard coefficients for each commodity on the farm. The application of these standard coefficients results in the Standard Gross Margin (SGM) for a farm or group of farms. 1 ESU = 1200 SGM. The Standard Gross Margin may be different from actual margin on a farm because of the wide variation between farms with the same physical composition.

Institution – Institutions are sets of interrelated rules governing given aspects of social life which are acknowledged (or even sanctioned) by all or some members of society. Institutions regulate relationships among individuals and between social and ecological system, i.e. rights and duties as well as cost and benefits of actions, and therefore institutions are the essential linkage between social and ecological system. (Goglio 1997, Ostrom et al. 1993, Gatzweiler et al. 2001)

Modulation – A mechanism that transfers funds from direct payments to rural development measures. Modulation became compulsory from 2005. Member States must apply it at the rates agreed in the 2003 reform of the common agricultural policy. It applies to the direct payments that farmers receive over and above the first € 5,000.

Organisation – An organisation (or organisation — see spelling differences) is a social arrangement which pursues collective goals, which controls its own performance, and which has a boundary separating it from its environment.

Region – Regions are addressed to as analytically processable geographical unities. For the case studies, NUTS 3 has been selected as statistical level because it is the smallest entity that is appropriate for a comprehensive data selection. In most case study countries the respective NUTS 3 regions are also national administrative regions (except Norway, UK, Poland, Ireland) which was not as often the case in NUTS 2 regions and hardly ever in LAU 1 regions.

Rural – Rural is defined as an area with low population and infrastructure density, characterised by agriculture, forestry and/or wilderness as dominating land use.

Regional development – In EU policies rural development is not the same as regional development and policy interventions do not end in the CAP. For TERESA rural development is a subset of regional development

Policy intervention – In the rural development subject of this study policy intervention deals mainly with public funding and legislative frameworks.

Supply chain – A supply chain is a coordinated system of organisations, people, activities, information and resources involved in transforming raw materials and

components into finished products that are delivered to the end customers. In TERESA, the distinctive feature is the agricultural producer, who stands in the centre of a supply chain (mo matter whether he produces traditional foodstuffs, tourism lodging or bio energy).

ANNEX 2: EUROPEAN DATASHEET FOR THE STATISTICAL PROFILE

The three tables below give an overview on these for each subject area. Each indicator in the statistical profile got a continuously numbered code to make the amount of data easily processable. The letter [L] in a dataset marks a "structural indicator Lisbon performance" (Com. 2005), the letter [M] marks indicators required especially for WP3 Modelling.

Figure 15   Environmental indicators for the case studies

thematic field		indicator	unit
12 Environment			
121 Spatial structures	01	Total area [M]	km²
	02	Share of artificial surfaces [M]	%
	03	Share of arable crops	%
	04	Share of permanent crops	%
	05	Share of pastures	%
	06	Share of heterogeneous agricultural areas	%
	07	Share of forests and semi-natural areas	%
122 Environ-mental protection	08	Percentage change since base year according to Kyoto protocol/EU Council decision 2002/358 (in CO2 equivalents base year=100) [L]	%
	09	Gross consumption of energy [L]	kilotons of oil equivalent
	10	Gross consumption of renewable energy [L]	kilotons of oil equivalent
	11	Share of area under NATURA 2000	%
	12	Share of area under National Park protection	%
	13	Agriculture intensity	output/input ratio
	14	Share of Utilised Agricultural Area under organic farming	%
123 Preconditions for agriculture	15	Share of Art. 16 Less Favoured Areas of total area	km²
	16	Share of Art. 18 Less Favoured Areas	km²
	17	Share of Art. 19 Less Favoured Areas	km²
	18	Share of Art. 20 Less Favoured Areas	km²
	19	Flood Events	no.
	20	Dry spell (change or dry spell combination with drought)	*complex indicator*
	21	Forest fires hazards	no.
124 Preconditions for rural development	22	Accessibility to airports	*complex indicator*
	23	Accessibility to seaports	*complex indicator*
	24	Travel time to railway stations	*complex indicator*
	25	Road density	km/100km²
	26	Share of households with broadband internet access	%
	27	practitioners per 1,000 inhabitants	no.

[L] – Structural indicator Lisbon performance (Com. 2005)
[M] – Indicator required especially for WP3 Modelling

Source: ÖIR

Figure 16   Economic indicators for the case studies

thematic field	indicator	unit
13 Rural Economy		
131 Regional performance	28 GDP per capita in PPS [L]	€
	29 Contribution to GDP in secondary sector [M]	%
	30 Contribution to GDP in tertiary sector [M]	%
	31 Labour productivity per person employed [L]	€
	32 Average household income per year [M]	€
132 Structure of agriculture	33 Contribution to GDP of NACE A01 – Agriculture, hunting and related service activities [M]	%
	34 Contribution to GDP of NACE A02 – Forestry, logging and related service activities [M]	%
	35 Employment in primary sector (full-time equivalents)	no.
	36 Average physical farm size	ha
	37 Average economic farm sizes	European Size Unit
	38 Share of arable crops of Utilised Agricultural Area	%
	39 Share of permanent pastures of Utilised Agricultural Area	%
	40 Share of permanent crops of Utilised Agricultural Area	%
	41 Share of forested area	%
	42 Production of renewable energy from agriculture and forestry	kilotons of oil equivalent
	43 Share of farmers with other gainful activity	%
	44 Share of irrigated agricultural land	%
	45 Importance of (semi-)subsistence farming as share farms < 1 European Size Unit	%
	46 Number of farms with agro tourism	no.
133 Structure of rural economy	47 Contribution to GDP of NACE B15 – Manufacture of food products and beverages [M]	%
	48 Contribution to GDP of NACE B20 – Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials [M]	%
	49 Contribution to GDP of NACE B21 – Manufacture of paper and paper products [M]	%
	50 Contribution to GDP of NACE H55 – Hotels and restaurants [M]	%
	51 Employment in secondary sector (full-time equivalents)	no.
	52 Employment in tertiary sector (full-time equivalents)	no.
	53 Share of SMEs of total businesses	%
	54 Number of beds in tourism [M]	no.
	55 Overnight stays per year [M]	no.
	56 Expenditure on R&D as share of GDP [L]	%

[L] – Structural indicator Lisbon performance (Com. 2005)
[M] – Indicator required especially for WP3 Modelling

Source: ÖIR

Figure 17   Society indicators for the case studies

thematic field	indicator	unit
14 Rural Society		
141 Demography	57 Female population [M]	no.
	58 Male population [M]	no.
	59 People aged 0-14y	no.
	60 People aged >=65y.	no.
142 Education	61 Share of females with secondary educational attainment [M]	%
	62 Share of females with tertiary educational attainment [M]	%
	63 Share of males with attainment educational attainment [M]	%
	64 Share of males with tertiary educational attainment [M]	%
	65 Share of population aged 20-24 having completed at least upper secondary education [L]	%
	66 Share of farmers with agricultural training	%
143 Labour market	67 Employment rate females aged 15-64 as a share of the total active population [L]	%
	68 Employment rate males aged 15-64 as a share of the total active population [L]	%
	69 Employment rate of workers aged 55-64y. as a share of the active population in the same age group [L]	%
	70 Employment rate of workers aged 15-25y. as a share of the active population in the same age group	%
	71 Long term unemployed (12 months+) as a share of the total active population [L]	%
	72 average personnel cost per employee in primary sector/a [M]	
	73 average personnel cost per employee in secondary and tertiary/a [M]	€
144 Civil society	74 Number of Local Action Groups	no.
	75 Communities in Local Agenda 21 programme	no.

[L] – Structural indicator Lisbon performance (Com. 2005)
[M] – Indicator required especially for WP3 Modelling

Source: ÖIR

ANNEX 3: SUPPLY CHAIN QUESTIONNAIRES

Supply chain data collection

Region: *Please add the name of your region + the name of the supply chain*

Contents

Documentation of sources

Supply chain definition

Agricultural and forestry production actors

General description
Production input
Production output
External effects
External factors
Diversification of livelihood strategies
Reasons for past changes for the specific production (ca. 1993 – 2006)
Effects of past changes for the specific production (ca. 1993 – 2006)
Possible reasons for future changes for the specific production (ca. 2007 – 2021)

Intermediary production actors

General description
Production input
Production output
External effects
External factors
Reasons for past changes for the specific production (ca. 1993 – 2006)
Effects of past changes for the specific production (ca. 1993 – 2006)
Possible reasons for future changes for the specific production (ca. 2007 – 2021)

End consumption actors

General description
Demand
External factors
Past demand changes (ca. 1993 – 2006)
Future demand options (ca. 2007 – 2021)

Please copy the chapter "intermediary production actors" if there is more than one stage or skip it if there is none (e.g. direct marketing)!

DOCUMENTATION OF SOURCES

Interview no.   Case study region, country …
Supply chain(s)[5]:

Main expert
Name: Position
Please shortly describe the main experts' competence with regard to training, experience, career, the institution he is working at etc.:
Other interviewees present
(Name:)   (Position   )
Date:
Time:
Venue:

Please copy this page for every interview recorded!

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[5]   More than one possible if one interviewee is expert for various supply chains.

SUPPLY CHAIN DEFINITION

Name of the final product:

Typology of production

product characteristics:	☐ standard product	☐ unique product	
production system:	☐ conventional	☐ organic[6]	☐ not applicable (e.g. agrotourism)
marketing system:	☐ indirect marketing (via intermediaries)	☐ direct marketing ('farm products')	

Supply chain stages

Stage	consecutive number	Short description
Agricultural production actor	0	
Intermediate actor 1 (if existent, e.g. processing and transformation, marketing and wholesaling, distribution and retailing)	0	
Intermediate actor 2 (if existent, e.g. processing and transformation, marketing and wholesaling, distribution and retailing)	0	
Intermediate actor x (if existent, e.g. processing and transformation, marketing and wholesaling, distribution and retailing)	0	
End consumption actor	0	

Remarks

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[6] In the remarks section, please include the organic label under which is produced if the product is organic!

AGRICULTURAL AND FORESTRY PRODUCTION ACTORS

Name of the supply chain stage actor:

General description

What are the objectives of the supply chain stage actor (more than 1 answer possible, e.g. in case of processing on the farm or direct marketing)?	production ☐	processing ☐	intermediary wholesaling ☐	retailing ☐	other
Name of the (intermediate) product produced by the actor:					
Unit to measure production (e.g. tons, 1000 heads, overnight stays …) for further use in this questionnaire:					
What is the estimated area needed for production of 1 unit (hectare land)[7]:					0 ha
What is the estimated number of agricultural units in the region producing this product:					0
What is the percentage of farmers in the supply chain aged 55 plus?					0%

Which business sizes are there in the supply chain production?				
What is the typical number of employed and self employed persons (family plus employees) compared to the primary sector in the region like and how many persons are working per farm?	larger than typical in the region ☐	typical for the region ☐	smaller than typical for the region ☐	Average persons per farm 0
What is the estimated share of physical farm sizes and the average size?	Below 10 ha 0%	From 10 to 50 ha 0%	50 ha and above 0%	Average farm size 0 ha
What is the estimated share of economic farm sizes and the average turnover?	Below 2 ESU[8] ☐	From 2 to 6 ESU ☐	6 ESU and above ☐	average turnover in € 0,00 €

Remarks

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[7] Forage area included if present
[8] (Semi-) subsistence farming

Production input

Supply inputs, technology and other capital goods

What are the maximum, average and minimum production costs per unit of the product?	maximum	average	minimum
	0,00 €	0,00 €	0,00 €

What is thereby the relevance of the following components and what is the estimated share of the total production costs[9]? For husbandry take also into account forage areas!	high	medium	low	not rele-vant	share
– workforce	☐	☐	☐	☐	0%
– land use	☐	☐	☐	☐	0%
– irrigation	☐	☐	☐	☐	0%
– energy	☐	☐	☐	☐	0%
– fertiliser	☐	☐	☐	☐	0%
– pesticides	☐	☐	☐	☐	0%
– purchased forage	☐	☐	☐	☐	0%
– machinery	☐	☐	☐	☐	0%
– storage facilities	☐	☐	☐	☐	0%
– sales facilities (retail stores etc.)	☐	☐	☐	☐	0%
– other components/raw materials 1:	☐	☐	☐	☐	0%
– other components/raw materials 2:	☐	☐	☐	☐	0%
– other components/raw materials n:	☐	☐	☐	☐	0%

What is the absolute quantity of these components per unit produced?	quantity
– water use in production [m³]	0
– energy use in production [GJ]	0
– pesticide use in production [kg]	0
– mineral fertiliser use in production [kg]	0
– seeds [kg]	0
– fodder [kg]	0
– others, if relevant 1:	0
– others, if relevant 2:	0
– others, if relevant n:	0

How would production change when prices increased for the most relevant components/raw materials (price elasticity of demand)?:	no change	minor decrease	major decrease	Price elasticity of demand
– highly relevant component/raw material 1:	☐	☐	☐	0
– highly relevant of component/raw material:	☐	☐	☐	0
– highly relevant component or raw material n:[10]	☐	☐	☐	0

---

[9] The percentages should add to 100%!
[10] add additional lines, if necessary

If there were relevant price changes, are there any appropriate substitutes for components/raw materials available (cross price elasticity of demand)?

– highly relevant component/raw material 1:   – substitute:

– highly relevant component/raw material 2:   – substitute:

– highly relevant component/raw material n:[11]   – substitute:

Do the actors share (farming) machines or other devices in an organised way?	always	often	rarely	not at all
– with other farmers (which forms?)	☐	☐	☐	☐
– with other bodies (which ones, which forms?)	☐	☐	☐	☐

Remarks

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[11] add additional lines, if necessary

Labour and intellectual capital

					h/unit
What is the share of labour as resource of production (man hours)?					0

	high[12]	average	low	not relevant	share of persons self-employed
What is the proportion of self-employed farmers to wageworkers?	☐	☐	☐	☐	0%

	much higher	higher	equal	lower	much lower	€/year
What are the personnel costs per (full time) employee in production compared to the average labour costs in the primary sector of the region and in numbers?	☐	☐	☐	☐	☐	0,00 €

	high	average	low	none
What specialisation of knowledge is necessary for farming?	☐	☐	☐	☐

What is the relevance of farmers with agricultural training in the product chain and what is their percentage?	high	medium	low	not relevant	Share of trained farmers
Basic training (on-farm-training, learning from parents, temporary courses)	☐	☐	☐	☐	0%
Secondary education (agricultural high school)	☐	☐	☐	☐	0%
Tertiary education (agricultural university)	☐	☐	☐	☐	0%

Remarks

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[12] mainly family businesses

Production output

	maximum	average	minimum
How many units of the (intermediate) product have been recently produced in the region by year?	0	0	0
What have been the export quotas in recent years?	0%	0%	0%
What are the most recent sales prices per unit of the (intermediate) product to the next stage of the supply chair?	0,00 €	0,00 €	0,00 €
What is the most recent estimated profit per unit of the (intermediate) product?	0,00 €	0,00 €	0,00 €

	always		partly
Do the producers usually break even?	☐		☐

What is the contribution of the product to the respective sector GVA in the region? [%]   0%

	high	medium	low	not relevant	average sales price
What is the relevance of imported competitive products from the outside market and what is their average sales price?	☐	☐	☐	☐	0,00 €

To which customers are the (intermediate) products sold to in the supply chain and what is their importance as customers and their share?	high	medium	low	not relevant	share
– food processors	☐	☐	☐	☐	0%
– wholesalers	☐	☐	☐	☐	0%
– retailers	☐	☐	☐	☐	0%
– end consumers	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

	high	medium	low	not relevant
What is the competition within the market for the (intermediate) product (according to the actual sales market area, be it globally or locally)?	☐	☐	☐	☐

	globally	European wide	nation wide	regional only	km
What is the maximum geographical entity and distance over which it makes sense to transport the (intermediate) product to the customers?	☐	☐	☐	☐	0

Do farmers organise marketing activities commonly?	always	often	rarely	not at all
– with other farmers (which forms?)	☐	☐	☐	☐
– with other actors along the supply chain (which ones, which forms?)	☐	☐	☐	☐
– with other bodies (which ones, which forms?)	☐	☐	☐	☐

Remarks

External effects

What is the relevance the following negative impacts of production on land?	high	medium	low	not relevant
– intensive arable crops (how?)	☐	☐	☐	☐
– intensive pastures? (how?)	☐	☐	☐	☐
– monoculture forests? (how?)	☐	☐	☐	☐
– sealed surfaces? (how?)	☐	☐	☐	☐
– others: ?	☐	☐	☐	

How relevant are the following negative environmental effects of the production?	high	medium	low	not relevant
– air pollution (name in case of high relevance:)	☐	☐	☐	☐
– water pollution (name in case of high relevance:)	☐	☐	☐	☐
– soil pollution (name in case of high relevance:)	☐	☐	☐	☐
– loss of soil fertility (name in case of high relevance:)	☐	☐	☐	☐
– loss of biodiversity (name in case of high relevance:)	☐	☐	☐	☐
– promotion of pests (name in case of high relevance:)	☐	☐	☐	☐
– others:	☐	☐	☐	

How relevant are the following positive environmental effects of the production?	high	medium	low	not relevant
– contribution of agricultural land use to protect cultural heritage and cultural landscape, also appealing to tourists	☐	☐	☐	☐
– contribution of agricultural land use to enhance biodiversity	☐	☐	☐	☐
– contribution of agricultural land use to provide areas for human recreation	☐	☐	☐	☐
– others: ?	☐	☐	☐	

	high	medium	low	not relevant	workers
What was the development of the production of what ?# to total employment in the region? How many workers get employed in the supply chain?	☐	☐	☐	☐	0
During the harvesting season, what is the contribution of the production to employment in the primary sector of the region? How many workers in the primary sector get employed in the supply chain?	☐	☐	☐	☐	0
Please answer the same questions considering the whole work year!	☐	☐	☐	☐	0

How relevant is the contribution of the production to the altogether employment in the region?	much higher	higher	equal	lower	much lower
– employees aged 55-64y	☐	☐	☐	☐	☐
– employees aged 15-25y	☐	☐	☐	☐	☐
– female employees	☐	☐	☐	☐	☐
– employees from other Member States	☐	☐	☐	☐	☐
– employees from Third Countries	☐	☐	☐	☐	☐
– other relevant groups:	☐	☐	☐	☐	☐

	high	medium	low	not exis-ting[13]
What is the relevance of social relations relating to involvement of farmers in the rural civil society (LAGs, LA21 groups, local initiatives, etc)?	☐	☐	☐	☐
What is the importance of family ties for farmers in the region?	☐	☐	☐	☐

Remarks

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[13] no involvement/owners of farms mostly outside of the region

External factors

Environmental preconditions

How many months a year can be produced (seasonality)?				
What is the relevance of environmental influences relating to the following topics?	high	medium	low	not relevant
– quality of soil (which conditions?)	☐	☐	☐	☐
– special climate conditions for the production (which conditions?)	☐	☐	☐	☐
– others 1:	☐	☐	☐	☐
– others 2:	☐	☐	☐	☐
– others n:	☐	☐	☐	☐

Has the production suffered from natural hazards ca. 1993 – 2006? Which ones and what is the relevance?	high	medium	low	not relevant
– flood events	☐	☐	☐	☐
– drought	☐	☐	☐	☐
– (forest) fires	☐	☐	☐	☐
– hail	☐	☐	☐	☐
– erosion	☐	☐	☐	☐
– pests	☐	☐	☐	☐
– others 1:	☐	☐	☐	☐
– others 2:	☐	☐	☐	☐
– others n:	☐	☐	☐	☐

Remarks

Other CMO measures

What is the estimated share of direct payment subsidies per produced unit?			0%
What is thereby the relevance of the following payment schemes?	high	medium	low	not relevant

	high	medium	low	not relevant
– single payment scheme for areas from 2005 (decoupled)	☐	☐	☐	☐
– direct payments for production up to 2005	☐	☐	☐	☐
– other product-based aid schemes (which ones)	☐	☐	☐	☐
– SAPARD subsidies:	☐	☐	☐	☐
– national/regional 1:	☐	☐	☐	
– national/regional 2:	☐	☐	☐	
– national/regional n:	☐	☐	☐	

What is the relevance of sectoral CMO measures with regards to the following topics?	high	medium	low	not relevant
– quota systems (which ones)	☐	☐	☐	☐
– export refunds (which ones)	☐	☐	☐	☐
– other market support (which one)	☐	☐	☐	☐
– others 1:	☐	☐	☐	
– others 2:	☐	☐	☐	
– others n:	☐	☐	☐	

Remarks

Legislation

What is the influence of the following regulations on the production process and/or the production costs?	high	medium	low	not relevant
– regulations using water (name in case of high relevance:)	☐	☐	☐	☐
– regulations using fertilizers and pesticides (name in case of high relevance:)	☐	☐	☐	☐
– regulations protecting wild animals, plants and biodiversity (name in case of high relevance:)	☐	☐	☐	☐
– regulations on animal welfare (name in case of high relevance:)	☐	☐	☐	☐
– regulations on food safety (protection of human health and consumers' interests) (name in case of high relevance:)	☐	☐	☐	☐
– regulations to protect an attractive landscape (name in case of high relevance:)	☐	☐	☐	☐
– regulations on employment and social protection (name in case of high relevance:)	☐	☐	☐	☐
– regulations to turn agricultural land into building land and to construct buildings (name in case of high relevance:)	☐	☐	☐	☐
– others in case of high relevance 1:	☐	☐	☐	
– others in case of high relevance 2:	☐	☐	☐	
– others in case of high relevance 3:	☐	☐	☐	

– For the most relevant regulations above, please state in which way they influence the production process and/or the production costs!
– regulation 1:
– regulation 2:
– regulation n:

Remarks

Non-market influences on decision making

What or who influenced the farmer in choosing this (intermediary) product?	major influence	influence	minor influence	not rele-vant
– own self-assurance	☐	☐	☐	☐
– public bodies via civil law (contracts)	☐	☐	☐	☐
– neighbouring farmers	☐	☐	☐	☐
– family history and routines	☐	☐	☐	☐
– regional values and beliefs	☐	☐	☐	☐
– "big players" in the economic sector	☐	☐	☐	☐
– non-market pressure of sellers inside the supply chain	☐	☐	☐	☐
– non-market pressure of customers inside the supply chain	☐	☐	☐	☐
– willingness for innovation	☐	☐	☐	☐
– media	☐	☐	☐	☐
– agricultural chamber	☐	☐	☐	☐
– farmers co-operatives	☐	☐	☐	☐
– others (NGOs and alike) 1:	☐	☐	☐	
– others (NGOs and alike) 2:	☐	☐	☐	
– others (NGOs and alike) n:	☐	☐	☐	

What or who influenced the farmers in choosing their ways of production for this (intermediary) product?	major influence	influence	minor influence	not rele-vant
– own self-assurance	☐	☐	☐	☐
– public bodies via civil law (contracts)	☐	☐	☐	☐
– neighbouring farmers	☐	☐	☐	☐
– family history and routines	☐	☐	☐	☐
– regional values and beliefs	☐	☐	☐	☐
– "big players" in the economic sector	☐	☐	☐	☐
– non-market pressure of sellers inside the supply chain	☐	☐	☐	☐
– non-market pressure of customers inside the supply chain	☐	☐	☐	☐
– willingness for innovation	☐	☐	☐	☐
– media	☐	☐	☐	☐
– agricultural chamber	☐	☐	☐	☐
– farmers co-operatives	☐	☐	☐	☐
– others (NGOs and alike) 1:	☐	☐	☐	
– others (NGOs and alike) 2:	☐	☐	☐	
– others (NGOs and alike) n:	☐	☐	☐	

What or who influenced the farmers in choosing their ways of marketing for this (intermediary) product?	major influence	influence	minor influence	not rele-vant
– own self-assurance	☐	☐	☐	☐
– public bodies via civil law (contracts)	☐	☐	☐	☐
– neighbouring farmers	☐	☐	☐	☐
– family history and routines	☐	☐	☐	☐
– regional values and beliefs	☐	☐	☐	☐
– "big players" in the economic sector	☐	☐	☐	☐
– non-market pressure of sellers inside the supply chain	☐	☐	☐	☐
– non-market pressure of customers inside the supply chain	☐	☐	☐	☐
– willingness for innovation	☐	☐	☐	☐
– media	☐	☐	☐	☐
– agricultural chamber	☐	☐	☐	☐
– farmers co-operatives	☐	☐	☐	☐
– others (NGOs and alike) 1:	☐	☐	☐	
– others (NGOs and alike) 2:	☐	☐	☐	
– others (NGOs and alike) n:	☐	☐	☐	

Remarks

Relation of the actors activity to the dimensions of sustainability

	1	2	3	4	5	6	7	8	9

How does the supply chain in question perform in terms of the three classic sustainability dimensions from the point of the producers? We use a scale from 1 (not at all) to 9 (very much).

– Economic dimension (including income)   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

– Social dimension (e.g. number of local suppliers/customers, thus securing employment)   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

– Environmental dimension (e.g. energy/water/fertiliser use)   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

What do you perceive as a good performance in each of the above dimensions? We use again a scale from 1 (not at all) to 9 (very much).

– Economic dimension   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

– Social dimension   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

– Environmental dimension   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

– Considering the importance of the difference between the top   dimension and bottom of the scale: For which of the three dimensions is the difference between best and worst most important?[14]

Now, we try to compare what weight farmers put on economic, social, and environmental criteria when deciding about what they produce:

If we set the weight for the most important dimension (from the above question) to 100%, what would be the average percentage farmers in this region would apply to the other two dimensions?'

– Economic/social/environmental dimension (delete as appropriate; from last   100% question)

– Economic/social/environmental dimension (delete as appropriate)   %

– Economic/social/environmental dimension (delete as appropriate)   %

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[14]   We ask for the most important difference in weights, not the largest difference. We could see the largest differences already from the questions above.

Diversification of livelihood strategies[15]

	high	medium	low	not rele-vant	%
What is the overall relevance/share of the farmers of this product with present other gainful activity in other supply chains?[16]	☐	☐	☐	☐	0%

	high	medium	low	not rele-vant	percentage of farmers
What is the at the moment relevance of the following activities and what is the percentage of farmers pursuing this strategy?					
– marketing of by-products released inside the production of the existing supply chain (which ones?)	☐	☐	☐	☐	0%
– other agri-products 1:	☐	☐	☐	☐	0%
– other agri-products 2:	☐	☐	☐	☐	0%
– other agri-products n:	☐	☐	☐	☐	0%
– tourism: accommodation (agrotourism, bed and breakfast)	☐	☐	☐	☐	0%
– other non agri-products 1:	☐	☐	☐	☐	0%
– other non agri-products 2:	☐	☐	☐	☐	0%
– other non agri-products n:	☐	☐	☐	☐	0%
– income from letting farm land or buildings (which ones?)	☐	☐	☐	☐	0%
– business ventures (which ones?)	☐	☐	☐	☐	0%

	outside the region (commuters)	high	medium	low	not rele-vant	percentage of farmers
– wage employment in the primary sector	☐	☐	☐	☐	☐	0%
– wage employment in the secondary sector (which branches?)	☐	☐	☐	☐	☐	0%
– wage employment in the tertiary sector (which ones?)	☐	☐	☐	☐	☐	0%

Remarks

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[15] This includes producing other products; or including neighbouring supply chain activities like etc; new business ventures connected to or beyond agriculture; and entering employment contracts for others.

[16] The percentages should add to 100%!

Reasons for past changes for the specific production (ca. 1993 – 2006)

	major increase	minor increase	no change	minor decrease	major decrease	% of pro-duced units
To what extent did production output of this product change since ca. 1993?	☐	☐	☐	☐	☐	0%

Has the production suffered from policy-based implications ca. 1993 – 2006? Which ones and what is the relevance?	high	medium	low	not relevant
– policy changes in production period (which ones?)	☐	☐	☐	☐
– subsidy changes in production period (which ones?)	☐	☐	☐	☐
– insufficient information or lack of transparency (in which way	☐	☐	☐	☐
– others 1:	☐	☐	☐	☐
– others 2:	☐	☐	☐	☐
– others n:	☐	☐	☐	☐

Which options have been taken and what relevance have these options?	high	medium	low	not relevant
– rationalisation (in which way?)	☐	☐	☐	☐
– intensification (in which way?)	☐	☐	☐	☐
– extensification (in which way?)	☐	☐	☐	☐
– change in the supply chain position	☐	☐	☐	☐
– establishing processing activities (in which way?)	☐	☐	☐	☐
– establishing wholesaling activities (in which way?)	☐	☐	☐	☐
– establishing retailing activities (in which way?)	☐	☐	☐	☐
– change of the key sales market (which one?)	☐	☐	☐	☐
– change of the product type				☐
– organic production	☐	☐	☐	
– production of standardised products	☐	☐	☐	
– production of unique products/getting a position as a unique product	☐	☐	☐	
– other agri products				☐
– product 1:	☐	☐	☐	
– product 2:	☐	☐	☐	
– product n:	☐	☐	☐	
– diversification towards non agri-products as e.g.				☐
– tourism – accommodation (bed and breakfast)	☐	☐	☐	☐
– other tourism (which ones?)	☐	☐	☐	☐
– employment (which one?)	☐	☐	☐	
– others:	☐	☐	☐	

What have been the reasons for the increase or decrease and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– decreasing revenues	☐	☐	☐	☐	0%
– alternatives became more attractive due to higher margins	☐	☐	☐	☐	0%
– changes in subsidy regime (which ones?)	☐	☐	☐	☐	0%
– rising production costs				☐	
– raw materials (which ones?)	☐	☐	☐		0%
– labour	☐	☐	☐		0%
– financial (which ones?)	☐	☐	☐		0%
– other:	☐	☐	☐		0%
– labour disposability with regards to hands	☐	☐	☐	☐	0%
– labour disposability with regards to training	☐	☐	☐	☐	0%
– knowledge of farmers	☐	☐	☐	☐	0%
– traditional values (which ones?)	☐	☐	☐	☐	0%
– farmers' retirement schemes	☐	☐	☐	☐	0%
– pressure through a change of legislation (which one?)	☐	☐	☐	☐	0%
– problems with environmental preconditions (lack of water, climate change, etc) (which ones?)	☐	☐	☐	☐	0%
– occurrence of hazards (flood events, drought, fires, …) (which ones?)	☐	☐	☐	☐	0%
– increasing competition	☐	☐	☐	☐	0%
– decreasing competition	☐	☐	☐	☐	0%
– too high investments needs in existing production (which ones?)	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

Remarks

Effects of past changes for the specific production (ca. 1993 – 2006)

What have been the effects of the – in your opinion – most relevant change option relating to the following?

Please state the qualitative development and the percentual development on the following topics!

Effects of past changes: Production input

What was the development of business sizes in the production?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– Number of hands per farm	☐	☐	☐	☐	☐	0%
– physical farm size	☐	☐	☐	☐	☐	0%
– economic farm size	☐	☐	☐	☐	☐	0%

What was the development of the production costs per unit of the product be?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
	☐	☐	☐	☐	☐	0%
What was the development of the relevance/share of costs of						
– workforce	☐	☐	☐	☐	☐	0%
– land use	☐	☐	☐	☐	☐	0%
– irrigation	☐	☐	☐	☐	☐	0%
– energy	☐	☐	☐	☐	☐	0%
– fertiliser	☐	☐	☐	☐	☐	0%
– pesticides	☐	☐	☐	☐	☐	0%
– purchased forage	☐	☐	☐	☐	☐	0%
– machinery	☐	☐	☐	☐	☐	0%
– storage facilities	☐	☐	☐	☐	☐	0%
– sales facilities (retail stores etc.)	☐	☐	☐	☐	☐	0%
– other components/raw materials 1:	☐	☐	☐	☐	☐	0%
– other components/raw materials 2:	☐	☐	☐	☐	☐	0%
– other components/raw materials n:	☐	☐	☐	☐	☐	0%

What is the development of these supply products in the production input?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– water use in production	☐	☐	☐	☐	☐	0%
– energy use in production	☐	☐	☐	☐	☐	0%
– pesticide use in production	☐	☐	☐	☐	☐	0%
– mineral fertiliser use in production	☐	☐	☐	☐	☐	0%
– seeds	☐	☐	☐	☐	☐	0%
– fodder	☐	☐	☐	☐	☐	0%
– others, if relevant 1:	☐	☐	☐	☐	☐	0%
– others, if relevant 2:	☐	☐	☐	☐	☐	0%
– others, if relevant n:	☐	☐	☐	☐	☐	0%

How did the farmers' organisation of common marketing activities develop?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– with other farmers (which forms?)?	☐	☐	☐	☐	☐	0%
– with other bodies (which ones, which forms?)?	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of share of labour costs as resource of production?	☐	☐	☐	☐	☐	0%
What was the development of the relation propor-tion of self-employed farmers to wageworkers?	☐	☐	☐	☐	☐	0%
What was the development of the personnel costs per employee in production compared to the average labour costs in the primary sector of the region?	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
How did specialisation of knowledge necessary for farming develop?	☐	☐	☐	☐	☐	0%

Remarks

Effects of past changes: Production output

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the units of the (intermediate) product having been recently produced in the region by year?	☐	☐	☐	☐	☐	0%
What was the development of the sales prices of the (intermediate) product to the next stage of the supply chain?	☐	☐	☐	☐	☐	0%
What was the development of profit?	☐	☐	☐	☐	☐	0%
What was the development of the contribution of the product to the primary sector GVA in the region?	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What is the development of imported competitive products from the outside market?	☐	☐	☐	☐	☐	0%

How did the sales of the (intermediate product) develop with regards to the following customers?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– food processors	☐	☐	☐	☐	☐	0%
– wholesalers	☐	☐	☐	☐	☐	0%
– retailers	☐	☐	☐	☐	☐	0%
– end consumers	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

Remarks

Effects of past changes: External effects

What was the development of the following negative impacts of production on land use relating to	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– intensive arable crops?	☐	☐	☐	☐	☐	0%
– intensive pastures?	☐	☐	☐	☐	☐	0%
– monoculture forests?	☐	☐	☐	☐	☐	0%
– sealed surfaces?	☐	☐	☐	☐	☐	0%
– others: ?	☐	☐	☐	☐	☐	0%

What was the development of the following negative environmental effects of the production relating to	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– air pollution (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– water pollution (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– soil pollution (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– loss of soil fertility (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– loss of biodiversity (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– promotion of pests (name in case of high relevance:)?	☐	☐	☐	☐	☐	0%
– others: ?	☐	☐	☐	☐	☐	0%

What was the development of the following positive environmental effects of the production?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– Contribution of agricultural land use to protect cultural heritage and cultural landscape, also appealing to tourists	☐	☐	☐	☐	☐	0%
– Contribution of agricultural land use to enhance biodiversity	☐	☐	☐	☐	☐	0%
– Contribution of agricultural land use to provide areas for human recreation	☐	☐	☐	☐	☐	0%
– others: ?	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the contribution of the production to the <u>altogether employment</u> in the region?	☐	☐	☐	☐	☐	0%
What is the development of production of employment in the following groups compared to the total labour market in the region	☐	☐	☐	☐	☐	0%
– for employees aged 55-64y	☐	☐	☐	☐	☐	0%
– for employees aged 15-25y	☐	☐	☐	☐	☐	0%
– for female employees	☐	☐	☐	☐	☐	0%
– employees from other Member States	☐	☐	☐	☐	☐	0%
– employees from Third Countries	☐	☐	☐	☐	☐	0%
– other relevant groups:	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of social relations relating to						
– involvement of farmers in the rural civil society (LAGs, LA21 groups, local initiatives, etc)?	☐	☐	☐	☐	☐	0%
– family ties of the farmers in the region?	☐	☐	☐	☐	☐	0%

Remarks

Effects of past changes: External factors

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the share of subsidies in the return of one produced unit?	☐	☐	☐	☐	☐	0%
What was thereby the relevance/share of						
– single payment scheme for areas from 2005 (decoupled)	☐	☐	☐	☐	☐	0%
– direct payments for production up to 2005	☐	☐	☐	☐	☐	0%
– other product-based aid schemes (which ones)	☐	☐	☐	☐	☐	0%
– SAPARD subsidies:	☐	☐	☐	☐	☐	0%
– national/regional 1:	☐	☐	☐	☐	☐	0%
– national/regional 2:	☐	☐	☐	☐	☐	0%
– national/regional n:	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the relevance of sectoral CMO measures with regards to the following topics?	☐	☐	☐	☐	☐	0%
– quota systems (which ones)	☐	☐	☐	☐	☐	0%
– export refunds (which ones)	☐	☐	☐	☐	☐	0%
– other market support (which one)	☐	☐	☐	☐	☐	0%
– others 1:	☐	☐	☐	☐	☐	0%
– others 2:	☐	☐	☐	☐	☐	0%
– others n:	☐	☐	☐	☐	☐	0%

Remarks

Future changes: Possible reasons for the specific production (ca. 2007 – 2021)

	major increase	minor increase	no change	minor decrease	major decrease	Maximum %	Average %	Minimum %
What are the expectations on the economic progress up to ca. 2014 [profit margin per unit]?	☐	☐	☐	☐	☐	0%	0%	0%
What are the expectations on the economic progress up to ca. 2021 [profit margin per unit]?	☐	☐	☐	☐	☐	0%	0%	0%
What is the demand forecast for the product (market perspective)?	☐	☐	☐	☐	☐	0%	0%	0%

At what probability will the agricultural production of this product change?			
	very likely	quite likely	unlikely
	☐	☐	☐

Which options could be taken and what relevance have these options?	high	medium	low	not relevant
– rationalisation (in which way?)	☐	☐	☐	☐
– intensification (in which way?)	☐	☐	☐	☐
– extensification (in which way?)	☐	☐	☐	☐
– change in the supply chain position	☐	☐	☐	☐
– establishing processing activities (in which way?)	☐	☐	☐	☐
– establishing wholesaling activities (in which way?)	☐	☐	☐	☐
– establishing retailing activities (in which way?)	☐	☐	☐	☐
– change of the key sales market (which one?)	☐	☐	☐	☐
– change of the product type				☐
– organic production	☐	☐	☐	
– production of standardised products	☐	☐	☐	
– production of unique products/getting a position as a unique product	☐	☐	☐	
– other agri products				☐
– product 1:	☐	☐	☐	
– product 2:	☐	☐	☐	
– product n:	☐	☐	☐	
– diversification towards non agri-products as e.g.				☐
– tourism – accommodation (bed and breakfast)	☐	☐	☐	☐
– other tourism (which ones?)	☐	☐	☐	☐
– employment (which one?)	☐	☐	☐	
– others:	☐	☐	☐	

Future changes: potential effects on the dimensions of sustainability

For the most important options from above (please select at least 4):

How does a alternative supply chain related to the above option perform in terms of the three classic sustainability dimensions? We use a scale from 1 (not at all) to 9 (very much).

alternative 1: [17]

	1	2	3	4	5	6	7	8	9
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐

alternative 2:

	1	2	3	4	5	6	7	8	9
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐

alternative 3:

	1	2	3	4	5	6	7	8	9
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐

alternative n:

	1	2	3	4	5	6	7	8	9
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐

What is the relevance of the following different reasons for the increase or decrease and what is their share to a total of 100% of all reasons?	high	medium	low	not rele-vant	%
– decreasing revenues	☐	☐	☐	☐	0%
– alternatives became more attractive due to higher margins	☐	☐	☐	☐	0%
– changes in subsidy regime (which ones?)	☐	☐	☐	☐	0%
– rising production costs				☐	
– raw materials (which ones?)	☐	☐	☐		0%
– labour	☐	☐	☐		0%
– financial (which ones?)	☐	☐	☐		0%
– other:	☐	☐	☐		0%
– not enough workers available	☐	☐	☐	☐	0%
– no trained workers available	☐	☐	☐	☐	0%

[17]   Please add the name of the most relevant alternatives from above.

What is the relevance of the following different reasons for the increase or decrease and what is their share to a total of 100% of all reasons?	high	medium	low	not relevant	%
– knowledge of farmers	☐	☐	☐	☐	0%
– traditional values (which ones?)	☐	☐	☐	☐	0%
– farmers' retirement schemes	☐	☐	☐	☐	0%
– pressure through a change of legislation (which one?)	☐	☐	☐	☐	0%
– problems with environmental preconditions (lack of water, climate change, etc) (which ones?)	☐	☐	☐	☐	0%
– occurrence of hazards (flood events, drought, fires, …) (which ones?)	☐	☐	☐	☐	0%
– increasing competition	☐	☐	☐	☐	0%
– decreasing competition	☐	☐	☐	☐	0%
– too high investments needs in existing production (which ones?)	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

Remarks

INTERMEDIARY PRODUCTION ACTORS

Please copy the chapter "intermediary production actors" if there is more than one stage or skip it if there is none (e.g. direct marketing)!

Name of the supply chain stage actor:

General description

What are the objectives of the supply chain stage actor (more than 1 answer possible, e.g. in case of processing and wholesaling in one and the same firm)?	Processing (industry) ☐	Wholesaling (service) ☐	Retailing (service) ☐	other
Name of the (intermediate) product produced by the actor:				
Unit to measure production (e.g. 1000 pieces, tons, overnight stays …) for further use in this questionnaire:				
What is the estimated number of businesses in the region producing this product:	0			

Which business sizes are there in the supply chain production?	larger than typical in the region	typical for the region	smaller than typical for the region	Average hands per firm
What is the typical number of employees compared to the respective (industry or services) sector in the region like and how many average employees are there per firm?	☐	☐	☐	0
	larger than typical in the region	typical for the region	smaller than typical for the region	average turnover in €
What is the estimated share of economic business sizes and the average turnover?	☐	☐	☐	0,00 €

Remarks

Production input

Supply inputs, technology and other capital goods

	maximum	average	minimum
What are the maximum, average and minimum production costs per unit of the product?	0,00 €	0,00 €	0,00 €

What is thereby the relevance of the following components and what is the estimated share of the total production costs[18]?	high	medium	low	not rele-vant	share
– workforce	☐	☐	☐	☐	0%
– energy	☐	☐	☐	☐	0%
– machinery	☐	☐	☐	☐	0%
– storage facilities;	☐	☐	☐	☐	0%
– sales facilities (retail stores etc.);	☐	☐	☐	☐	0%
– other components/raw materials 1:	☐	☐	☐	☐	0%
– other components/raw materials 2:	☐	☐	☐	☐	0%
– other components/raw materials n:	☐	☐	☐	☐	0%

What is the absolute quantity of these components per unit produced?	quantity
– water use in production [m³]	0
– energy use in production [GJ]	0
– others, if relevant 1:	0
– others, if relevant 2:	0
– others, if relevant n:	0

How would production change when prices increased for the most relevant components/raw materials (price elasticity of demand)?:	no change	minor decrease	major decrease	Price elasticity of demand
– component or raw material 1:	☐	☐	☐	0
– component or raw material 2:	☐	☐	☐	0
– component or raw material n:	☐	☐	☐	0

If there were relevant price changes, are there any appropriate substitutes for components/raw materials available (cross price elasticity of demand)?

– component or raw material 1:   ;   –   substitute:

– component or raw material 2:   ;   –   substitute:

– component or raw material n: ;   –   substitute:

Remarks

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[18]   The percentages should add to 100%!

Labour and intellectual capital

What is the share of labour as resource of production [work hours per unit produced]?	high ☐	medi-um ☐	low ☐	not rele-vant ☐	h/unit 0
What is the relation self employed/employees (% of self-employed persons)?	high[19] ☐	medi-um ☐	low ☐	not rele-vant ☐	% 0%
What are the personnel costs per employee in production compared to the average labour costs in the region [€/year]?	much higher ☐ higher ☐	equal ☐	lower ☐	much lower ☐	costs 0,00 €

What is the need for specially trained workers for production (which training if highly needed?)?	high ☐	average ☐	low ☐	None at all ☐

Remarks

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[19] mainly family businesses

Production output

How many units of the (intermediate) product have been recently produced in the region by year?	maximum 0	average 0	minimum 0
What have been the export quotas in recent years?	0%	0%	0%
What are the most recent sales prices per unit of the (intermediate) product to the next stage of the supply chair?	0,00 €	0,00 €	0,00 €
What is the most recent estimated profit per unit of the (intermediate) product?	0,00 €	0,00 €	0,00 €

	always	partly
Do the producers usually break even?	☐	☐

What is the contribution of the product to the respective sector GVA in the region? [%]	0%

	high	medium	low	not relevant	average sales price
What is the relevance of imported competitive products from the outside market and what is their average sales price?	☐	☐	☐	☐	0,00 €

To which customers are the (intermediate) products sold to in the supply chain and what is their importance as customers and their share?	high	medium	low	not relevant	share
– food processors	☐	☐	☐	☐	0%
– wholesalers	☐	☐	☐	☐	0%
– retailers	☐	☐	☐	☐	0%
– end consumers	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

	high	medium	low	not relevant
What is the competition within the market for the (intermediate) product (according to the actual sales market area, be it globally or locally)?	☐	☐	☐	☐

	globally	European wide	nation wide	regional only	km
What is the maximum geographical entity and distance over which it makes sense to transport the (intermediate) product to the customers?	☐	☐	☐	☐	0

	always	often	rarely	not at all
Do actors organise marketing activities commonly with other actors along the supply chain (which forms?)?	☐	☐	☐	☐

Remarks

External effects

What is the relevance the following negative impacts of production on land?	high	medium	low	not rele-vant
– sealed surfaces (how?)	☐	☐	☐	☐
– others:	☐	☐	☐	

How relevant are the following negative environmental effects of the production?	High	medium	low	not rele-vant
– air pollution (name in case of high relevance:)?	☐	☐	☐	☐
– water pollution (name in case of high relevance:)?	☐	☐	☐	☐
– soil pollution (name in case of high relevance:)?	☐	☐	☐	☐
– others: ?	☐	☐	☐	

	high	medium	low	not rele-vant	workers
What is the contribution of the production to <u>total employment</u> in the region? What is the number of persons employed in the supply chain?	☐	☐	☐	☐	0
What is the contribution of the production to <u>employment in the respective sector</u> (secondary, tertiary) of the region? How many workers in the respective sector get employed in the supply chain?	☐	☐	☐	☐	0

	high	medium	low	not rele-vant	percent of the workers in the sector
What is the contribution of the production to employment in the respective sector of the region? How many percent of the workers in the respective sector get employed in the supply chain?	☐	☐	☐	☐	0%

How relevant is the contribution of the production to the total employment in the region?	much higher	higher	equal	lower	much lower
– employees aged 55-64y	☐	☐	☐	☐	☐
– employees aged 15-25y	☐	☐	☐	☐	☐
– female employees	☐	☐	☐	☐	☐
– employees from other Member States	☐	☐	☐	☐	☐
– employees from Third Countries	☐	☐	☐	☐	☐
– other relevant groups:	☐	☐	☐	☐	☐

	high	medium	low	not exis-ting[20]
– What is the relevance of social relations relating to the involvement of actors in the rural civil society (LAGs, LA21 groups, local initiatives, etc)?	☐	☐	☐	☐

Remarks

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[20] no involvement/owners of farms mostly outside of the region

External factors

Legislation

What is the influence of the following regulations on the production process and/or the production costs?	high	medium	low	not relevant
– regulations on food safety (protection of human health and consumers' interests) (name in case of high relevance:　　　)	☐	☐	☐	☐
– regulations on entrepreneurship (name in case of high relevance:　　　)	☐	☐	☐	☐
– regulations to turn agricultural land into building land and to construct buildings (name in case of high relevance:　　　)	☐	☐	☐	☐
– regulations on employment and social protection (name in case of high relevance:　　　)	☐	☐	☐	☐
– regulations to turn agricultural land into building land and to construct buildings (name in case of high relevance:　　　)	☐	☐	☐	☐
– others in case of high relevance 1:	☐	☐	☐	
– others in case of high relevance 2:	☐	☐	☐	
– others in case of high relevance 3:	☐	☐	☐	

– For the most relevant regulations above, please state in which way they influence the production process and/or the production costs!
– regulation 1:
– regulation 2:
– regulation n:

Remarks

Relation of the actors activity to the dimensions of sustainability

	1	2	3	4	5	6	7	3	4
How does the supply chain in question perform in terms of the three classic sustainability dimensions from the viewpoint of intermediary actors ? We use a scale from 1 (not at all) to 9 (very much).									
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐
What do you perceive as a good performance in each of the above dimensions? We use again a scale from 1 (not at all) to 9 (very much).									
– Economic dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Considering the importance of the difference between the top and bottom of the scale: For which of the three dimensions is the difference between best and worst most important?[21]					dimension				
Now we try to compare what weight the intermediary actor puts on economic, social, and environmental criteria when deciding about what they produce:									
If we set the weight for the most important dimension (from the above question) to 100%, what would be the average percentage the intermediary actor would apply to the other two dimensions?									
– Economic/social/environmental dimension (delete as appropriate; from last question)									100%
– Economic/social/environmental dimension (delete as appropriate)									%
– Economic/social/environmental dimension (delete as appropriate)									%

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[21] We ask for the most important difference in weights, not the largest difference. We could see the largest differences already from the questions above.

Reasons for past changes for the specific production (ca. 1993 – 2006)

To what extent did production output of this product change since ca. 1993?	major increase	minor increase	no change	minor decrease	major decrease	% of pro-duced units
	☐	☐	☐	☐	☐	0%

Which options have been taken? What relevance have these options? Please rank these options!	high	medium	low	not rele-vant
– rationalisation (in which way?)	☐	☐	☐	☐
– change in the supply chain position	☐	☐	☐	☐
– establishing processing activities (in which way?)	☐	☐	☐	☐
– establishing wholesaling activities (in which way?)	☐	☐	☐	☐
– establishing retailing activities (in which way?)	☐	☐	☐	☐
– change of the key sales market (which one?)	☐	☐	☐	☐
– change of the product type				☐
– organic production	☐	☐	☐	
– production of standardised products	☐	☐	☐	
– production of unique products/getting a position as a unique product	☐	☐	☐	
– other products				☐
– product 1:	☐	☐	☐	
– product 2:	☐	☐	☐	
– product n:	☐	☐	☐	
– others:	☐	☐	☐	

What have been the reasons for the increase or decrease and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– decreasing revenues	☐	☐	☐	☐	0%
– alternatives became more attractive due to higher margins	☐	☐	☐	☐	0%
– change in subsidy regime	☐	☐	☐	☐	0%
– rising production costs				☐	
– raw materials (which ones?)	☐	☐	☐		0%
– labour	☐	☐	☐		0%
– financial (which ones?)	☐	☐	☐		0%
– other:	☐	☐	☐		0%
– not enough workers available	☐	☐	☐	☐	0%
– no trained workers available	☐	☐	☐	☐	0%
– traditional values (which ones?)	☐	☐	☐	☐	0%
– pressure through a change of legislation (which one?)	☐	☐	☐	☐	0%
– increasing competition	☐	☐	☐	☐	0%

What have been the reasons for the increase or decrease and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– too high investments needs in existing production (which ones?)	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

Remarks

Effects of past changes for the specific production (ca. 1993 – 2006)

What have been the effects of the – in Your opinion – most relevant change option relating to the following?

Please state the qualitative development and the percentual development on the following topics!

Internal production input

What was the development of business sizes in the production?	Strong in- crease	Slight in- crease	No change	Slight de- crease	Strong de- crease	%
– Number of employees	☐	☐	☐	☐	☐	0%
– economic sizes	☐	☐	☐	☐	☐	0%

	Strong in- crease	Slight in- crease	No change	Slight de- crease	Strong de- crease	%
What was the development of the production costs per unit of the product be?	☐	☐	☐	☐	☐	0%
What was the development of	☐	☐	☐	☐	☐	0%
– workforce	☐	☐	☐	☐	☐	0%
– energy	☐	☐	☐	☐	☐	0%
– machinery	☐	☐	☐	☐	☐	0%
– storage facilities;	☐	☐	☐	☐	☐	0%
– sales facilities (retail stores etc.);	☐	☐	☐	☐	☐	0%
– other components/raw materials 1:	☐	☐	☐	☐	☐	0%
– other components/raw materials 2:	☐	☐	☐	☐	☐	0%
– other components/raw materials n:	☐	☐	☐	☐	☐	0%

	Strong in- crease	Slight in- crease	No change	Slight de- crease	Strong de- crease	%
What was the development of share of labour costs as resource of production?	☐	☐	☐	☐	☐	0%
What was the development of the personnel costs per employee in production compared to the average labour costs in the region?	☐	☐	☐	☐	☐	0%

	Strong in- crease	Slight in- crease	No change	Slight de- crease	Strong de- crease	%
What was the development of the need for specially trained workers for production?	☐	☐	☐	☐	☐	0%

Remarks

Production output

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the sales price of the product to the next stage of the supply chain?	☐	☐	☐	☐	☐	0%
What was the development of profit?	☐	☐	☐	☐	☐	0%
What was the development of the contribution of the product to the respective sector GVA in the region?	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What is the development of imported competitive products from the outside market?						%
	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
How did the sales of the (intermediate product) develop with regards to the following customers?						%
– end consumers	☐	☐	☐	☐	☐	0%
– food processors	☐	☐	☐	☐	☐	0%
– wholesalers	☐	☐	☐	☐	☐	0%
– retailers	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
Was there a change in organising marketing activities commonly with other actors along the supply chain (why?)?						%
	☐	☐	☐	☐	☐	0%

Remarks

External effects

What was the development of the following negative impacts of production on land use relating to	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– sealed surfaces	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

What is the development of the following negative environmental effects of the production?	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
– air pollution (name in case of high relevance:)	☐	☐	☐	☐	☐	0%
– water pollution (name in case of high relevance:)	☐	☐	☐	☐	☐	0%
– soil pollution (name in case of high relevance:)	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

	Strong in-crease	Slight in-crease	No change	Slight de-crease	Strong de-crease	%
What was the development of the contribution of the production to the <u>total employment</u> in the region?	☐	☐	☐	☐	☐	0%
What is the development of production of employment in the following groups compared to the total labour market in the region	☐	☐	☐	☐	☐	0%
– employees aged 55-64y	☐	☐	☐	☐	☐	0%
– employees aged 15-25y	☐	☐	☐	☐	☐	0%
– female employees	☐	☐	☐	☐	☐	0%
– employees from other Member States	☐	☐	☐	☐	☐	0%
– employees from Third Countries	☐	☐	☐	☐	☐	0%
– other relevant groups:	☐	☐	☐	☐	☐	0%

What was the development of social relations relating to	high	medium	low	not rele-vant	%
– involvement of actors in the rural civil society (LAGs, LA21 groups, local initiatives, etc)?	☐	☐	☐	☐	0%

Remarks

Possible reasons for future changes for the specific production (ca. 2007 – 2021)

	major increase	minor increase	no change	minor decrease	major decrease	Maximum	Average	Minimum
What are the expectations on the economic progress up to ca. 2014 [profit margin per unit]?	☐	☐	☐	☐	☐	0,00 €	0,00 €	0,00 €
What are the expectations on the economic progress up to ca. 2021 [profit margin per unit]?	☐	☐	☐	☐	☐	0,00 €	0,00 €	0,00 €
What is the demand forecast for the product (market perspective)?	☐	☐	☐	☐	☐	-	-	-

At what probability will the production of this product change?	very likely	quite likely	unlikely
	☐	☐	☐

Which options could been taken? What relevance have these options?	high	medium	low	not rele-vant
– rationalisation (in which way?)	☐	☐	☐	☐
– change in the supply chain position	☐	☐	☐	☐
– establishing processing activities (in which way?)	☐	☐	☐	☐
– establishing wholesaling activities (in which way?)	☐	☐	☐	☐
– establishing retailing activities (in which way?)	☐	☐	☐	☐
– change of the key sales market (which one?)	☐	☐	☐	☐
– change of the product type				☐
– organic production	☐	☐	☐	
– production of standardised products	☐	☐	☐	
– production of unique products/getting a position as a unique product	☐	☐	☐	
– other products				☐
– product 1:	☐	☐	☐	
– product 2:	☐	☐	☐	
– product n:	☐	☐	☐	
– others:	☐	☐	☐	

What could be the reasons for the increase or decrease and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– decreasing revenues	☐	☐	☐	☐	0%
– alternatives became more attractive due to higher margins	☐	☐	☐	☐	0%
– change in subsidy regime	☐	☐	☐	☐	0%

What could be the reasons for the increase or decrease and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– rising production costs				☐	
– raw materials (which ones?)	☐	☐	☐		0%
– labour	☐	☐	☐		0%
– financial (which ones?)	☐	☐	☐		0%
– other:	☐	☐	☐		0%
– not enough workers available	☐	☐	☐	☐	0%
– no trained workers available	☐	☐	☐	☐	0%
– traditional values (which ones?)	☐	☐	☐	☐	0%
– pressure through a change of legislation (which one?)	☐	☐	☐	☐	0%
– increasing competition	☐	☐	☐	☐	0%
– too high investments needs in existing production (which ones?)	☐	☐	☐	☐	0%
– others:	☐	☐	☐		0%

Remarks

END CONSUMPTION ACTORS

Name of the supply chain stage actor:

General description

Definition of the supply chain stage actor:				
What are the typical types of the end consumers for the product and how many are there (more than 1 answer possible)?	major relevance	minor relevance	not relevant	number
– private households inside the region	☐	☐	☐	0
– private households outside the region	☐	☐	☐	0
– tourists[22]	☐	☐	☐	0
– public households (which one)?	☐	☐	☐	0
– others:	☐	☐	☐	0

Name of the product consumed by the actor:

Unit to measure production (tons, heads, overnight stays …):

What is the relevance of consumers for this product outside the region?	only consumers outside the region	mainly consumers outside the region	More or less equal distribution	mainly consumers inside the region	only consumers inside the region
	☐	☐	☐	☐	☐

Remarks

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[22]   Restaurants and hotels are supposed to be intermediary production actors!

Demand

			units
What is the average consumption of the product by consumer per year?			0
	maximum	average	minimum
What is the purchasing price per unit of the product?	0,00 €	0,00 €	0,00 €

	income
What is the average household income in the case study region?	0,00 €

What is the relevance of additional costs for purchasing the product and what is thereby the percentage of purchasing costs?	relevant	not rele-vant	percentage of purchasing costs
travel costs (possibly relevant for tourists)	☐	☐	0%
others 1:	☐		0%
others 2:	☐		0%
others n:	☐		0%

How would consumption change when prices increased for the product (price elasticity of demand)?:	no change	minor decrease	major decrease	price elasticity of demand
– component or raw material 1:	☐	☐	☐	0
– component or raw material 2:	☐	☐	☐	0
– component or raw material n:	☐	☐	☐	0
If there were relevant price changes, are there any appropriate substitutes for the product available (cross price elasticity of demand)?				
– substitute 1:				
– substitute 2:				
– substitute n:				

	increase	no change	decrease	income elasticity
How would consumption change when the consumers' income increased (income elasticity)?	☐	☐	☐	0

	usual VAT	special VAT
What is the usual VAT on consumer goods? Is the VAT different on the product (why?)?	0%	0%

	yes	no	%
Are there any relevant excise taxes or duties especially on this product, e.g. fuel, alcohol, tobacco (which ones?) and how high are they?	☐	☐	0%

Remarks

External factors

What or who influences the end consumers in choosing this product in favour of others and what is the share of influence?	major influence	average influence	minor influence	not relevant
– unique product characteristics of the product	☐	☐	☐	☐
– the exclusiveness of the product ('snob effect', 'conspicuous consumption')?	☐	☐	☐	☐
– organic production system	☐	☐	☐	☐
– regional values and beliefs (which ones?)	☐	☐	☐	☐
– media	☐	☐	☐	☐
– NGOs for households	☐	☐	☐	☐
– NGOs for the tourism sector	☐	☐	☐	☐
– others 1:	☐	☐	☐	☐
– others 2:	☐	☐	☐	☐
– others n:	☐	☐	☐	☐

Remarks

Relation of the actors activity to the dimensions of sustainability

How does the supply chain in question perform in terms of the three classic sustainability dimensions from **a consumers' viewpoint**? We use a scale from 1 (not at all) to 9 (very much).	1	2	3	4	5	6	7	3	4
– Economic dimension (including income)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension (e.g. number of local suppliers/customers, thus securing employment)	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension (e.g. energy/water/fertiliser use)	☐	☐	☐	☐	☐	☐	☐	☐	☐
What do you perceive as a good performance in each of the above dimensions? We use again a scale from 1 (not at all) to 9 (very much).									
– Economic dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Social dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Environmental dimension	☐	☐	☐	☐	☐	☐	☐	☐	☐
– Considering the importance of the difference between the top and bottom of the scale: For which of the three dimensions is the difference between best and worst most important?[23]					dimension				

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[23] We ask for the most important difference in weights, not the largest difference. We could see the largest differences already from the questions above.

Now we try to compare what weight farmers put on economic, social, and environmental criteria when deciding about what they produce:

If we set the weight for the most important dimension (from the above question) to 100%, what would be the average percentage farmers in this region would apply to the other two dimensions?'

– Economic/social/environmental dimension (delete as appropriate; from last question) ⟶ 100%

– Economic/social/environmental dimension (delete as appropriate) ⟶ %

– Economic/social/environmental dimension (delete as appropriate) ⟶ %

Past demand changes (ca. 1993 – 2006)

To what extent changed the demand for this product?	major increase	minor increase	no change	minor decrease	major decrease	% of consumed units
	☐	☐	☐	☐	☐	0%

How did the average household income in the case study region develop [€]?	major increase	minor increase	no change	minor decrease	major decrease	%
	☐	☐	☐	☐	☐	0%

How did the numbers of enquirers develop over this period?	major increase	minor increase	no change	minor decrease	major decrease	%
– private households inside the region	☐	☐	☐	☐	☐	0%
– private households outside the region	☐	☐	☐	☐	☐	0%
– tourists[24]	☐	☐	☐	☐	☐	0%
– public households (which one)?	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

Which demand options have been taken? What relevance have these options?	high	medium	low	not rele-vant	ranking
– other products (which ones?)				☐	
– product 1:	☐	☐	☐		0
– product 2:	☐	☐	☐		0
– product n:	☐	☐	☐		0
– increasing demand of organic products	☐	☐	☐	☐	0
– increasing demand of standardised products	☐	☐	☐	☐	0
– increasing demand of unique products	☐	☐	☐	☐	0
– increasing demand of directly marketed products	☐	☐	☐	☐	0
– others:	☐	☐	☐		0

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[24] Restaurants and hotels are supposed to be intermediary production actors!

For the most relevant option: What have been the reasons for the changes and what is their relevance on/share of the development relating to the following?	high	medium	low	not rele-vant	%
– increasing purchasing costs	☐	☐	☐	☐	0%
– decreasing incomes	☐	☐	☐	☐	0%
– increasing incomes	☐	☐	☐	☐	0%
– increasing competition	☐	☐	☐	☐	0%
– others 1:	☐	☐	☐		0%
– others 2:	☐	☐	☐		0%
– others n:	☐	☐	☐		0%

Remarks

Future demand options (ca. 2007 – 2021)

At what estimated probability will the production of this product change?	very likely	quite likely	unlikely
	☐	☐	☐

How would the average household income in the case study region develop [€]?	major increase	minor increase	no change	minor decrease	major decrease	%
	☐	☐	☐	☐	☐	0%

To what extent would the demand change for this product?	major increase	minor increase	no change	minor decrease	major decrease	% of consumed units
	☐	☐	☐	☐	☐	0%

How would the numbers of customers develop over this period?	major increase	minor increase	no change	minor decrease	major decrease	%
– private households inside the region	☐	☐	☐	☐	☐	0%
– private households outside the region	☐	☐	☐	☐	☐	0%
– tourists[25]	☐	☐	☐	☐	☐	0%
– public households (which one)?	☐	☐	☐	☐	☐	0%
– others:	☐	☐	☐	☐	☐	0%

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[25] Restaurants and hotels are supposed to be intermediary production actors!

Which demand options would be taken? What relevance have these options?	high	medium	low	not rele-vant	ranking
– other products (which ones?)				☐	
– product 1:	☐	☐	☐		0
– product 2:	☐	☐	☐		0
– product n:	☐	☐	☐		0
– increasing demand of organic products	☐	☐	☐	☐	0
– increasing demand of standardised products	☐	☐	☐	☐	0
– increasing demand of unique products	☐	☐	☐	☐	0
– increasing demand of directly marketed products	☐	☐	☐	☐	0
– others:	☐	☐	☐		0

Remarks

SUPPLY CHAIN QUESTIONNAIRES: FREQUENTLY ASKED QUESTIONS

The frequently asked questions (FAQs) shall help to fill in the questionnaires for analysing the supply chains. It is based on questions raised by several partners. Version 2.0 comprises questions that have been raised till July 3rd. If additional questions are coming up, please ask them. We intend to produce an update of the FAQs.

How are the supply chains described?

The supply chains will be described along the actors being involved in the supply chains. For each supply chain the relevant actors involved in the production and consumption will be analysed. So, for each supply chain the following documents are to be completed:

➔ Supply chain xxxx[26] general description
➔ Agricultural production
➔ food processing actor 1 (yyyyy[27])
➔ food processing actor 2 (yyyyy)
➔ food processing actor n (yyyyy)
➔ marketing/wholesaling actor (yyyyy)
➔ distribution/retailing actor (yyyyy)
➔ consumer 1[28] (yyyyy)
➔ consumer 2 (yyyyy)
➔ consumer n (yyyyy)

(in some cases it might be that one actor is producer and food processing actor at the same time. – e.g. direct marketing of fresh milk. In that case please, note that special aspect on the questionnaire.)

How is the questionnaire used and how are the data gathered?

The questionnaire gives the frame that shows, which data are needed to be described for each actor. According to the data-situation in the case study regions the data can be gathered by several ways:

➔ via desk research of existing studies and datasets
➔ via interviews with in-house experts

or via interviews with external experts.

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[26] Please, insert the name of the product.
[27] Please, insert the type of processing. – The number of food-processing actors depends on the supply chain analysed
[28] There can be different types of consumers as e.g. households, restaurants, etc.

There is just one difference between data from interviews and data from existing studies: Data deriving from interviews need to be double checked. That means, for each point where no study can be cited we need answers from two experts.

However, the choice, how to gather data lies completely in the decision of the case study authors.

What is an actor?

An actor is a group of persons or an organisation in a region who has the autonomy to change the evolution of the network by changing its behaviour. It can act inside or outside the region. However, its actions influence the regional networks. In our case actors we have to deal with two types of actors:

Actors along the supply chains of agricultural and forestry production who are part of the regional networks and will be analysed within the supply chains, as e.g.:

- ➔ Production – Factor Provider (machinery, seeds, fertilizers,…)
- ➔ Farms (= producers)
- ➔ First level manufacturing → first level food processing industry (dairy, flour, oil, etc.), energy producers, raw material processing
- ➔ Second level manufacturing → second level food processing industry (cheese, bread, convenient food, etc.), packaging, quality control, crafts (e.g. wood processing, tailors)
- ➔ Service closely linked to agriculture (e.g. via the landscape → tourism and related industries)
- ➔ Retailers → small (medium, large)
- ➔ Consumers/Households

Actors who will be analysed within the regional institutional networks, as e.g.:

- ➔ political (legislative) bodies
- ➔ administration on national, regional and local level, as e.g. regional planning authorities, land use planning authorities
- ➔ lobbies and representation of interests (esp. farmers associations, SME representatives, consumer associations, Chamber of commerce)
- ➔ Non-governmental organisations (NGOs for farmers as e.g. farmers' cooperative, NGOs for households, environmental, social)
- ➔ Lobby groups of the different economic sectors
- ➔ National subsidiary authorities

How many supply chains will be analysed?

Within each case study 3 main/most interesting/important supply chains are analysed. The selection of these 3 main/most interesting/important supply chains was already agreed with the case study authors.

Moreover, 3 alternative existing/promising/upcoming supply chains will be analysed. The final decision about these 3 additional supply chains can be done best end of August, when we have got more knowledge about the 3 main supply chains. If you already know the interesting alternatives to be analysed, we can be decide it earlier. Just, please inform OIR about the decision.

Who selects, which supply chains are selected?

As on one hand we need to picture the diversity of agriculture and forestry in Europe and on the other hand we should cover the relevant supply chains in each region, we suggest the following steps:

➔ Step 1: The case study authors list relevant supply chains as result from a first general overview (already completed).
➔ Step 2: In order to secure the variety of supply chains analysed OIR suggest 2 supply chains that seem most relevant (highlighted in the overview in dark green colour – already done)
➔ Step 3: For deciding upon the 3rd supply chain OIR suggests 2-3 supply chains that could be relevant (highlighted in the overview in light green colour – already done).

Step 4: The case study authors decide about 1 of the 2-3 light green coloured supply chains to be analysed and inform OIR (already agreed with most case study authors).

Now we have decided about the first 3 supply chains. The next 3 supply chains should focus on picturing potential alternatives to the 3 supply chains analysed. Choice of the "alternative" supply chains:

➔ Step 5: Based on the results of the analysis of the first 3 supply chains the case study authors suggest, which "alternative" supply chains (approx. 3-8) would be interesting to analyse and forward the list to OIR. (This would probably be the case in August, when there are first results. If the case study author is already sure about the alternatives, they can be agreed earlier.)
➔ Step 6: In order to secure the variety of alternative supply chains analysed OIR will agree with the case study authors, which 3 "alternative" supply chains will be analysed finally.

How are the two different scale levels that appear in most questions used?

The ordinal scales are multiple choice that should be possible to be answered by every expert. Nonetheless, further detail is welcome and the authors are kindly requested to estimate the concrete ratio scale numbers in the grey boxes, where available. If this is not possible, try to add at least verbal comments.

What is the definition of "past production changes" and "future production options"?

Generally, this is more or less up to the authors, what he considers a relevant production change interesting for analysis. It can be either a completely diversified new product, also to non-agri products, or also a minor change in production methods, e.g. from one apple species to another or from conventional to organic production.

What about the distinction of "standard", "unique" and "farm" products?

Analysing the lists of relevant supply chains and additional more theoretical discussions we decided to distinguish the products along the following three characteristics:

➔   product characteristics: standard/unique
➔   production system: conventional/organic
➔   marketing system: secondary marketing (intermediaries)/direct marketing

Moreover, we cancelled the first approach to analyse one "standard", one "unique" and one "farm" product within each case study. The selection process of the supply chains being analysed follows the criteria described above. "Organic" production system has to be covered by at least some officially approved label.

Can be one product as e.g. milk be analysed in more than 1 supply chain?

Yes, for analysing supply chains it is different, whether one product is produced "organic" or "non-organic"/"conventional". For our analysis organic milk is a different product from conventional produced milk. Another distinction would be marketing: milk can be a farm product with direct marketing or it can be distributed by "indirect marketing" (via intermediaries). This distinction leads also to 2 different supply chains.

What are the intermediate stages like? What does the term "intermediate product" mean?

In our wording "intermediate product" refers to all products except for the final product delivered to the end consumer. In the case of wheat producers for example, the farmers sell wheat to the food processor (= miller). The intermediate product would be flour, the final product maybe bread. The "profit per unit" of flour and bread isn't of DIRECT relevance to the producer.

However, in some cases there is no intermediate supply chain stage between agricultural producer and customer, e.g. when if the product is sold directly to the consumers (e.g. direct marketing of wine). Apart from that, processing, marketing, wholesaling, distribution or retailing can all be done by different actors. It is up to the very supply chain how many intermediaries will be there.

Are there guidelines and criteria stipulated for the selection and inclusion of external experts?

Generally, it is up to the case study authors to decide, who is the best person to be interviewed in order to gather the required data. So, there will be no guidelines for selecting the interviewees.

Is it possible to select in-house experts for the interviews?

Yes, of course also experts in your institution can be interviewed. However, as for all data gathered via interviews, a second interview is needed for the questions answered (principle of double-checking).

How many interviews are needed for the description of on actor within a supply chain?

There are several options:

➔   If all questions can be answered by the analysis of existing studies, no interview needs to be conducted. (We would suggest to start with the desk research and then just fill in the gaps by interviewing experts.)
➔   If one person can provide all required data, according to the principle of double-checking 2 interviews are needed.

If you need to ask more people for several data, also more interviews will be required.

Do I need a different expert informant for the different actors along the supply chain?

No, if 1 actor can provide all information about the different actors along the supply chain it is fine as well.

How are the interviews documented?

Please, provide 1 questionnaire for each expert interviewed as database. Additionally, please complete one final questionnaire for each supply chain actor combining all data gathered via interviews and desk research. So, if you conduct e.g. three interviews for one actor: Please, provide for each actor 1 questionnaire and additionally one final questionnaire combining all relevant information. (In that case: 3+1 questionnaires).

How are the data from desk research documented in the questionnaire?

It is recommended to provide footnotes within the questionnaire for documentation of the sources (citation of the study and/or name of the expert interviewed).

In the event of two experts supplying slightly different or even contradictory information, who makes the call on which source of data to include?

If the experts supply contradictory information, we would recommend to ask for a 3rd opinion. In that case please give a note about contradicting answers in the questionnaire. If the experts supply slightly different information, maybe a third opinion would be good a well. The case study author should decide about the "correct/best/medial" answer. Additionally it would be good to add the range of answers in a footnote.

Are face to face interviews necessary?

Generally not. You can also make telephone-interviews. It depends on your experience, which way is the most effective to get the relevant data.

ANNEX 4: ACTOR'S PROFILE FOR INSTITUTIONAL ACTORS

Please complete for each relevant institutional actor an actors profile as provided below.

actor name:					
status:	public	semi-public	representation of interest		private
	☐	☐	☐		☐
location:	location inside the region		location outside the region		
	☐		☐		
strategic objectives:					
type of output:	monetary flows	informal relation	administration	legislative power	other
	☐	☐	☐	☐	
Relationship with these actors	demands what?	offers what?	strong cooperative relation	light cooperative relation	light controversial relation	strong controversial relation
– actor 1:			☐	☐	☐	☐
– actor 2:			☐	☐	☐	☐
– actor x:			☐	☐	☐	☐

Remarks

Explanations:

status

➔ Public: traditional public body included in public budgets and steered politically, that fulfil sovereign duties

➔ semi-public: e.g. formerly public and now privatised, usually steered politically, that fulfil sovereign duties

➔ representations of interest and lobbies that only serve certain groups (eg. chamber of commerce, farmer's association, overregional environmental initiatives) and do not serve the general public.

➔ Private: private actors that are driven by interests of individuals in a bottom-up approch, such as action groups or citizens' action committees; collectivities of groups not represented by professional lobby groups, possibly serving the general public

strategic objectives

➔ eg. production, supporting certain groups, providing regulations

type of output

➜ monetary flows: economic market- (purchase, sales) or non-market (subsidies)
➜ informal relation: social relations, exchange of information, common activities outside economy, lobbying activities
➜ administration: management of public budgets and execution of legislation
➜ legislative power: decision on public budgets and creation of legislation

Relationship with these actors

➜ You should please fill in all other institutional actors, describe the outputs and inputs (eg. demands money/subsidies, subsidies, advice, social welfare, environmental awareness, offers votes etc.) and coose ONE of the types of relationship (strong or light, cooperative or controversial)

Interview guide for analysing social actors

Name of the organisation:

name of the actor interviewed:

Date and venue of interview:
(via telephone or face to face)

BLOCK 1: DESCRIPTION OF THE ACTOR

What are the activities of the organisation in relation to regional/rural development?

What is the role of the organisation in regional/rural development?

What are the objectives/interests of the organisation?

BLOCK 2: CONNECTIONS AND RELATIONSHIPS

With which other actors are you in contact? –
For what purpose? How often ? What kind of contact?

Does co-operation between your organisation and others exist?
With which ones and what kind of co-operation? – What are the advantages/disadvantages?

Do exist conflicts of interests between your organisation and others ? With which other actors? Why?

Are there other actors that influence rural development in the regions? Which ones?

Please estimate the role of the organisation in the development of the region from your side:
1 – zero, 2 less important, 3 – important, 4- very important

Why do you think so?

BLOCK 3: DEVELOPMENT OF RELATIONS: Thinking about the future

What are the main changes ongoing in the region? Why? With which consequences?

Will you your co-operation with other organisations increase or decrease? With which ones? Why? With which consequences?

Will new conflicts evolve with other organisations or existing conflicts decrease? With which organisations? Why? With which consequences?

Additional questions for selected actors

Municipal administrative officials/Land use planning authority

Which regulations have the highest impact on planning approvals for farmers diversification decision? What is the approval procedure? Who is involved?

How does the approval procedure for land use affect regional development in general and especially concerning diversification activities by farmers?

ANNEX 5: TECHNICAL INSTRUCTIONS

➔ This deliverable is provides as a pdf-file for methodological background and instructions for case study conduction.

➔ The case study template will be provided as a separate Word template for your utilisation.

➔ Please make sure to include the TERESA logo in all graphs and maps produced by you!