Operational key figures

Form for acquisition of key figures and data of production

For the development of questions pertaining the 8 criteria with 2-3 subcriteria, in the right-hand column a number of potential questions is listed. They are not meant to be complete, but rather should give an idea, which directions of thinking and formulating questions could be possible. (The questions were conceived by students in a testing round of this material.)

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| **Operational  key figures** | **Scale:** the more points, the better (no value = data not available, minimum = 1, maximum = 5)  **Free space:** for personal notes |
| **Management:** |  |
| * objectives * realization * risk | How lucrative is your business?  How enterprising are you? To what degree are you ready to take risks?  To what degree do you identify yourself with the profession „farmer“?  How closely did you stick to your original professional goals? |
| **Products:** |  |
| * type * amount * quality | Which type of products is produced in your business?  Which amount is produced respectively?  How is quality control executed?  Are there any labels or certificates?  Where do you get your raw materials from? |
| **Marketing:** |  |
| * regional * national * international | Which distribution channels are there? (bulk purchasers, local businesses, direct marketing to final customers)  Is there a shop on site?  Since when have you been marketing your products on site or regionally? („regional“ is meant less politically, but rather by radius)  How did you manage to acquire a supermarket to offer your products?  How did you make contacts in general and internationally? |
| **Environmental protection:** |  |
| * fertilization * crop protection * air pollution | To what degree is environmental protection important to you?  To what degree does our society put you under pressure regarding environmental protection?  How strongly are you motivated by governmental financial support to contribute to environmental protection? |
| **Water use:** |  |
| * water supply * water use * waste water | What proportion of rainwater do you use?  How intensively do you use nearby natural water bodies for the agricultural compared to the total water demand?  What is the absolute amount of water you need in the barn?  Do you use the local network share?  Do you have an absolute need to conserve water at all?  Do you own a wastewater treatment plant (if yes, what type is it)?  How do you handle slurry application? |
| **Energy:** |  |
| * energy supply * energy demand | What proportion of energy does your company produce itself?  What proportion of renewable energy do you use? (which?)  What amount of energy do you consume? (in what form?) |
| **Utilized agricultural area (in ha):** |  |
| * arable land * grassland * other | How much agricultural land do you farm in total (in ha)? How much area do you own and how much is leased?  What is the breakdown of your agricultural land?  How do you farm your agricultural land? (organic or conventional?)  Do you participate in actions such as flower strips, etc.?  Do you farm your land intensively or extensively? (Pasture, grazing area, number of mowings) |
| **Animal husbandry:** |  |
| * husbandry system * animal population * race | What animals do you have (number, breed)?  In what type of husbandry are the animals kept?  Do you participate in a breeding program?  What are your intentions for keeping these animals?  Do your animals have an outdoor run?  What does animal welfare mean to you? In what way do you take animal welfare into consideration (outdoor exercise, housing)?  Do you intend to change anything in the livestock in the next five years (type of husbandry, housing, livestock, breed)? |