

FUTURE VISIONS OF A PIG FARMER

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STRUCTURE

- Presentation of my person
- Presentation of our farm
- Challenges for the pig business
- Role of politics
- Chances for the pig business
- Vision 2035

WHO AM I?



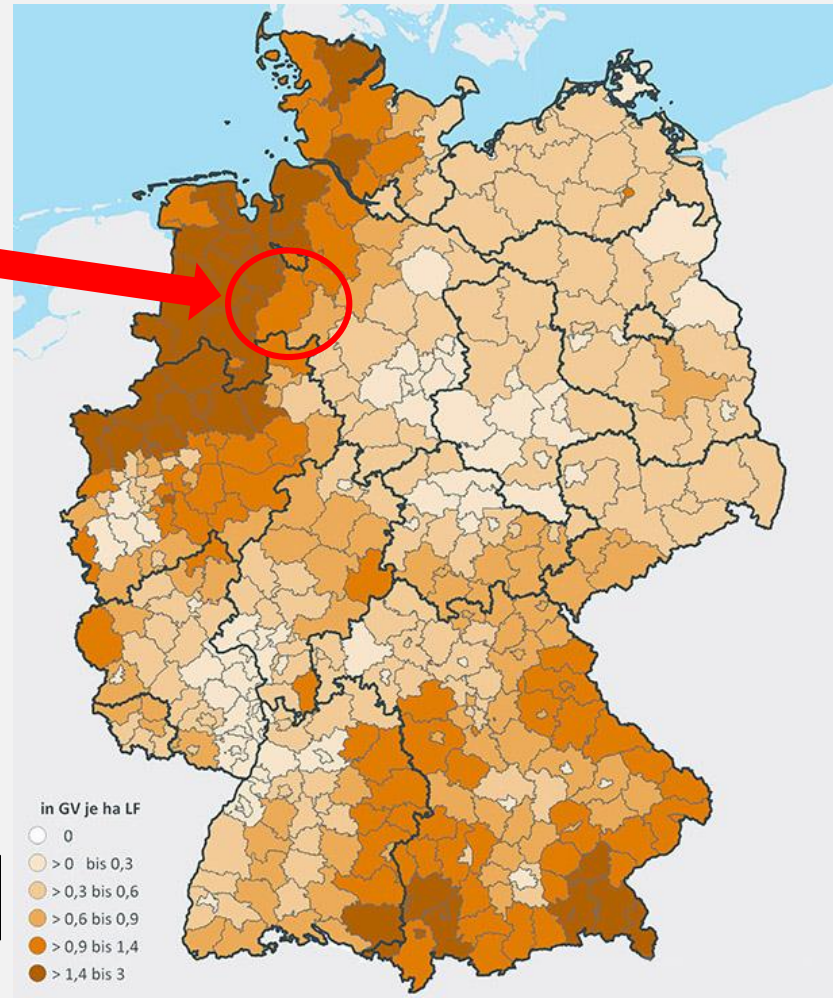
- 30 years old
- Study of Agricultural Economics in Göttingen 2008-2013
- Since 2013: “Back home”:
 - worked as political referent at national pig farmer association ISN
 - co-worked at our farm
- 2017: I took over our farm

WHERE IS OUR FARM?

District of Diepholz

- one of the five most “pig-rich” districts in Germany
- Strong agribusiness

Heavy livestock unit per
hectare of agricultural land



WHAT DO WE DO?

Pig fattening



4.000 finishing pig places,
participation in the Animal
Welfare Initiative (ITW)



Agriculture



wide crop rotation



CHALLENGES FOR THE PIG BUSINESS

Manure processing



www.blunk-gmbh.de

Emissions



www.schweine.net

Animal Rights organizations



www.serbiananimalsvoice.com

CHALLENGES FOR THE PIG BUSINESS

Social acceptance



www.soft-skills.com

castration



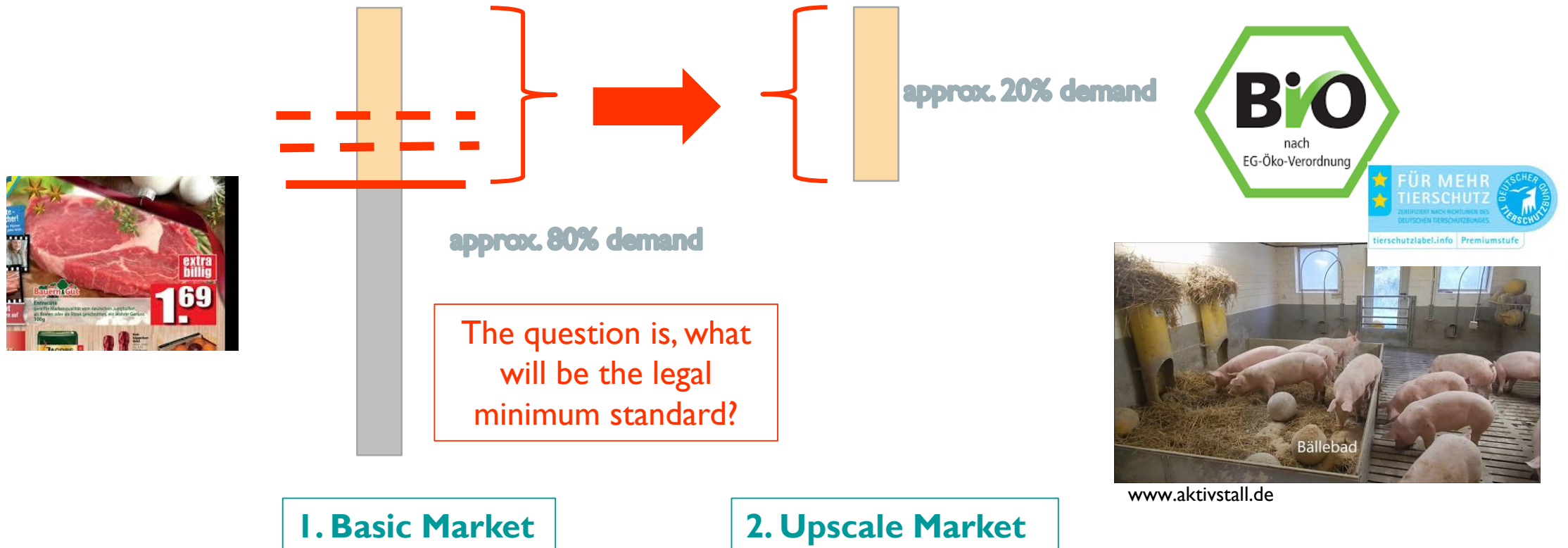
www.schweine.net

Tail docking



www.supermeatboy.de

ROLE OF POLITICS



ROLE OF POLITICS

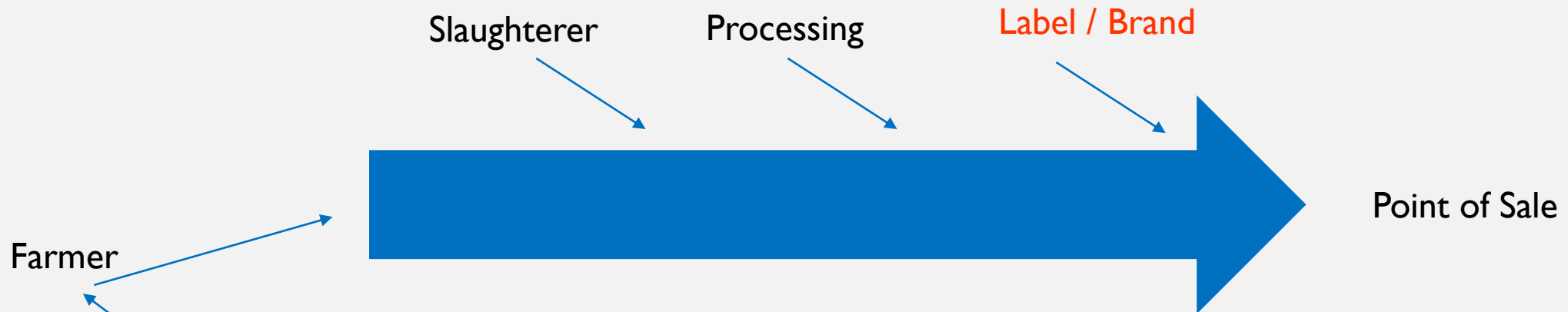
1. Coordination between
environmental law, animal welfare and
construction law

2. Equal legal minimum standard



Otherwise we need governmental financial aid
in countries with higher minimum standards

CHANCES FOR THE PIG BUSINESS



breeding, feed company,
equipment, animal health

- we need more communication in the value chain
- Especially with point of sale !
- Digitization as support
- Partnership Integration is possible ?

VISION 2035

- Pig farming is becoming more differentiated due to individual customer requirements
 - Minimum standards will change (castration, tail docking)
 - Pork will suffer competition (in vitro meat, vegetable meat substitutes)
 - High potential to increase image of pork → “no longer commodity but Sunday roast”
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- Personal wish: to produce for the upscale market, high differentiation and high added value
 - Depending on the minimum standards, if they are much higher than in other countries, a differentiation could be a good chance for development

THANK YOU FOR YOUR ATTENTION !



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