

Alfa Agrar

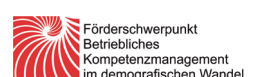
Competence Management to Build Skilled Foreign Workforces in Agriculture (Alfa Agrar)

Satisfaction of high consumer demands makes it indispensable to have adequate professional competences for compliance with quality standards available in agricultural enterprises. Agriculture is widely exploiting the latest technical developments to this end, e.g. computerization of monitoring and evaluation processes. Increasing demands for well-qualified labor exert enormous pressure on this sector in rural regions. Safeguarding skilled personnel bases must be harmonized with over-aging rural populations and rural-to-urban migration, on the one hand, and fierce global competition and swiftly advancing technology developments, on the other.

It will not be possible to cover future demands for skilled labor with people from rural communities, who grew up in villages and schooled there. In other words, additional employees have to be attracted who come from other regions and are hardly familiar with our culture and language. If we want those people to put up a good work performance we will have to offer them reasonable jobs. A corporate culture that is sensitive to integration will be capable of ensuring that foreign workers find their place in agricultural businesses and the region and help us coping with the tasks faced.

How this might be achieved, what will have to be considered in the process and how farms can prepare for the new challenges with the project Alfa Agrar will be presented at an event organized by the Qualifizierungspool Landwirtschaft on 30 September 2014. The agricultural enterprise Agrarunternehmen Barnstädt together with the institutes IAMO and ZSH invites all interested parties to its premises from 11 am to 4 pm. The event will involve various agri-businesses and the Regional Farmers' Association and Farmers' Union Saxony-Anhalt, the Ministry of Agriculture and the Environment Saxony-Anhalt, the Federation of Agricultural and Forestry Employers Saxony-Anhalt and Regional Directorate Saxony-Anhalt-Thuringia of the Federal Employment Agency. The project is funded by the Federal Ministry for Education and Research (BMBF) and supported by the project promoter DLR.

Event venue: Agrarunternehmen Barnstädt e. G. (www.aub-online.de)
Registration: Mail veranstaltung@zsh.uni-halle.de, Phone: 0345-9639600,
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Alfa Agrar Kick-off Event

Competence Management in Agriculture and Skilled Foreign Labor Potentials

30.09.2014 11⁰⁰-4⁰⁰ pm

- 11⁰⁰-11¹⁰ am ► Welcome Ralf Hägele (CEO, Agrarunternehmen Barnstädt)
- 11¹⁰-11³⁰ am ► Welcoming address, Ministry of Agriculture and the Environment Saxony-Anhalt (Michael Deckert)
- 11³⁰-12⁰⁰ am ► Presentation of skilled labor situation and project scope with discussion (Susanne Winge, ZSH)
- 12⁰⁰-12³⁰ pm ► 2 Practical examples (Olga Goldenberg IQ-Netzwerk Saxony-Anhalt)
- 12³⁰-1³⁰ pm ► Joint lunch
- 1³⁰-2¹⁵ pm ► Agricultural graduates from Eastern Europe as potential skilled personnel for Eastern German agriculture? Impressions from Bulgaria and Russia (Dr. Diana Traikova and Vasyl Kvartiuk IAMO)
- 2¹⁵-3³⁰ pm ► Panel discussion: How can enterprises and economic policy stakeholders jointly create the future?
- Ralf Hägele (Management, Sub-project Agrarunternehmen Barnstädt)
What is the task of enterprises and what do they expect from politics?
 - Michael Deckert (Vocational training officer, Ministry of Agriculture and the Environment Saxony-Anhalt)
The ministry's position on the project
 - Dr. Petra Hunold (Competent body for vocational training in agriculture and home economics)
Information about acknowledgement procedures
 - Katharina Elwert (General manager, Farmers' Association Saxony-Anhalt)
The Farmers' Association's position on the project
 - Prof. Dr. Martin Petrick (Management, Sub-project IAMO)
What are the international experiences that we can provide?
 - Annett Schmoliner (Counselor, Market and integration – employer service, regional directorate Saxony-Anhalt Thuringia)
Employment Agency support for employees and employers
 - Annetkatrin Valverde (Executive director Farmers' Union Saxony-Anhalt e.V.)
The Farmers' Union's position on the project
 - Helgard Wiegand (Executive director, Federation of Employers in Agriculture and Forestry)
The Federation of Employers' position on the project
 - Bettina Wiener (Project manager, Alfa Agrar)
What is the current status? What can we achieve in a joint effort in the next three years?
- 3³⁰-4⁰⁰ pm ► Dr. Claudio Zettel Closing address on behalf of the project promoter
- From 4⁰⁰ pm Guided tour of Agrarunternehmen Barnstädt