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BUGI Kick Off-Meeting

December 2017, Donja Gorica, Podgorica

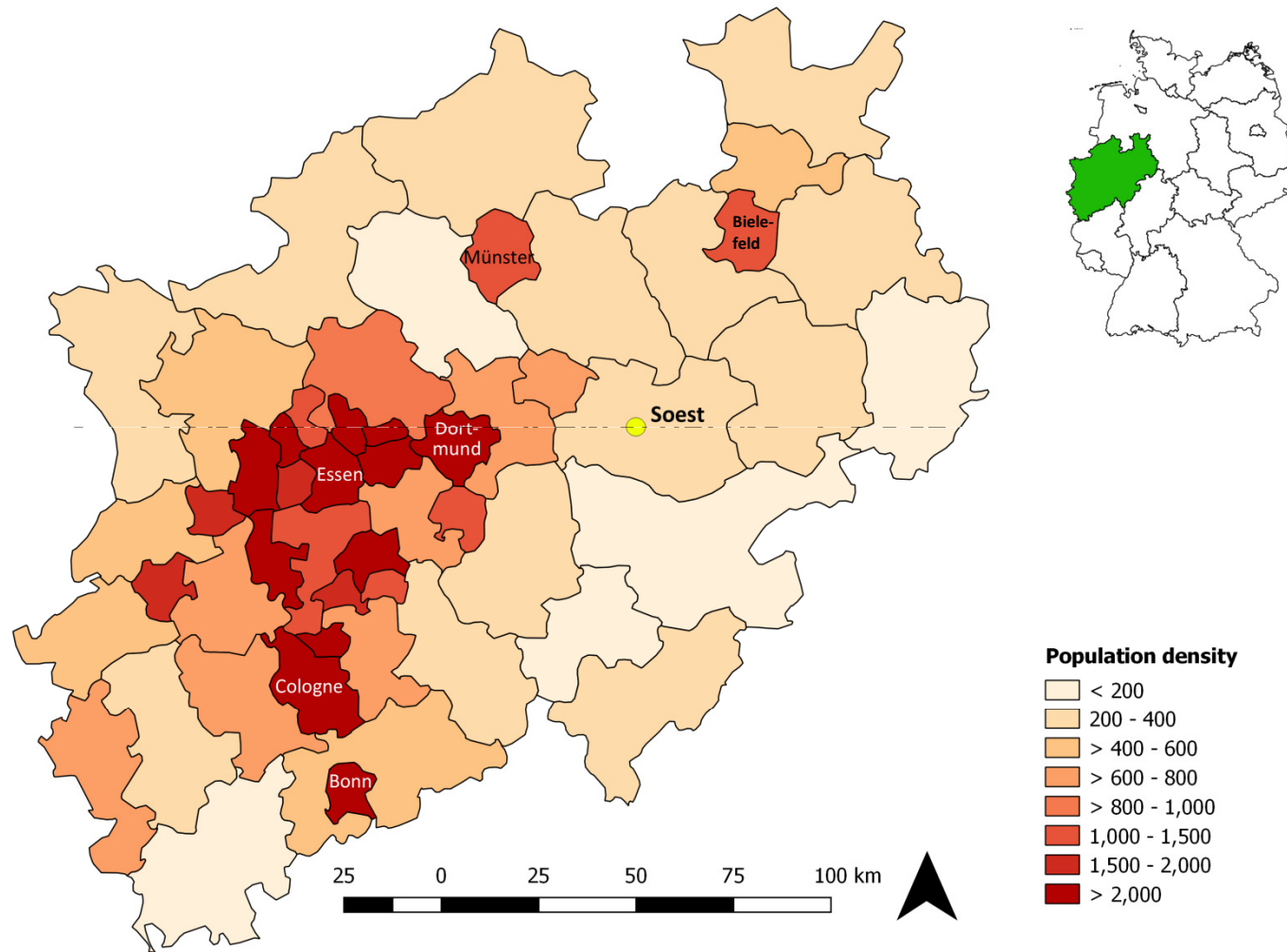
Bernd Pölling

SWUAS

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- South-Westphalia University of Applied Sciences
- Fachhochschule Südwestfalen
- Department of Agriculture, Soest
 - Bachelor and master course on agriculture
 - Ca. 60 technicians and scientists – incl. 12 professors
 - Winter semester 2017/2018: 140 new bachelor candidates

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Urban agriculture's research foci:

- City-adjustment strategies and business models



Second International Conference on
AGRICULTURE IN AN URBANIZING SOCIETY
Reconnecting Agriculture and Food Chains to Societal Needs
14 - 17 SEPTEMBER 2015 | ROME | ITALY

1

Business models in Urban Agriculture - answering cost pressures and societal needs

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Henk Renting⁴, Mattia Accorsi²

Abstract – Urban Agriculture has to adjust to the urban environments by using the existent opportunities, by dealing with urban disadvantages, and where possible by turning the urban location into market asset. Businesses, which ignore urban demands and conditions, struggle to maintain economically viable, give up or do not develop beyond the start-up phase. The conducted European survey, which follows a standardised questionnaire scheme, aims to detect characteristic business models, success factors and problems. The survey consists of in total 80 case studies revealing a variety of business models, which

high-value crop production and marketing apart from regular commodity markets are added by the provision of various services to diversify farm businesses (Gardner, 1994).

METHODOLOGY

The main aim of this empirical survey is to get a better idea of Urban Agriculture's economic strategies in general and characteristic patterns of UA business models. The survey on UA's business models is based on farm interviews in Europe. The ques-



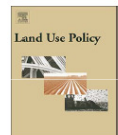
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Land Use Policy 69 (2017) 372–385

Contents lists available at ScienceDirect

Land Use Policy

journal homepage: www.elsevier.com/locate/landusepol



Success of urban farming's city-adjustments and business models—Findings from a survey among farmers in Ruhr Metropolis, Germany



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ARTICLE INFO

Keywords:
Urban farming
Urban agriculture
Web survey
Cluster analysis
City-adjustments
Business models

ABSTRACT

Economic data of urban farming are scarce, while the discourse on urban farming's business models is progressively emerging since few years. Data of a web survey among farm managers in polycentric Ruhr Metropolis, Germany, is used here to address the research question whether city-adjusted farms are more successful than non-city-adjusted farms. Farms' common city-adjustment strategies high-value production, direct marketing, participative concepts, and tourism services as well as the spatial self-assessment of the farm managers are applied to cluster and analyse them. The 180 farms are clustered via a Complete Linkage cluster analysis into five groups, whereof three are city-adjusted clusters and two are non-city-adjusted clusters. City-adjusted farms are

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Land Use Policy 58 (2016) 366–379



Professional urban agriculture and its characteristic business models in Metropolis Ruhr, Germany

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ARTICLE INFO

Article history:
Received 7 January 2016
Received in revised form 29 April 2016
Accepted 1 May 2016

Keywords:
Business models
'Low-cost specialization'
'Differentiation'
'Diversification'
Urban farming
Professional urban agriculture
Geo-statistical analysis

ABSTRACT

'Low-cost specialization', 'differentiation', and 'diversification' are three overarching business models of professional urban agriculture in developed countries. Manifold city-adjusted farm activities belong to these business models resulting in the characteristic farm heterogeneity of urban areas. This paper makes use of the business models as tool for a geo-statistical analysis to spatially investigate farming patterns in reference region Metropolis Ruhr, Germany. Additional farm interviews substantiate findings of the geo-statistical analysis by focusing on horticulture as a common farm activity towards 'low-cost specialization', direct marketing and participatory farming belonging to 'differentiation', and equestrian services as a representative of the 'diversification' business model. These farm activities and underlying business models concentrate and tend to spatially cluster in the metropolitan's center where population density is highest and farmland proportion is lowest. Agriculture plays a significant role in Metropolis Ruhr cultivating about one-third of the metropolitan area, but on-going loss of farmland and short-term lease of land affect farms considerably by complicating access to land. Most differentiated and diversified farms



Article

The Location Matters: Determinants for “Deepening” and “Broadening” Diversification Strategies in Ruhr Metropolis’ Urban Farming

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Received: 10 April 2017; Accepted: 28 June 2017; Published: 4 July 2017

Abstract: Consumer-oriented diversification activities, such as direct sale (“deepening”) as well as tourism services and care farming (“broadening”), are common business strategies of farms within urban areas. This empirical study investigates determinants of urban farming’s diversification decisions by analyzing a dataset of 123 farmers in German Ruhr Metropolis. Binary logit models are

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Urban agriculture's research foci:

- City-adjustment strategies and business models
- Aquaponics: demonstration , research, and teaching unit



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Urban agriculture's research foci:

- City-adjustment strategies and business models
- Aquaponics: demonstration , research, and teaching unit
- Involved in several research and implementation projects
 - URBAN GREEN TRAIN
 - EU COST-Actions „Urban Agriculture Europe“ and „Aquaponics“
 - Co-Production in urban farming (CoProGrün, StadtFarm NRW)
 - „InnoAquapon“
 - NEWBIE (H2020)

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Personen

Teilnehmer/innen

Navigation

Dashboard

Startseite

Website

Dieser Kurs

UrbaneLW|AW-B|PS|WiSe17/18

Teilnehmer/innen

Auszeichnungen

1: Introduction to urban agriculture
concept and t...

2: Resource use from a challenge
perspective

3: Urban Agriculture types/production
systems and ...

4: Networking and Governance

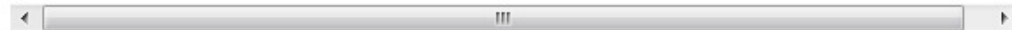
Modules' summaries (pdfs)

Presentations WS 2017/2018



International course on Entrepreneurship in Urban Agriculture within the project
ERASMUS+ URBAN GREEN TRAIN

www.urbangreentrain.eu



1: Introduction to urban agriculture concept and types