

Master thesis offer

Topic:

Organizational and Institutional Levers for the Competitiveness of Dairy Farms

Due to the increasing liberalization, the competitive pressure on the German dairy industry and thus also on the dairy farmers is increasing. The low milk prices in 2015 and 2016 testify to this, but also the strong price fluctuations. At the same time, many other competitors increased their milk production. In addition, there are more and more demands with regard to a sustainable mode of production, as has recently become clear, for example, with GMO-free milk, pasture-milk, etc. Against this background, the competitiveness of German dairy farmers is of enormous importance. The aim of the work is to examine the different types of farms in Germany, as well as the corresponding different production systems in regard to the competitiveness strategies for the whole dairy sector. The focus will be on milk production in northern Germany and milk production in southern Germany.

For this purpose, operational data with regard to production systems, business data, employees, etc. were already collected on site. A corresponding analysis framework (qualitative analysis of data) must be developed by the master student.

The following work should be done in this context:

- 1) Analysis of the competitiveness of milk production in Northern Germany (with focus on Lower Saxony)**
- 2) Analysis of the competitiveness of milk production in Southern Germany (with focus on Bavaria)**

The thesis must be written in English.

If interested, please contact Caetano Luiz Beber, cbeber@gwdg.de