



The importance of life-long learning for competing economy, agriculture and development of Slovenia.

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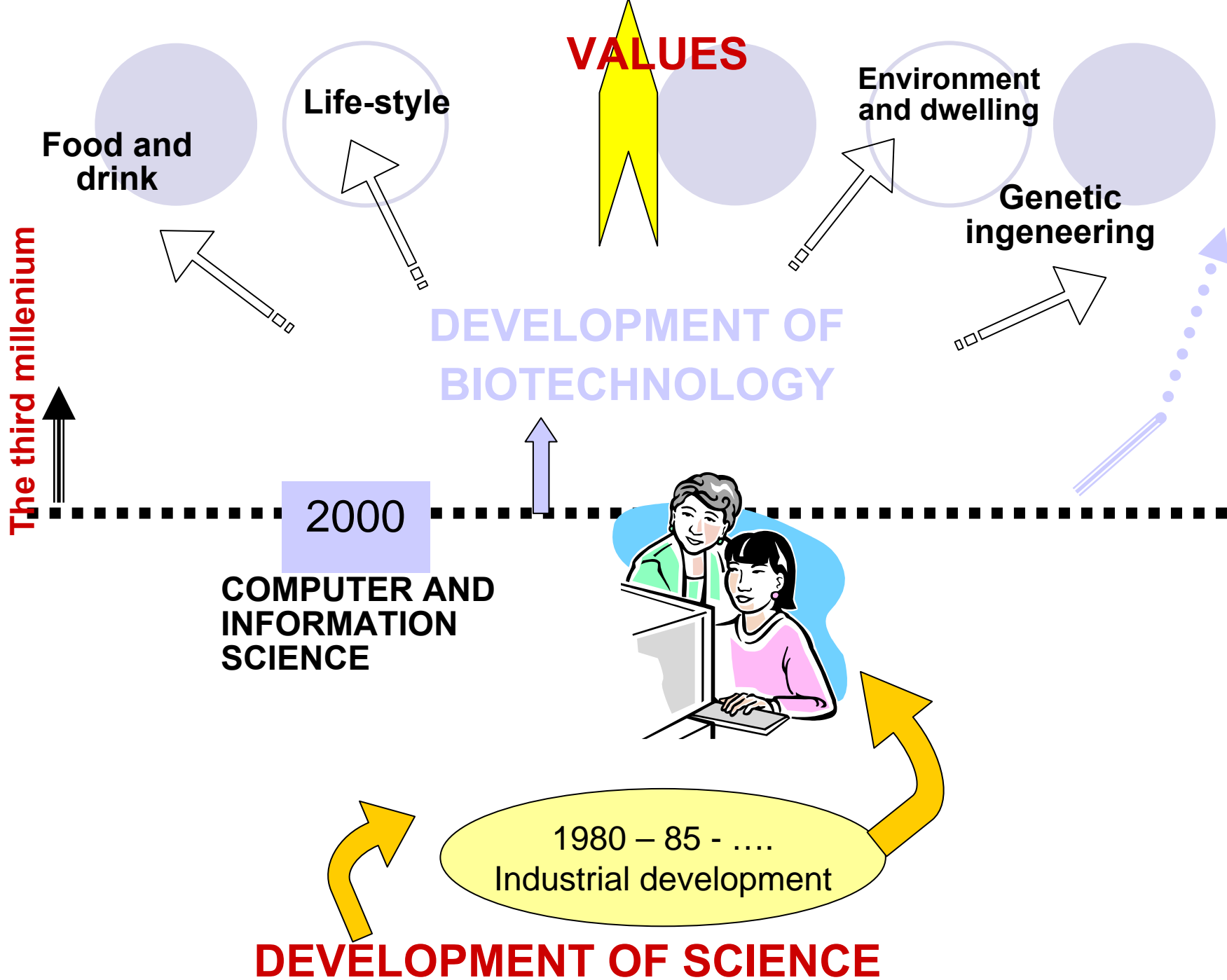
PERSPECTIVE FOR THE THIRD MILLENNIUM

- Meaning
- Importance
- Function
- Development

of: **AGRICULTURE**

COUNTRYSIDE AND LANDSCAPE

JOB AND EMPLOYMENTS



TURNING POINT OF THE THIRD MILLENIUM

GLOBALISATION

Exercising of power, fear

Respect for the major ones

quantity

Conquest of foreign territories, peoples, interests and markets.

financial power

EU

NATO



What perspective ?

- smallness
- unequalisation
- fragmentation
- backwardness
- servility
- subordination
- vulnerability

Identity

Independence

Pride

Answer hidden in history

GLOBALISATION



WORLD CULTURE AND
THE NATIONAL

In terms of value (world culture)
surpasses each national aspect,
small nations in particular.

World economy above the
national ones.

**FOR THAT REASON IT IS NOT CONVENIENT
TO INSTALL MERE IMITATION INTO A VISION !**

PRODUCERS - CONSUMERS

PRODUCERS

Have become isolated

Left to their own devices

Including agricultural cooperatives

CONSUMERS

Left alone on the other river bank far away from a producer

Bombarded by TV commercials

The only criterion of selection

price

Shining appearance



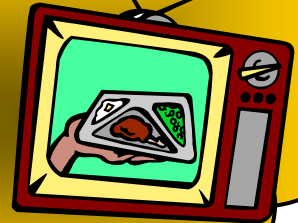
PRODUCER



Has been left isolated

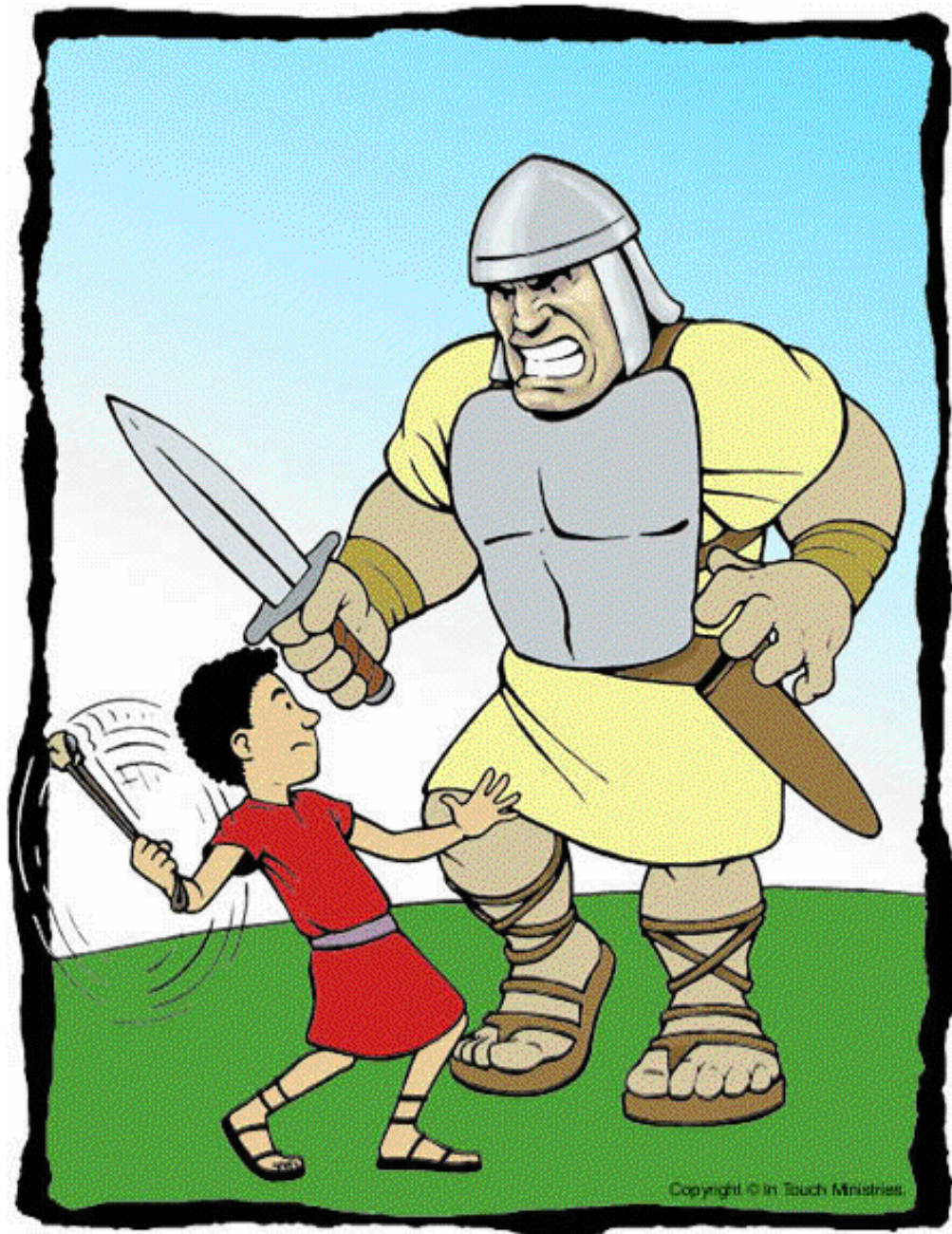


PRICES
QUALITY



CONSUMER





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New philosophy of agriculture



As a small nation -country we cannot be competitive !



Mere imitation of
The European model ?

- long-term lagging behind
- The loss of identity
- Our own specialities

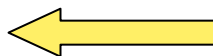
FOR THAT REASON

In defence of that we should provide **Slovene excellence = SLOVENE SPECIALITY !!!!**

Based on our advantages,
opportunities.

Slovenia as an entity and
citizens as individuals

QUALITY, EXCELLENCE



Swot analysis

opportunities	weaknesses	} To be aware of the following facts
advantages	dangers	

Everything is definitely not bad!

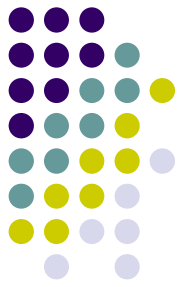
We are too much focused on searching for weaknesses.

The perspective is being built on opportunities and advantages.

SLOVENIA : EUROPE

ADVANTAGES

- BEATIFUL AND DIVERSE LANDSCAPE
- UNPOLLUTED NATURE AND SOIL
 - Low contamination of the soil and environment → NL manure with > 500 kgN/ ha for 30 years so far
- ORIGINALITY - VARIETY
- INDEGENIOUS SPECIES
- WEALTH OF
 - Cuisines, wines, cultures, ethnology, architecture



SLOVENE : EUROPE



PROBLEMS OF AGRICULTURE AND COUNTRYSIDE

- **INCOME ??**
- **SMALLNESS OF LANDED PROPERTY - ECONOMY**
- **FRAGMENTATION**
- **INADEQUATE KNOWLEDGE**
- **NO FINANCIAL RESOURCES**
- **70% OF THE AREA → more demanding conditions**
- **OVERGROWTH OF ARABLE LAND**



How ideas, visions, projects for the future are expected to emerge?

Not to imitate, but to stress Slovene excellence!

- knowledge

- Slovene soul

- experience

- Slovene heart

- wisdom

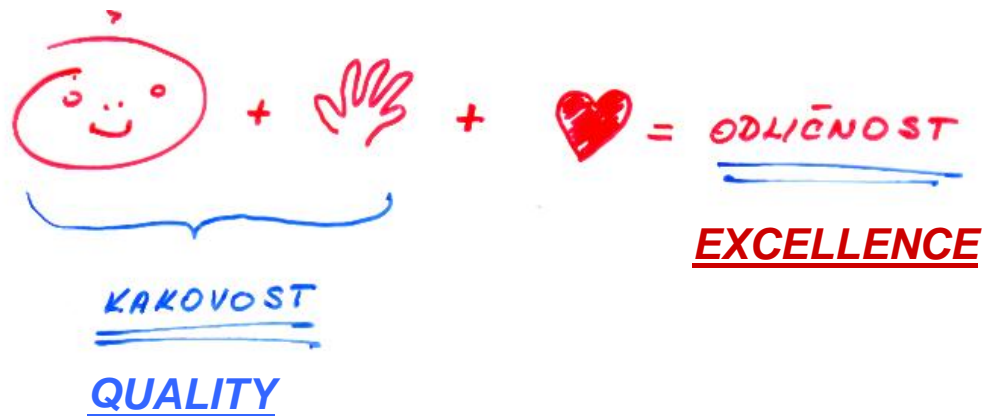
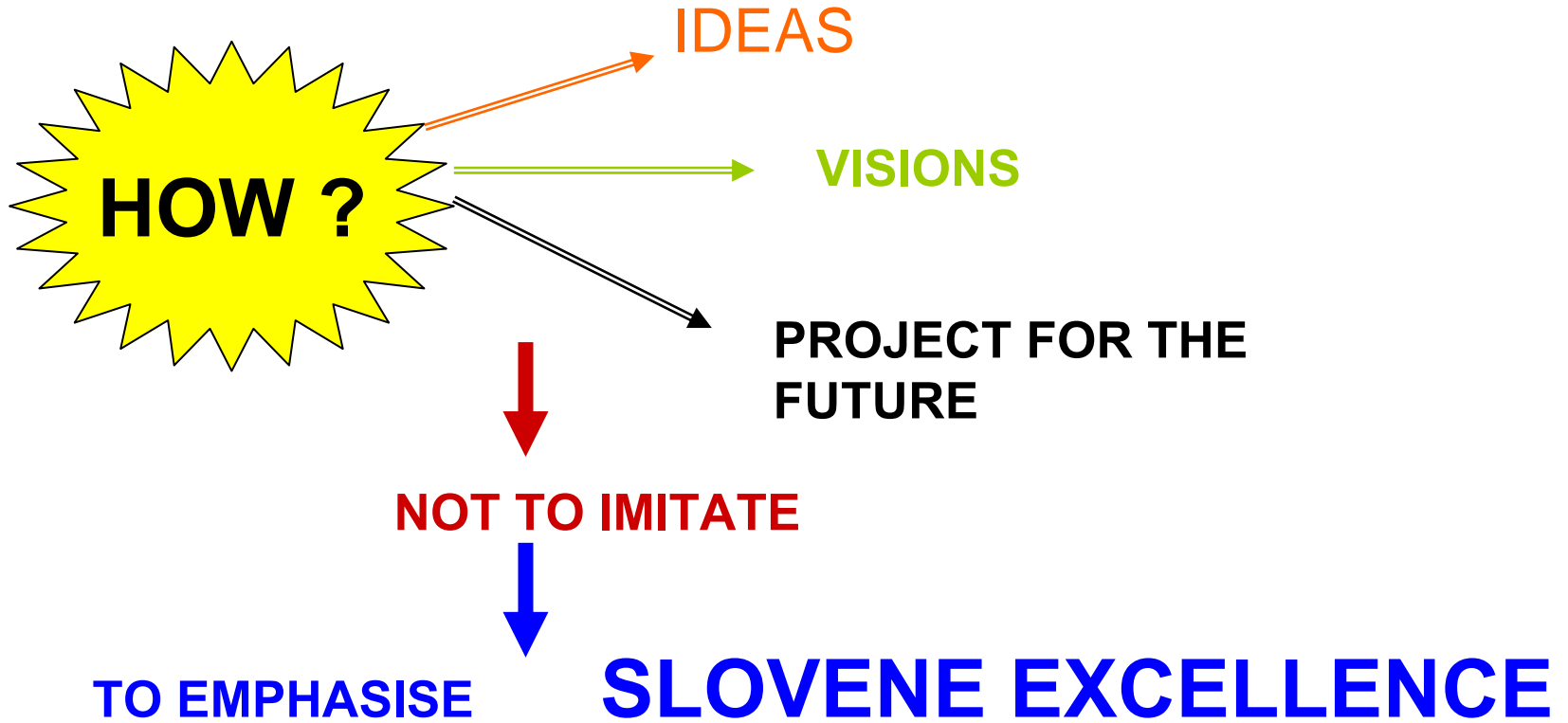
- love

- work

- excellent knowledge

- funds

WHAT IS SLOVENE EXCELLENCE?



How are we therefore expected to build identity and identification of Slovenia?

With the emphasis on:

- originality
- tradition
- specialities

In the society of major nations we do not need to feel ashamed!

The word SLOVENIA should be filled with the lustre of diversity -
That idea should be integrated into the concept as well as into the brand mark!

- co-natural development and harmony with the natural world.
- to implement the idea of symbiosis of healthy countryside, healthy life-style of life and work.

The search for strategy of Slovene agriculture after the year 1990 and after independence

Turning points:

- 5 - 7% of pure employments
- Gross domestic product only 3 - 4%
- Unsuitable land potential :
 - 60% of forest
 - only 6 -7% of fertile fields
 - only 30% of European comparable farming areas.
- Emergence of catastrophs in agriculture (“mad cows disease”, etc.)



INTERESTING ORIGIN

The search for the strategy for Slovene agriculture after the year 1990 and after independence

- For that reason Slovene farms cannot be compared with the EU's farms in terms of competition.

Family farms with mass production are no solution (with a few exceptions).

The solution can be found as an answer to demand for healthy food and drink with local identity which is produced in an environmentally friendly way!!

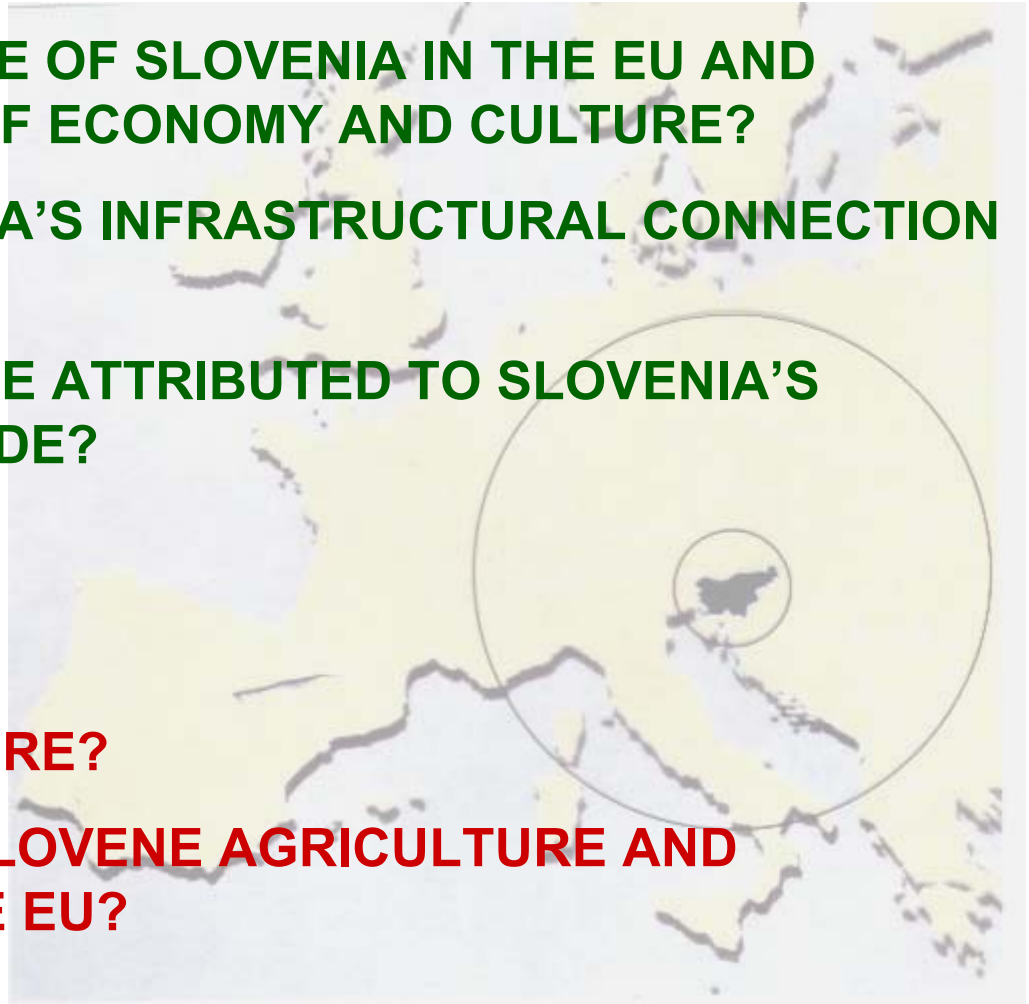
QUESTIONS



- WHAT WILL BE THE ROLE OF SLOVENIA IN THE EU AND WORLDWIDE IN TERMS OF ECONOMY AND CULTURE?
- WHAT WILL BE SLOVENIA'S INFRASTRUCTURAL CONNECTION WITH THE WORLD LIKE ?
- WHAT FUNCTION WILL BE ATTRIBUTED TO SLOVENIA'S TOWNS AND COUNTRYSIDE?

•AGRICULTURE

- WHAT IS AGRICULTURE?
- THE FUNCTION OF SLOVENE AGRICULTURE AND COUNTRYSIDE IN THE EU?
- WHO IS A FARMER?



AT THE SCHOOL OF AGRICULTURE GRM

NEW PHILOSOPHY OF AGRICULTURE:

Agriculture is food production and cattle breeding,

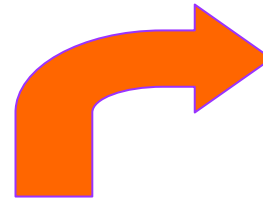
is food processing,

is marketing,

is tourism,

is sport,

it is culture!



Quality,
excellence,
for a well informed
consumer!



Finalisation which is as complete as possible!

CHALLENGE

PRODUCER



**THE ACTIVITY OF INFORMING
AND EDUCATING**

in

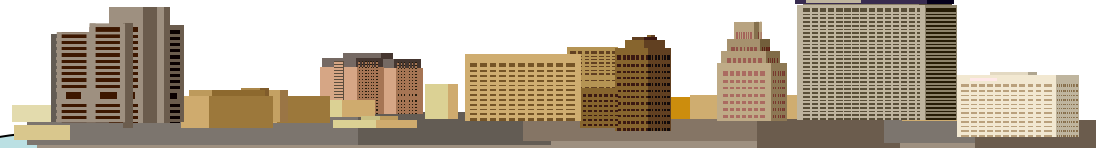
CONSUMER



TARGETS

**THE FORMATION OF
OFFER,
QUALITY,
EXCELLENCE.**

Co-natural food production, preservation of
life space, nature and countryside.



CITY

LIMITATION OF SPACE, POLLUTED ENVIRONMENT, FOG

SPEED
TENSION
NOISE

FREE TIME

EDUCATION
SEMINARIES

VACATIONS

OTHER REASONS
FOR MIGRATIONS

OLD AGE

MEDICAL
REHABILITATION



COUNTRYSIDE— THE GARDEN OF FUTURE

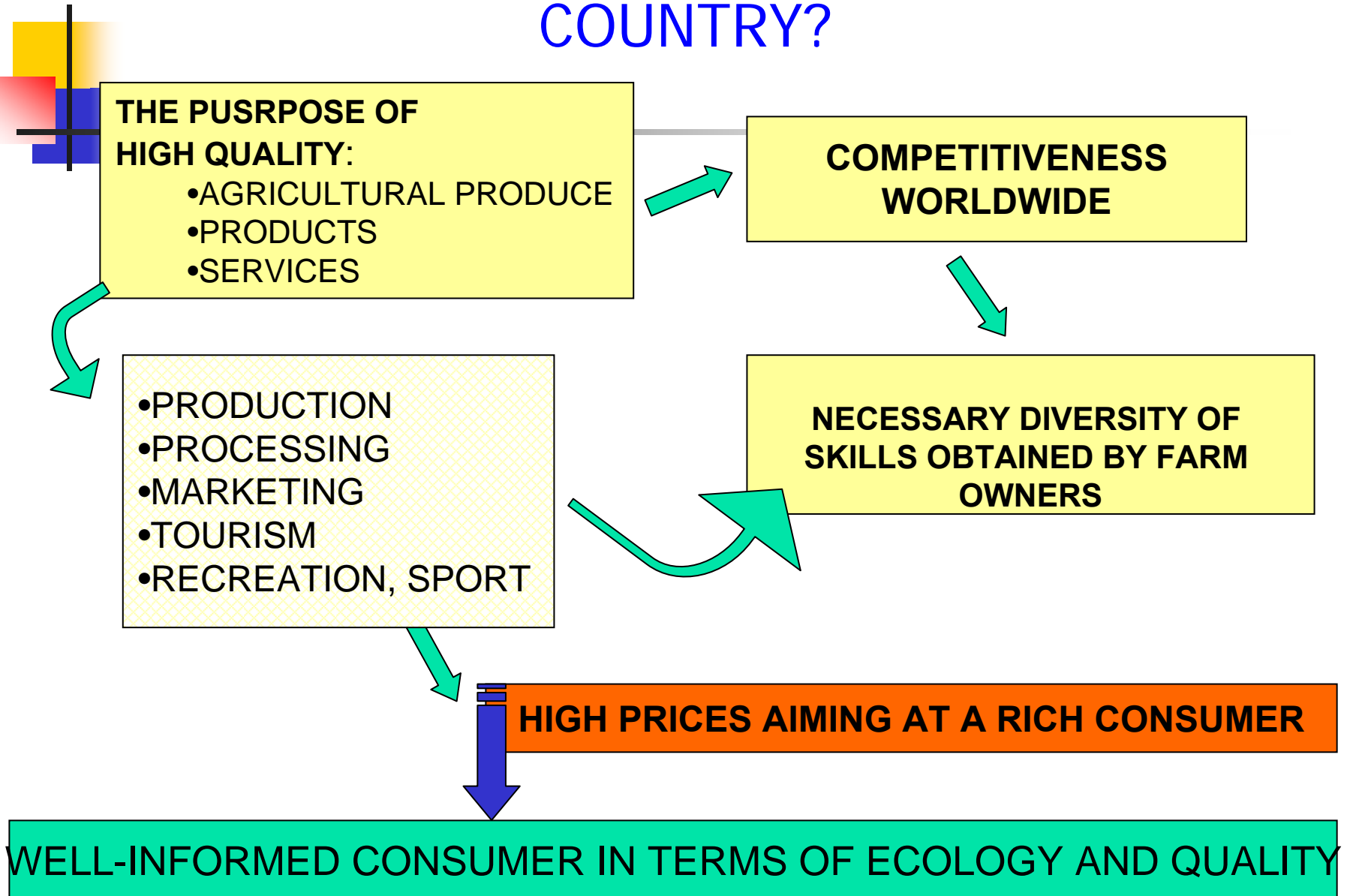


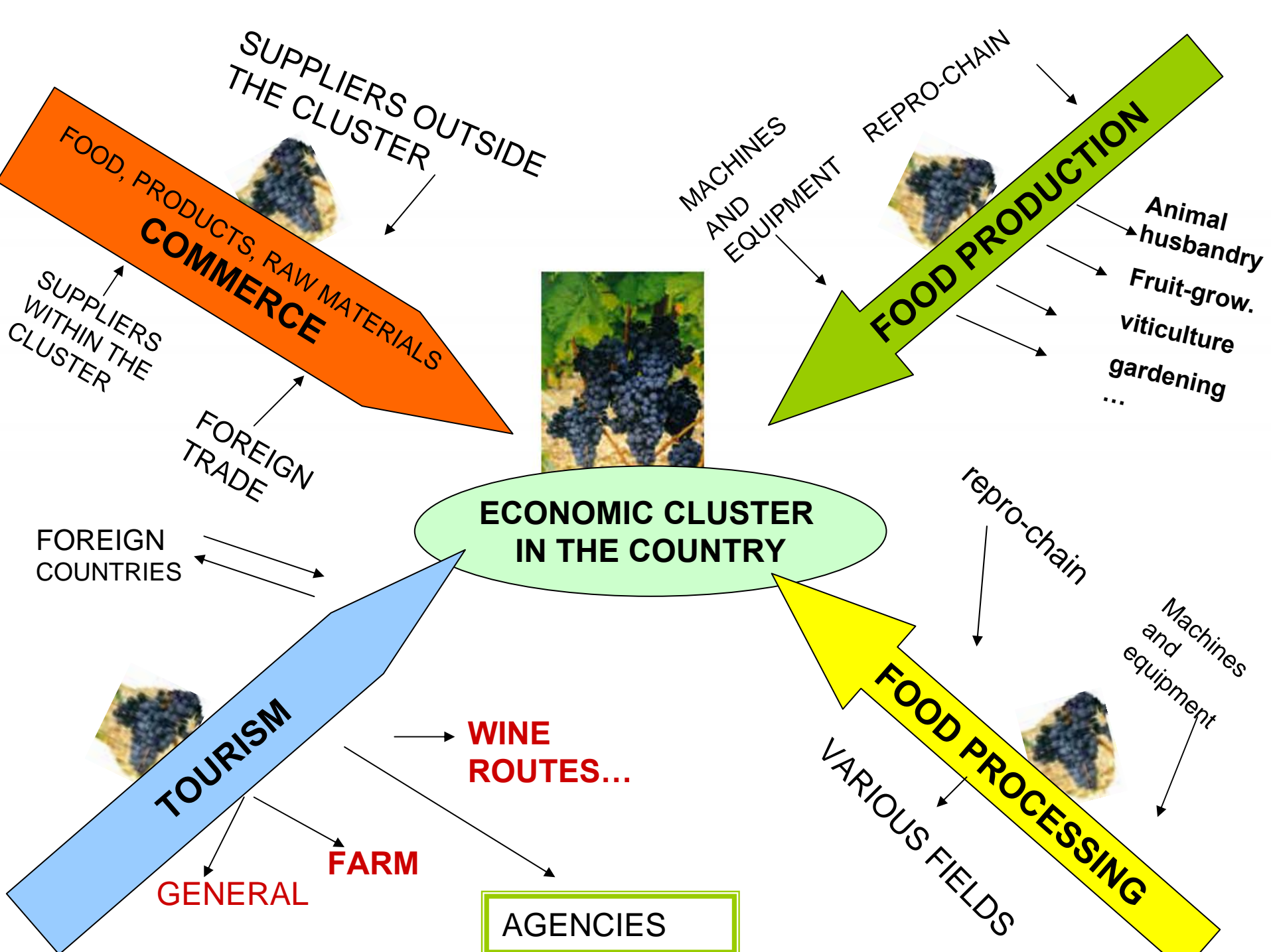
- HEALTHY FOOD
- RECREATION
- ACTIVITIES : CRAFTS
- HEALTHY ENVIRONMENT

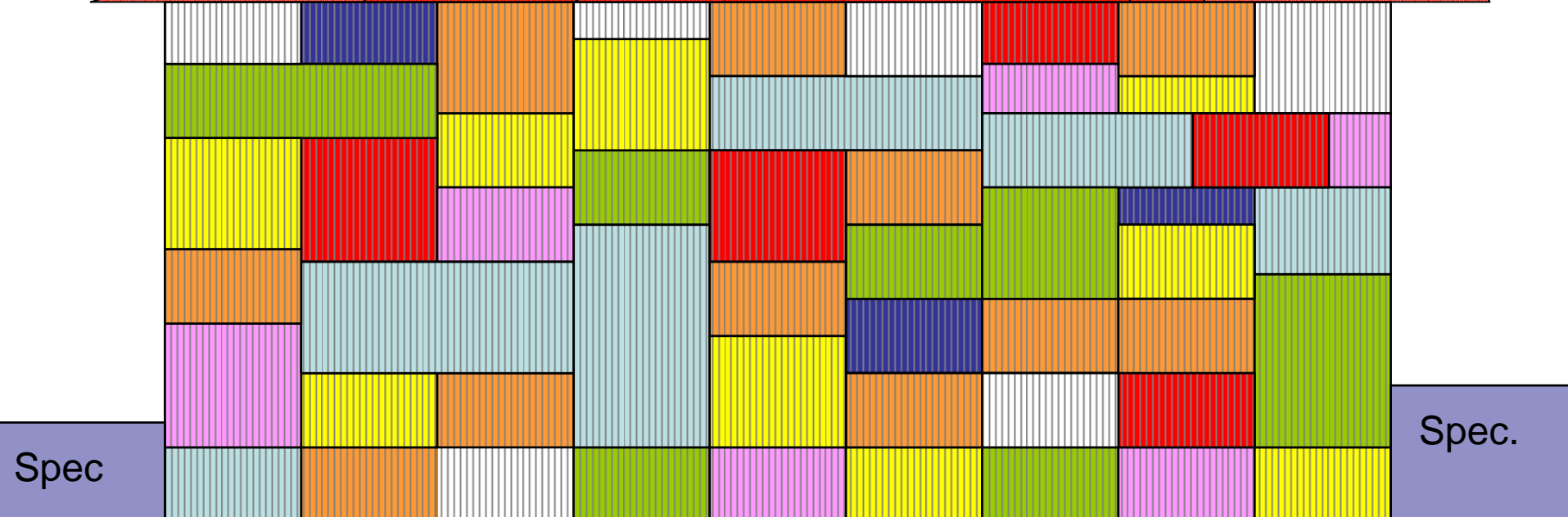
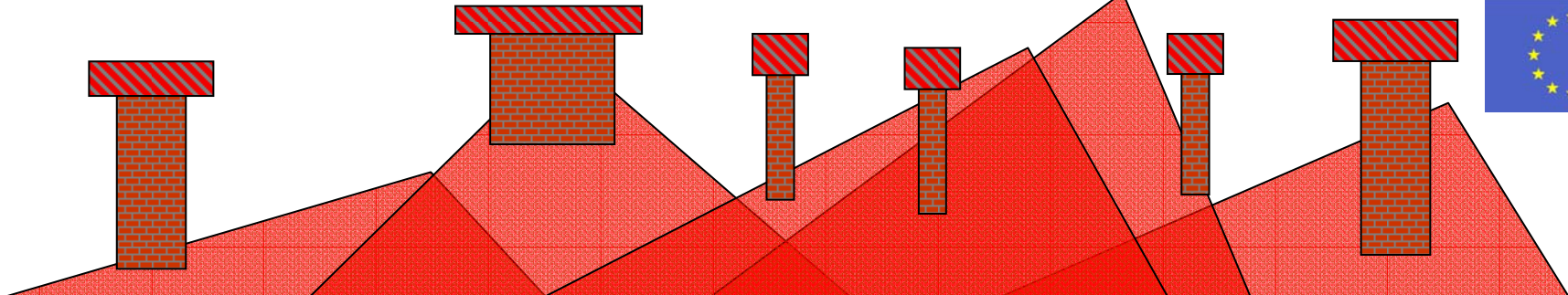
- FOOD PRODUCTION
- FOOD PROCESSING
- MARKETING
- TOURISM...



WHAT QUALITY OF KNOWLEDGE IS TO BE OBTAINED IN AGRICULTURE AND IN THE COUNTRY?







Common fundamental general skills within biotechnology

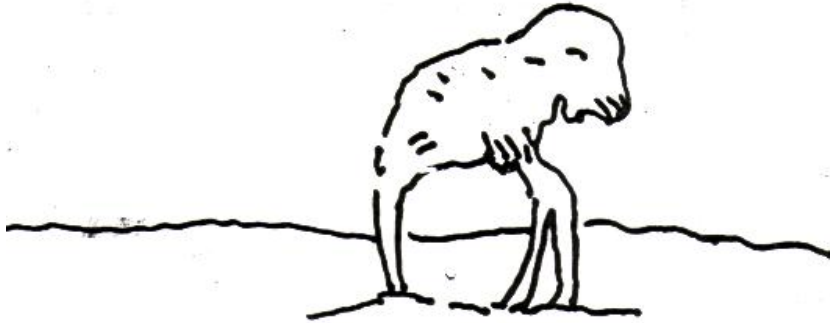
Biology Chemistry Technology Physics

Fundamental common skills



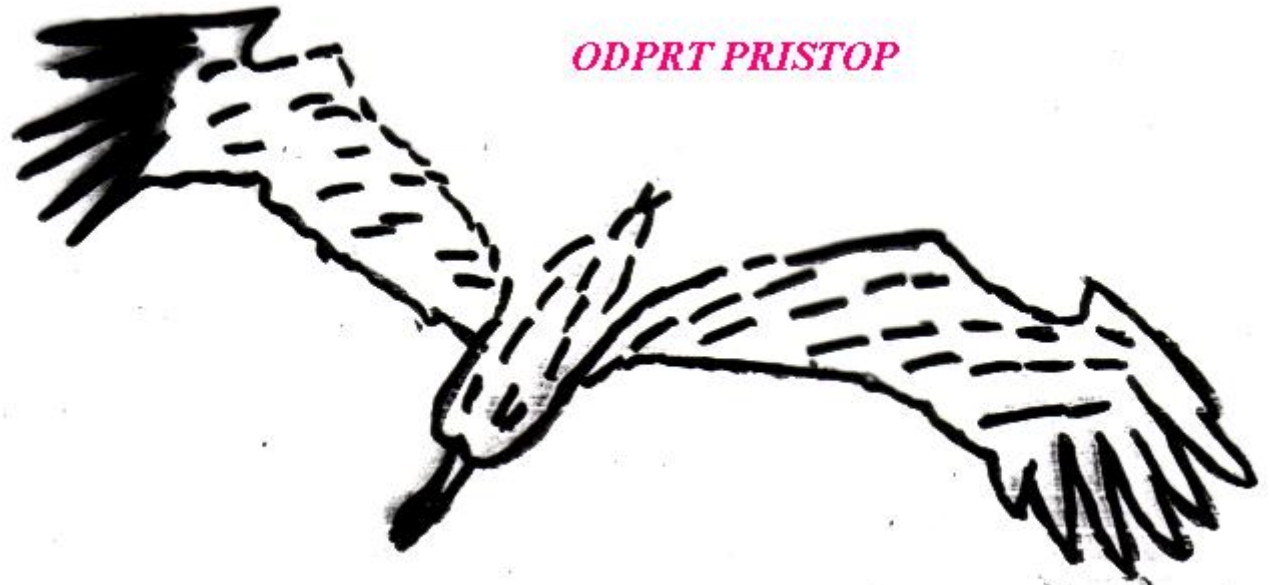
ZAPRT PRISTOP

RESTRICTED APPROACH



UNRESTRICTED APPROACH

ODPRT PRISTOP



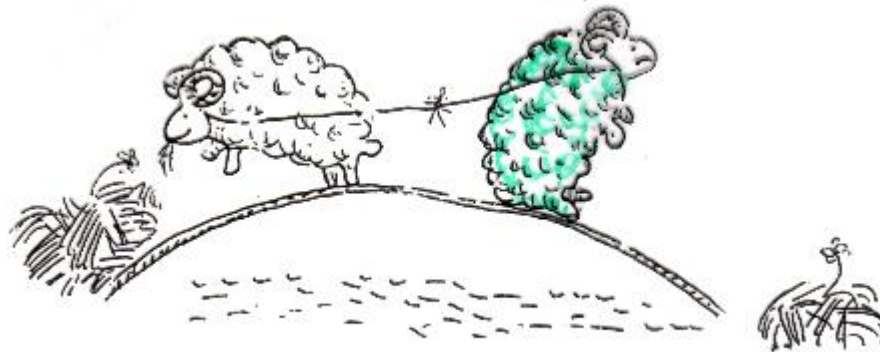
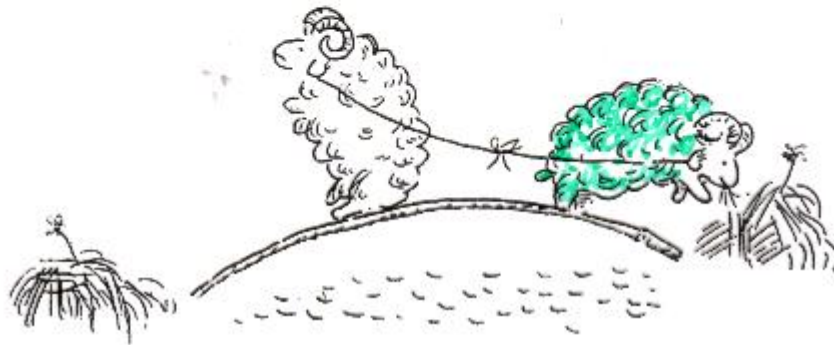
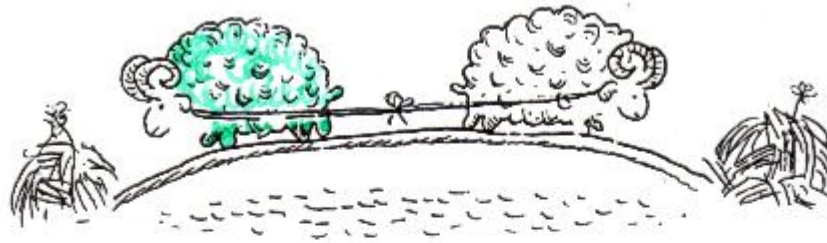
DIFFERENCES REGARDED AS THE VALUES BOTH IN LIFE AND IN ORGANISATIONAL DEVELOPMENT



VIVE LA DIFFERENCE – LONG LIVE DIFFERENCES

BUT DISCREPANCIES BETWEEN WORDS AND ACTIONS ARE NOT DESIRED!

I WIN – YOU LOSE



I WIN – YOU WIN

