Country summary for Germany

Due to its federal structure, the Federal Republic of Germany implements rural development policy through rural development programmes (RDP) established at the regional level of the Länder. In this respect, 14 regional programmes have been developed, based on a National Strategy Plan for rural development (Note: Niedersachsen/Bremen and Berlin-Brandenburg present joint programmes) coordinated by the German Federal Ministry of Food, Agriculture and Consumer Protection.

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General socio-economic situation in rural areas in Germany

In Germany, rural areas account for 80% of the land surface area and about 40% of the population live there. In comparison with other EU-27 Member States, Germany has a high overall population density and a relatively balanced spatial distribution of urban centres. Furthermore, Germany is marked by heterogeneity in regional structures, with a southwest-northeast gradient encompassing basic factors like population distribution or density of built up areas, but also socio-economic factors like economic productivity, employment rate, net migration or the size of agricultural holdings. There is an urban-rural gradient in terms of economic power. However in comparison neighbouring countries, Germany’s federal states (referred to as ‘Länder’) are rather central and, with the exception of some regions mainly located in the former eastern Länder, have a GDP per capita which is above average.¹

Rural areas face tough challenges in terms of the socio-economic situation, which varies greatly between regions. Agriculture and forestry play a small role in many regions in terms of ‘value added’ and employment, while the secondary and tertiary sectors are of greater importance with a gross value added (GVA) of €2,000 billion. The high rate of unemployment is a major problem in rural areas, causing outward migration of young people. This is especially prominent in structurally weak regions in the former Eastern Germany federal states of Mecklenburg-Western Pomerania and Brandenburg. Population density and development differ greatly between regions, with the aforementioned two federal states having the lowest density of less than 100 inhabitants/km². This creates another problem in terms of the provision of basic services for the rural population.

Agriculture and forestry comprise the largest share of the total land area in Germany (approx. 1

50% and 30%, respectively). In terms of production value, the agricultural industry is worth approximately €43 million (at producer prices). The GVA per working unit in agriculture, of €26,750, is about 50% higher than the EU-27 average. Agriculture accounts for a share of 1% of gross value added, but this varies greatly between regions. 53% of all farms operate on a part-time basis and account for 16% of agricultural used land area. The average size of agricultural holdings is 43 ha of agricultural area; however, regional differences occur between west and east Germany as well as between the north and south of the country. Structural change in Germany has led to strong business and regional concentration in terms of animal husbandry. Dairy farmers are facing a particularly difficult situation as prices for milk are very low, while costs are stable at best or indeed increasing. Agriculture also leads to manifold environmental effects. On the one hand, it plays a significant role in the maintenance of cultural landscapes and in some areas contributes to increases in the rate of groundwater recharge. At the same time, it also contributes to the pollution of ecosystems and a reduction of biodiversity. It can also cause a disturbance of soil functions and inputs in ground and surface water as well as increasing emissions of greenhouse gases. The economic situation is difficult in terms of the forestry sector. About 47% of the forest area is privately owned. The annual turnover of food is roughly 50 million m³ of raw wood, two thirds of which is used as raw material with one third used as energy mass. Natural risks are amplified by stresses originating from air pollution or climate change and have weakened forested areas. For example, in some regions forest fires are an issue.

### Rural development challenges

The German National Strategy Plan defines a strategy to confront challenges caused by changing framework conditions such as globalisation, demographic change, high unemployment and low economic growth in some rural areas, climate change, biodiversity and water quality. The amended document places further emphasis on the ‘new challenges’ of maintaining biological diversity, sustainable water management and climate change. Negative environmental impacts are compounded by the increased production of bio-energy due to, for example, the narrowing of crop rotations, species diversity/ monocultures, and the reduction of biological diversity. Other recent developments, like the changes in prices for cereals or the abolishment of set-aside can in some regions lead to an intensification of land use with negative effects on the environment. The strategy also emphasises the need for increased efforts so as to halt the loss of biodiversity.

The National Strategy Plan states that the agricultural sector in Germany has to reduce greenhouse gas emissions by 14% by 2020 as compared to 2005 values, in accordance with the reduction target set by the European Council at 11/12th December 2008. It further addresses the need to meet targets set by the Federal Government within the framework of the ‘Integrated Energy and Climate Programme’ (IEKP) to achieve a 20% reduction of greenhouse gas emissions, by 2020.

The amended National Strategy Plan of the 5th November 2009 also emphasises that despite an increase in employment rates between 2006 and 2008, the unemployment rate has been increasing again since November 2008, accelerated by the global financial and economic crisis. Furthermore it emphasises the need to prepare the milk sector for the abolition of the quota system by 2015, through the strengthening of competitiveness of the dairy sector as well as supporting the establishment of alternative sources of income.

The regional Rural Development Programmes (RDPs) are aligning their main challenges with EU regulation. Regional differences occur in terms of priorities. The two most southern
federal states BAY and BW as well as NW see the main challenges in terms of environmental impacts caused by land consumption, the intensification of agriculture, and pollution. The federal state of NS focuses more on the challenge of adapting the agricultural sector to the current economic situation. The federal states of MV and SN identify the main economic and social challenges for rural areas as those associated with unemployment and outward migration.

**Rural development policies in the German Federal Government**

The policy for rural development based on EU Regulation 1698/2005 is set in the context of the German federal government system. The ‘joint task for the improvement of agricultural structures and coastal protection’ (GAK), is officially the main instrument of the federal government in defining policies for rural areas. The National Framework Directive (NRR) for the GAK is structured on a four-year basis, and revised annually by the ‘planning committee for agrarian structure and coastal protection’ (PLANAK), formed by federal and state level government representatives. This plan serves as the interface between the federal government and states. According to the NRR, the GAK pursues the following major objectives:

- Improvement of the competitiveness and efficiency of agriculture, forestry and the food industry;
- Support habitat-adapted, environmentally friendly production methods and the adjustment of agriculture and forestry to the needs of protecting the environment and nature;
- Ensure and strengthen the functionality of the structures in rural areas; and
- Improve coastal protection.

The measures under each of the priorities, except for coastal protection, are congruent with those of the EAFRD. Measures included in the GAK are therefore eligible for co-financing through EAFRD. Nature protection and land care are tasks of the individual states, while the federal-level GAK focuses strongly on agriculture. Measures which do not mainly serve the improvement of the agrarian structure are not part of the GAK, and therefore can only be financed by the federal states themselves. Due to the concurrent legislation, other policies and programmes aimed at rural development remain the responsibility of individual federal states.

**German national strategic objectives**

The EAFRD funded regional programmes for rural development are part of the national rural development policy and form an integral part of the GAK. The National Strategy Plan is drawn by the BMELV in close collaboration with the federal states. It has a coordinating and summarising role; thus the objectives formulated here are more general. Its main function is to manage the allocation of funds between states.

The overall objective identified in the National Strategy Plan aims at creating a ‘multifunctional, sustainable and competitive agricultural, forestry and agri-food sector in a vigorous rural area’. The national strategy sets the following as main objectives:

- Boosting competitiveness and developing new income potential, thereby creating and securing jobs within and outside agriculture and forestry;
• Improving the level of education, skills and innovation potential;
• Strengthening environmental protection, nature conservation and animal welfare, and improving product quality;
• Protecting and developing the cultural landscape especially through land management;
• Maintaining and improving the quality of life in rural areas.

Due to the division of power between federal government and the states, the federal states draw up their own programmes for rural development, referred to as regional programmes. Fourteen regional programmes have been developed for the sixteen German federal states. Brandenburg with Berlin and Lower Saxony with Bremen prepared joint programmes. A separate programme for the National Rural Network (NRN) has been developed by the BMELV, and is described in the National Strategy Plan.

The National Strategy Plan outlined on the 5th November 2009 addresses the 'new challenges' through the allocation of an additional €931.7 million EAFRD derived from Modulation (€728.4 million), the unused budget of direct payments (€127.8 million), and the European Economic Recovery Package (€85.6 million). The National Strategy Plan also allows for the re-distribution of additional funds to respective federal states. The regional programmes have allocated the funds to the existing, sometimes altered measures, or to new sub-measures.

In addition, the NRR has been amended to address the new priorities of the Health Check and the European Economic Recovery Package. The 'support for supply of renewable energies through construction of supply networks (biogas and local heat') as well as 'broadband installation in rural areas' now fall under measure 321 ('basic services for the economy and rural population') and are thus co-financed by the federal level. Further adjustments address dairy and pasture holdings in particular. In order to increase the uptake of agri-environment measures, four additional sub-measures were introduced and the premium rates for most measures were increased. Furthermore, the maximum contribution in terms of compensation for less-favoured areas (LFAs) was increased. A third adjustment aims to increase investment incentives and thus provide stimulation for the economy through increasing the share of investments in animal-appropriate husbandry structures. The support rate for measures of integrated rural development was set as 65% for public and 35% for private beneficiaries.²

The German regional RDPs have identified 12 measures out of the indicative list in Council Regulation (EC) No 74/2009 for the allocation of additional funds.

Expected outcomes of the policy

The National Strategy Plan of the 5th November 2009 describes in Annex IV a summary of the regional RDPs with about 90 different target indicators for the horizontal and axes related objectives, among which are compulsory indicators for the EU, as well as programme specific indicators. However, the plan states that these indicators will be replaced following approval of all revised RDPs by output, result and impact indicators, of the implementation regulation 1974/2006. All target values in the regional programmes will be combined to define the target value for Germany. As these are likely to be changed soon, only a few target

indicators of Annex IV will be mentioned here as an example:

Target indicators for Horizontal objectives:
- Economic development index (EU-25 = 100) for GDP in purchasing power parities, equal or higher than 110;
- Employment rate with the share of employed in the total population age 15 to 64 years, equal or higher than 70% (in accordance with Lisbon); and
- Unemployment rate in relation to active population of 10.3%

Axis 1
- Share of farmers with basic or full education of 80%;
- Labour productivity in agriculture, food industry and forestry to have an annual growth of 1.2% per annum (annual average 2007-2013).

Axis 2:
- Sustainability Indicator - Agricultural area (similar to Farmland Bird Index), Index of 92.6 of 100;
- Agricultural used area (AUA) with high nature value (HNV) of 0.5 Mio ha;
- Nitrogen surplus in total balance of AUA of 80 kg/ha AUA; and
- Production of renewable energy in agriculture and wood of +1.0% per annum (annual average 2007-2013).

Axis 3
- Share of participants in training measures age 25 to 64 of +1% per annum (annual average 2007-2013);
- Farm managers with other income generating activities - 45.0%;
- Those employed in secondary and tertiary sector - 37.5 million people;
- Gross value added in secondary and tertiary sector of €2,300 billion;
- Those in self employment to reach 4.3 million persons;
- Share of GVA in service sector in total GVA of 71%;
- Internet connection in Germany - number of reached households in %, until end 2010 area-wide connection with higher than 1 Mbit/s.

Axis 4:
- Share of population in areas with local action group to reach 33% (estimated).

The National Strategy Plan further points out that due to the complexity of the situation many influencing factors can contribute to an overlap of the effects of the EAFRD, thus indicators are not always suitable in terms of drawing conclusions regarding the impacts of the EAFRD.
**Total country budget breakdown by axis:** Total expenditure (including national/regional + EAFRD + private funding), of €23,218,058,714

<table>
<thead>
<tr>
<th>Axis</th>
<th>%</th>
<th>€, million</th>
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<tr>
<td>Axis 1</td>
<td>46%</td>
<td>10,703</td>
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<tr>
<td>Axis 2</td>
<td>28%</td>
<td>6,485</td>
</tr>
<tr>
<td>Axis 3</td>
<td>21%</td>
<td>4,786</td>
</tr>
<tr>
<td>Axis 4</td>
<td>5%</td>
<td>1,052</td>
</tr>
<tr>
<td>TA</td>
<td>1%</td>
<td>183</td>
</tr>
</tbody>
</table>

The RDP budget allocations are broadly divided into four main areas of expenditure, known as axes (namely: Improving the competitiveness of the agricultural and forestry sector; Improving the environment and the countryside; Quality of life in rural areas and diversification of the rural economy; and Leader).

Axis 1 (€10,703 million) represents 46% of the overall country budget, axis 2 (€6,485 million) represents 28% of the overall country budget, axis 3 (€4,786 million) represents 21% of the overall country budget, axis 4 (€1,052 million) represents 5% of the overall country budget and ‘technical assistance’ (TA) (€189 million) represents 1% of the overall RDP budget.

Within axis 1, national/regional public funding represents an approximate 15% share of funding; EAFRD 23%; and private funds 62%.

Within axis 2, national/regional public funding represents an approximate 38% share of funding; EAFRD 60.3%; and private funds 1.7%.

Within axis 3, national/regional public funding represents an approximate 22.3% share of funding; EAFRD 42.7% and private funds 35%.

Within axis 4, national/regional public funding represents an approximate 28.7% share of funding; EAFRD 50.9%; and private funds 20.4%.

Within ‘technical assistance’, national/regional public funding represents an approximate 37% share of funding, and EAFRD 63%.

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3 Note that the NRN budget does not represent the part of the overall budget presented in this fiche.
The National Strategy Plan sets out the distribution of the total EAFRD of €9,079 million between the regional programmes and the National Rural Network. This budget includes additional funds following the amendment of the NSP, which amounts to €728.4 million from Modulation, €127.8 million from the remaining budget from the Health Check, and €85.6 million from the European Economic Recovery Package. The correction of existing modulation through redistribution between regional programmes amounted to €25.4 million.

The allocation of budgets to axes in the regional RDP varies greatly, although there is a strong trend in terms of total budget allocation to axis 1, which includes national, regional, and private funds, as well as EAFRD. This amounts to between 37% and 60% on all but one programme (SL), which has a higher share of overall budget allocated to axis 3 (36%). The regional programmes of BW and BAY place a similarly high emphasis on axis 2, allocating approximately 41% to axis 1 and 2, respectively. MV and SN allocate around 39% and 36%, respectively, of their total budget to axis 3. In terms of public funds, most regional programmes support axis 2, with the highest share of public budget (BY, BW, HE, NW, TH). The regions MV and SN support axis 3 with the highest share of public budget, while NS and HH place greater emphasis in terms of public budget on axis 1. Other regional RDPs have no clear focus.

**Regional breakdown of the country budget**

![Bar chart showing the distribution of the country budget by region. The convergence regions are represented in red colour. Note that the states of BB, SN and](image-url)
SA have both convergence and phasing-out regions; in the state of NS there is one phasing-out region.

The regions in Germany that receive more than 55% of all the funding are Bavaria (€4.35 billion), Lower Saxony (€2.73 billion), Baden-Württemberg (€2.2 billion), Brandenburg & Berlin (€2.2 billion), and Mecklenburg-Western Pomerania (€1.9 billion).

Axis Information

**Axis 1 objectives - Improving the competitiveness of the agricultural and forestry sector**

The German National Strategy Plan sets the following objectives for axis 1:

- Improving productivity/profitability in agriculture and forestry;
- Improving sales prospects and market structure;
- Improving product quality;
- Improving environment protection, nature conservation and animal welfare;
- Improving coastal and flood protection

The priorities of regional RDPs in axis 1 focus on the sub-objective of EU regulation “to restructure and further develop physical potential and promote innovation”. All programmes offer at least three measures in support of this objective. Less emphasis is given in terms of the number and/or allocation of budget to the objective of “promoting knowledge and improving human potential”. Most programmes offer one or two measures supporting this objective. Only two regions offer measures to support the objective of “improving agricultural production and products”.

Overall, axis 1 receives 46.1% of the total budget, including public and private funds (€10,703 million), and 27.2% of the total EAFRD (€2,470 million). In general the regional RDPs slightly increased the allocation of funds to axis 1, as a result of adaptations to Health Check and the European Economic Recovery Package. This was attributed to the three measures “use of advisory services”, “infrastructure related to the development and adaptation of agriculture and forestry”, and “restoring agricultural production potential” (measures 114, 121, 126). Within the framework of amendments to RDPs, the budget allocation to other measures in axis 1 was also altered. In particular, the agri-investment measure (121) received additional funds from EAFRD (€173 million) as well as from the Health Check and through redistribution from other sources. Only one regional programme (BAY) reduced the public budget allocation to this measure; all the other 12 regions increased the budget allotted to this measure. Measure 114 was introduced as a new measure into the RDP of SL, while two regional programmes added new sub-measures to measure 121 (“modernisation of agricultural holdings”). Following the Health Check, funds allocated to measure 125 were increased in 8 RDPs, and decreased in two programmes. Two regional RDPs (NS, SA) introduced an additional sub-measure for support of irrigation infrastructure within measure 125.
Axis 1 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €10,703,437,444.00

Axis 2 objectives - Improving the environment and the countryside

The German National Strategy Plan sets out four core objectives for axis 2:
- Safeguarding/improving the status of natural habitats or the diversity of habitats worthy of protection and native animal and plant species (biodiversity);
- Avoiding or reducing emissions, undesirable inputs of substances and degradation in/of soil, water and air, through corresponding land management measures (water, climate and soil protection);
- Maintaining the most comprehensive, site-adapted, sustainable land management possible;
- Developing environmentally and especially animal-friendly, livestock farming practice.

Axis 2 is the best equipped axis in terms of public funding, receiving 43% of EAFRD (€3,908 million). It receives 27.9% of the total budget (€6,485 million). As a consequence of amendments to the regional programmes, the axis receives additional public funds (including EAFRD, regional and national) of €749 million. The regional programmes axis 2’ focus, is strongly geared towards the objective of “support[ing]...sustainable production on agricultural areas” in terms of measure variety and financial allocation.

The regional RDPs allocate funds to axis 2 on the basis of Health Check and the European Economic Recovery Package to the three measures 214, 215 and 216, namely “agri-environment payments”, “animal welfare payments”, and “non-productive investments”. Within the framework of the amendments to RDPs, the allocation of funding to other

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A full list of RDP measures can be found in Annex I.
measures in axis 2 was also altered. The largest share of funds within axis 2, as well as across all axes, was allocated to measure 214, (€604.5 million). However, due to budget reallocation to other measures, only €291.2 million remains. The amendments to the NRR mentioned in the section relating to “rural development policies in the German Federal Government”, led to the adjustment of measure specifications in terms of payment rates with the overall objective of increasing the uptake. Some regions offer new sub-measures described in the amended NRR.

The regional programmes of NW and SL have (re-)introduced a sub-measure to support summer pasture, within the scope of measure 215. The programme of NS introduced “new species and biotope protection measures” under the remit of measure 216. Few amendments have been made to forestry related measures. Only two programmes (BW and SH) allocated additional funds to measure 221, “first afforestation of agricultural land”.

### Axis 2 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €6,485,359,195.64⁵

![Axis 2 budget breakdown chart](image)

### Axis 3 objectives - The quality of life in rural areas and diversification of the rural economy

The National Strategy Plan established the following priority objectives for axis 3:

- Securing and creating jobs and income;
- Safeguarding and improving quality of life and future prospects;
- Maintaining or establishing a minimum supply of goods and services;
- Maintaining, and if necessary restoring, the rural natural and cultural heritage;
- Maintaining and improving the leisure and recreational value of rural areas.

Axis 3 receives 20.6% of the total budget (€4,786 million), while 43% of the EAFRD is allocated to axis 3 (€2,045 million). About 19% of all private funds are designated to axis 3 (€1,676 million). The budgets of axis 3 measures have only been increased slightly as a

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⁵ A full list of RDP measures can be found in Annex I.
consequence of Health Check and the European Economic Recovery Package and receive additional public funds (including EAFRD, regional and national) of €182 million.

The regional RDPs allocate funds to axis 3 on the basis of Health Check and the European Economic Recovery Package to the three measures: 311 -‘diversification into non-agricultural activities”, 321 -“basic services for the economy and rural population”, and 323- “conservation and upgrading of the rural heritage”. Within the framework of the amendments to RDPs, the budget allocation to other measures in axis 3 was slightly decreased (measures 312, 313, 322). The largest share of funds within axis 3 was allocated to measure 322, “village renewal and development” (€1,653 million).

The main increase in the budget of axis 3 relates to measure 323. In total, additional public funds of €127 million have been made available for this measure. The second measure to receive a substantial increase in budget within axis 3 is measure 321. As a result of the Health Check and additional funds from the European Economic Recovery Package, as well as further reallocation of funds, the total public budget increased by €84 million. The regional programme of Saxony introduced as a new NRR measures broadband-infrastructure” and biogas and local heat supply network” as part of measure 321.

**Axis 3 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €4,786,887,133.78**

![Axis 3 Budget Breakdown Bar Chart]

**Axis 4 objectives - Leader**

In Axis 4, the core objectives established are as follows:

- Increased mobilisation of the endogenous development potential in rural areas;
- Improvement of regional cooperation and reinforcement of the participation of key actors;
- Development and dissemination of innovative approaches.

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*A full list of RDP measures can be found in Annex I.*
Axis 4 receives 4.5% of the total budget (€1,052) and 6% of the EAFRD budget (€536 million). Following the Health Check and the European Economic Recovery Package amendment to the budgets of the regional RDPs, measures in axis 4 received an additional €60 million EAFRD. The programme of SH received the highest increase in budget of €30 million. BAY increased the ‘leader’ budget by €10 million; other programmes like RP and HH also increased budgets with Health Check funds. HE has decreased the budget by €42 million. The increased budgets are mainly allocated to measure 413 “quality of life/diversification”.

‘Technical assistance’ (TA) receives 0.8% of the total budget (€189 million). The share of EAFRD amounts to €116 million, which represents 7% of the EAFRD. The budget contains the TA allocated in each regional programme as well as that of the National Rural Network. It is also affected by the reallocation of budgets. Some regional programmes decreased the allocated budget to support other measures (ST, NS). Only the programme of BW increased the budget allocated to TA by €8 million.

Number of LAGs operational in the RDP areas as of March 2010 was 268.

**Axis 4 indicative budget breakdown by measure:** Total allocated budget (including regional/national public funds + EAFRD + private funds) of €1,0520995,949.11

<table>
<thead>
<tr>
<th>Measures</th>
<th>Total Allocated Budget (Million €)</th>
</tr>
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<tr>
<td>411</td>
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<tr>
<td>412</td>
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<td>751.04</td>
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<tr>
<td>421</td>
<td>133.79</td>
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<td>431</td>
<td>189.42</td>
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</table>

The National Rural Network

The National Network is a national level programme supported through EAFRD and is established by the Federal Agency for Food and Agriculture (BLE). The Network Agency is the interface between the national administration and organisations responsible for the implementation of rural development policies and the European Network for Rural Development (ENRD). Furthermore, it also aims its activities towards the public (local actors, economic, social and environmental partners, and potential beneficiaries). It analyses

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7 A full list of RDP measures can be found in Annex I.
ongoing activities to identify best practice solutions; provides relevant information material; facilitates the exchange of experiences and knowledge; provides training programmes for LAGs, and provides technical support for trans-regional and international collaboration. A monitoring committee with representatives of the federal level, the network agency, the European Commission and the federal states, as well as a limited number of representatives, has been set up to strategically coordinate and support the activities. The National Rural Network receives €6.8 million in public funds, of which 50% originate from EAFRD to fund its activities from 2007 to 2013.

**Monitoring and evaluation strategy**

The EAFRD regulation requires an ongoing evaluation, and evaluations at mid-term and ex-post as well as annual monitoring reports for the RDPs and the National Strategy. Results and impacts at programme level are measured using common and programme-specific indicators. The regional RDPs are evaluated with support from external evaluators under the guidance of the administering authorities at regional level. The annual reports and the results of the ongoing evaluation are summarised, and compared to the National Strategy Plan in the reports for strategy monitoring. Quantitative indicators have been identified in order to better judge the achievement of set targets. These indicators are being replaced with the output, result and impact indicators of the EAFRD regulation in annex VIII of the EAFRD implementation regulation No. 1974/2006, at the beginning of the year 2010, after approval of the regional development programmes by the commission. This replacement is in line with amendments to the rural development programmes as a result of adaptation to the Health Check and the European Economic Recovery Package of the federal states.

**Communication and publicity**

The German National Strategy Plan does not specifically address communication and publicity at national and regional level. However, it states that at the federal level:

- A coordination of different instruments takes place in terms of departmental coordination when developing the national strategy and the national strategic framework plan
- Representatives of the structural and fisheries funds are participating in the monitoring committee.

This ensures transparency between the different supporting funds at federal level.

The overall objective of the Communication Strategy for each of the RDPs is to provide information and publicise RDP and implementation guidelines, to the identified target audience, including the general public, beneficiaries, authorities, and professionals. The dissemination is implemented using different media, such as websites, flyers, guidance literature, newsletters, and public announcements. Publications should – depending on the type – specify the administrative procedures, eligibility criteria, and names of contact persons. The communication policy includes posters and flyers, conferences and workshops, exhibitions, media and the Internet. Particular focus is on information measures for the management, monitoring and evaluation of the EAFRD.
## Annex I – Measures

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<td></td>
<td>115*</td>
<td>Setting up of management, relief and advisory services</td>
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<td>Modernisation of agricultural holdings</td>
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<td>Improvement of the economic value of forests</td>
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<td>Restoring agricultural production potential</td>
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<td>Quality of agricultural production and products</td>
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<td>First afforestation of agricultural land</td>
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<td>222</td>
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<td></td>
<td>223</td>
<td>First afforestation of non-agricultural land</td>
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<td>224</td>
<td>Natura 2000 payments</td>
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<td>225</td>
<td>Forest-environment payments</td>
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<td></td>
<td>226</td>
<td>Restoring forestry potential and introducing prevention actions</td>
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<td>227</td>
<td>Non-productive investments</td>
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<tr>
<td>Diversify the rural economy</td>
<td>311</td>
<td>Diversification into non-agricultural activities</td>
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<td>312</td>
<td>Support for business creation and development</td>
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<td>313</td>
<td>Encouragement of tourism activities</td>
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<tr>
<td>Improve the quality of life in rural areas</td>
<td>321</td>
<td>Basic services for the economy and rural population</td>
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<td>322</td>
<td>Village renewal and development</td>
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<td>323</td>
<td>Conservation and upgrading of the rural heritage</td>
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<tr>
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<td>331</td>
<td>Training and information</td>
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<td>341</td>
<td>Skills-acquisition and animation measure with a view to preparing and implementing a local development strategy</td>
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<tr>
<td>Implementing local development strategies</td>
<td>411</td>
<td>Competitiveness</td>
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<td>412</td>
<td>Environment/land management</td>
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<td>413</td>
<td>Quality of life/diversification</td>
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<td>421</td>
<td>Implementing cooperation projects</td>
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<tr>
<td></td>
<td>431</td>
<td>Running the local action group, skills acquisition, animation</td>
</tr>
</tbody>
</table>

* Only fulfilment of existing contracts

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