



Johannes Meyer (Autor)
**The German Dairy Sector: Internationalization -
Competitiveness - Supply Chains**



**INTERNATIONALE REIHE
AGRIBUSINESS**

Band 26 Johannes Meyer

**The German Dairy Sector:
Internationalization –
Competitiveness – Supply Chains**



Cuvillier Verlag Göttingen
Internationaler wissenschaftlicher Fachverlag

<https://cuvillier.de/de/shop/publications/8237>

Copyright:
Cuvillier Verlag, Inhaberin Annette Jentsch-Cuvillier, Nonnenstieg 8, 37075 Göttingen,
Germany
Telefon: +49 (0)551 54724-0, E-Mail: info@cuvillier.de, Website: <https://cuvillier.de>



Table of contents

I	Introduction	1
	References	8
II	Intensive Dairy Farming in Northern Germany: Development and Impact of the New Fertilizer Act	13
1	Introduction	14
2	Materials and Methods	16
3	Results and Discussion	17
4	Conclusions	21
	References	22
III	Drivers of Large Herd Sizes in German Dairy Farming: Development and Outlook	25
1	Introduction	26
2	Theoretical Background	27
3	Development of the Structure of Dairy Farming in Germany and Considered Factors	29
	3.1 Structure of Dairy Farming	29
	3.2 Interest Rate for Long-Term Loans and Agricultural Loans	31
	3.3 Assessment of Business Situation, Business Expectation and Milk Price... ..	33
4	Data and Methodology	34
	4.1 Data	34
	4.2 Methodology	35
5	Results and Discussion	36
6	Outlook and Conclusions	40
	References	42
	Appendix	47



IV	Assessing the International Competitiveness of the German Dairy Industry by Analyzing Foreign Trade.....	49
1	Introduction	50
2	Theoretical Background	53
3	Data and Method	56
4	Results	60
	4.1 Structure of the German Dairy Export.....	60
	4.2 Development of Dairy Trade of Major Competitors	63
	4.3 International Competitiveness of Countries in considered Product Groups 65	
	4.4 Aggregated International Competitiveness of the Dairy Industries.....	71
5	Discussion.....	72
6	Conclusion	79
	References.....	81
	Appendix.....	87
V	Internationalization Strategies in the German Dairy Industry and their Influence on the Economic Performance of Firms.....	89
1	Introduction	90
2	Theoretical Background	91
3	Data and Methods	93
4	Results	96
	4.1 Internationalization Strategies in the German dairy Industry	96
	4.2 Empirical Results	98
	4.3 Relationship between Internationalization Strategies and Economic Performance	101
5	Discussion.....	103
6	Conclusion	106
	References.....	108
	Appendix.....	113



VI	Prospects and Ways for the Supply Chain Integration in the Dairy Sectors of Brazil and Germany.....	115
1	Introduction	116
2	Structure and Development of the Dairy Sector in Brazil and Germany	118
	2.1 Milk Production	118
	2.2 Dairy Trade and Industry	120
	2.3 Why Brazil?	123
3	Methodology and Data	124
	3.1 Qualitative Analysis.....	124
	3.2 EPRG Model and Impact of Different Internationalization Strategies.....	127
4	Results and Implications.....	129
	4.1 Farm level Brazil – Low Professionalization Level	129
	4.2 Dairy Industry Brazil – Progress Affected by Low Professionalization....	130
	4.3 Internationalization Strategies in the German Dairy Industry – Impact on Economic Performance and its Implications	132
	4.4 Implications for the German Dairy Industry.....	134
5	The Integration of Supply Chains to a Win-Win Manner	135
	5.1 Competition, Market Entry and Strategy Opportunities	135
	5.2 Coordination and Organizational Forms.....	138
	5.3 Professionalization of the Human Resources – Quality of Agricultural Training, Technical Assistance and Advisory Services.....	140
	5.4 Milk Quality and Sustainability Parameters	142
	5.5 Farm, Herd and Feed Management.....	144
6	Possibilities and Necessity of Political Support	147
7	Conclusions	148
	References.....	150
	Appendix.....	156



VII Summary of Main Findings, General Conclusions and Future Research	157
7.1 Summary of Main Findings	157
7.2 General Conclusions and Future Research	163
References.....	166
Curriculum Vitae.....	171
Declaration of Own Contribution to Work Performed.....	173