



„GUTES VOM BAUERNHOF“ „GOODIES FROM THE FARM“

Seminário final tejo vivo

Centro Náutico de Constância,

11th July 2014

































Statistics (2010)



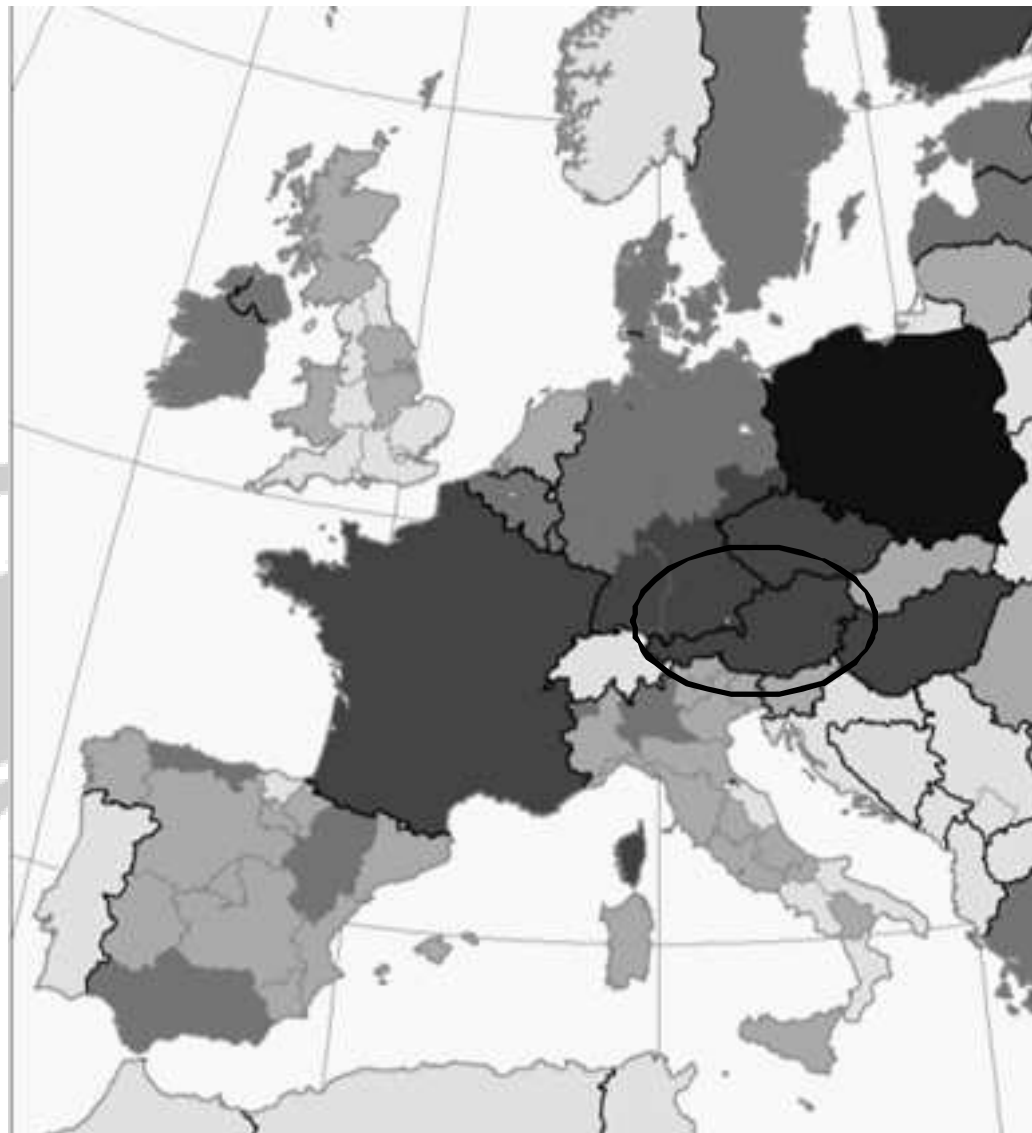
	Austria (AT)	Portugal (PT)	Spain (ES)
Population [million] ^{***}	8.5	10.5	46.7
Total Area [ha] [*]	8,387,000 ha	9,191,000 ha	50,537,000 ha
Number of agricultural holdings [*]	150,200	305,300	989,800
Utilised agricultural area (UAA [ha]) [*]	2,878,200 ha	3,668,200 ha	23,752,700 ha
UAA/holding [ha] [*]	19.3 ha	12.1 ha	24.6 ha
Certified Organic Farming [% of all holdings] [*]	12.78	0.33	1.48
Share of female farm holders ^{**}	36 %		

Source: *eurostat – Agriculture, fishery and forestry statistics; Main results – 2010-11 (2012 edition)

**Grüner Bericht 2013 (Ministry of Agriculture)

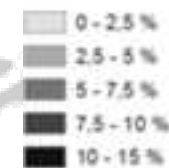
*** Wikipedia

Percentage of young farmers (<35y)



Percentage of young farmers in the EU-27

Ratio: holders <35y / total holders



EU-27 average = 6 %

Source:
Eurostat - Farm Structure Survey

Year:
2007

Calculations:
DG AGRI - L2

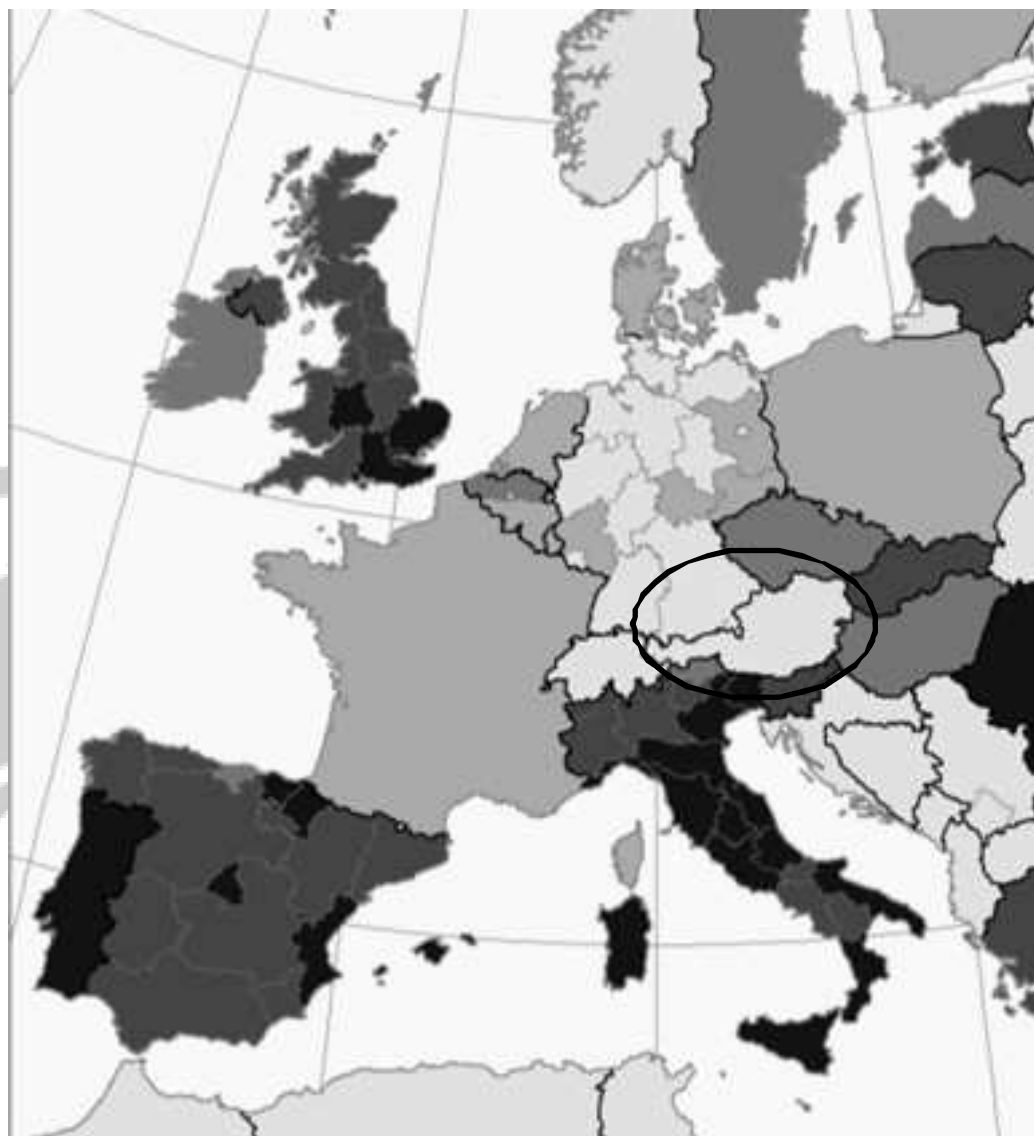
Cartography:
DG AGRI GIS-Team 11/2012

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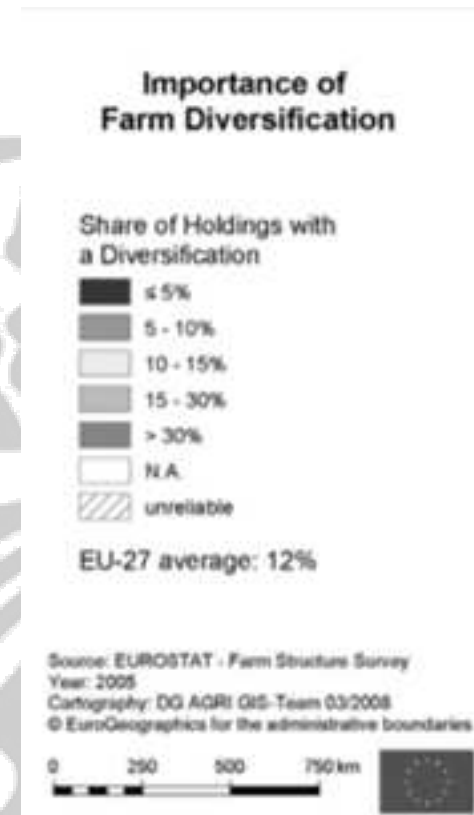
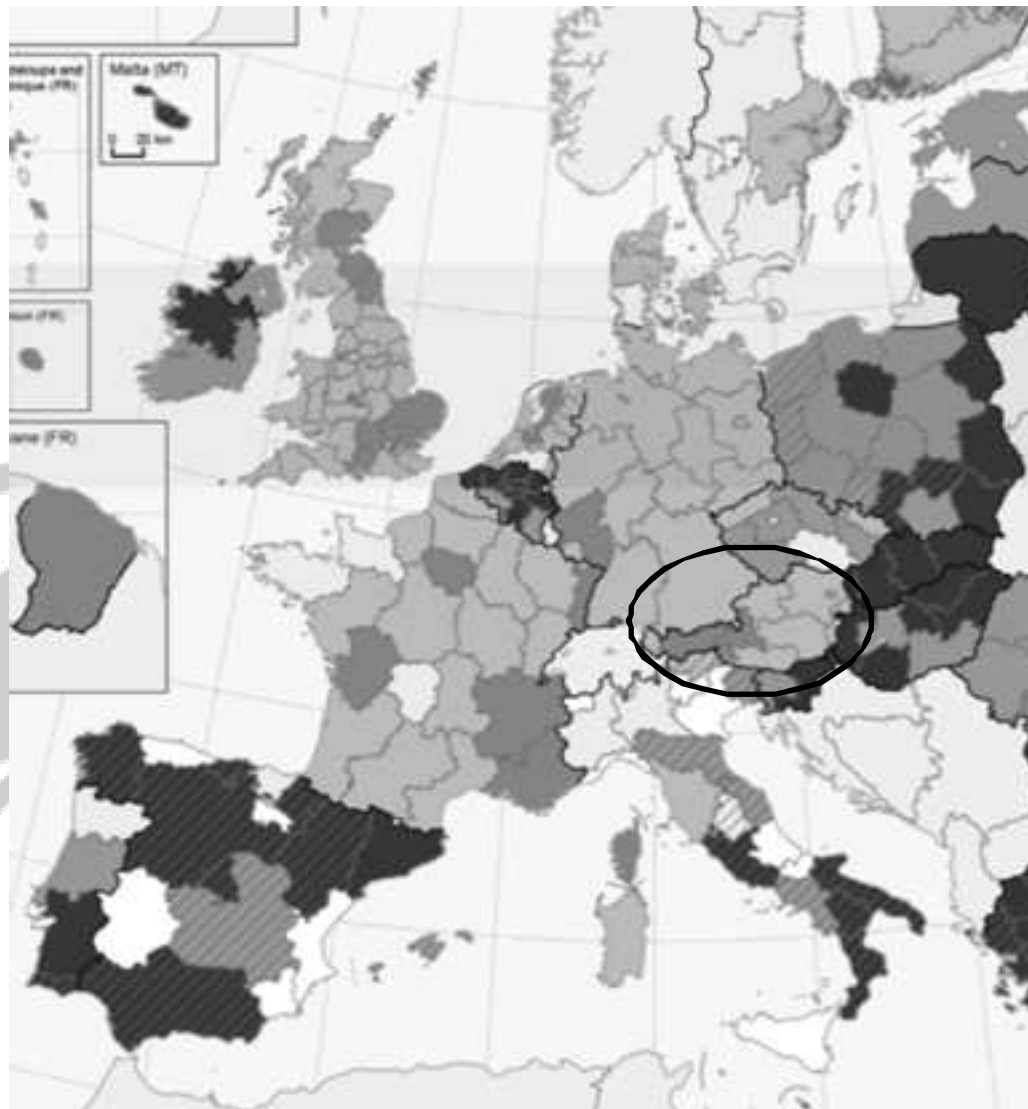


European Union
Ministry of Agriculture and
Rural Development

Percentage of elderly farmers (>55y)



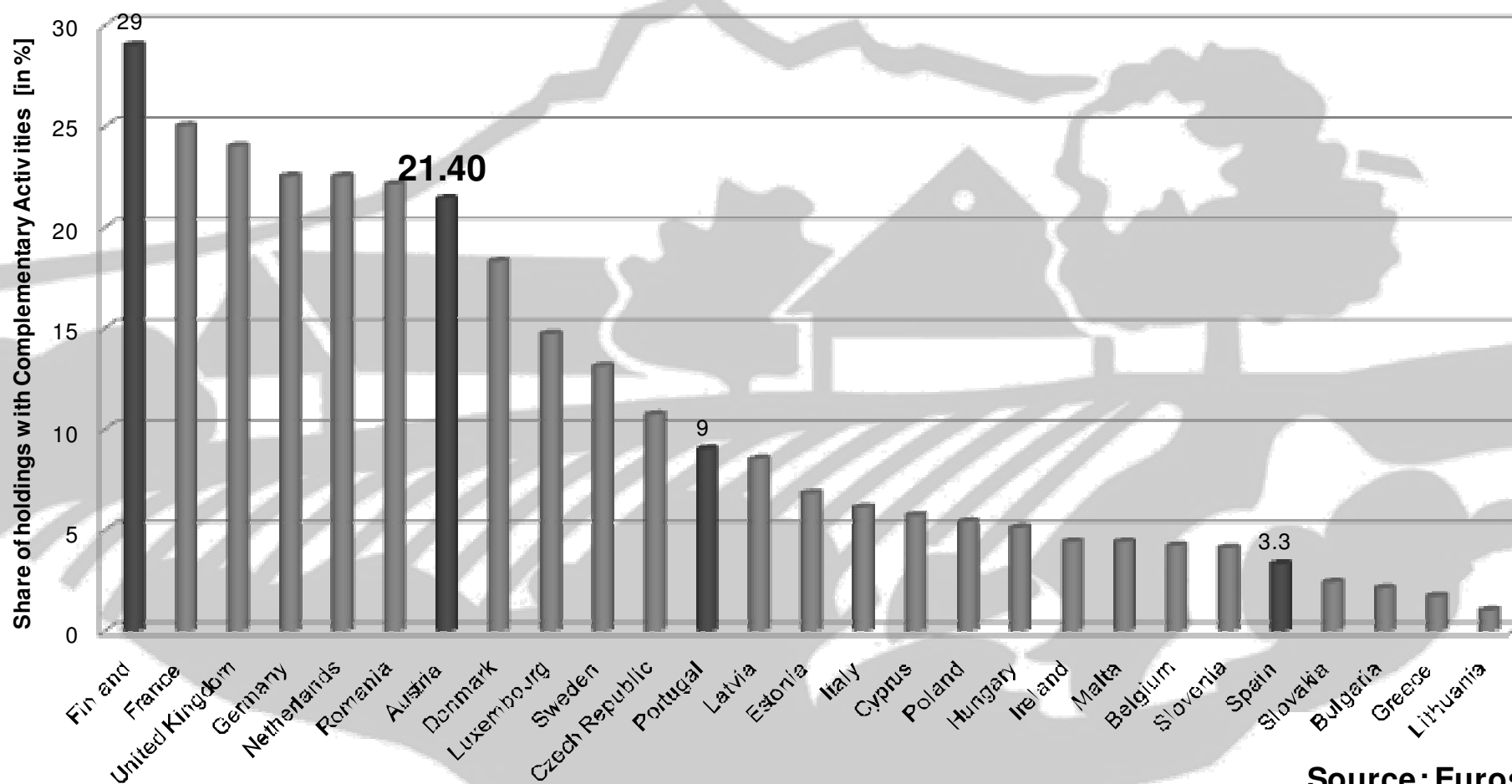
Importance of Farm Diversification



Different Shares of Complementary Activities

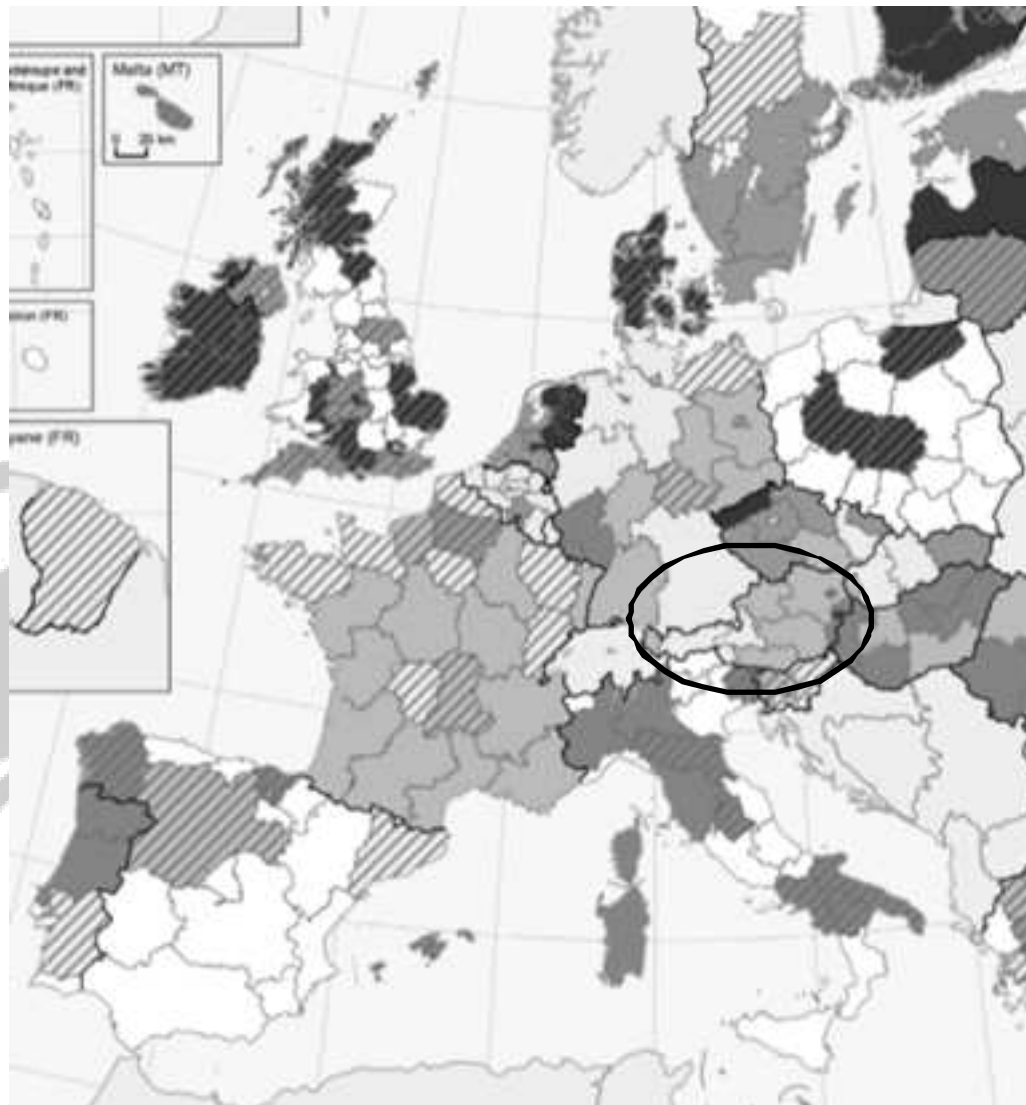


Complementary Activities (EU-27)



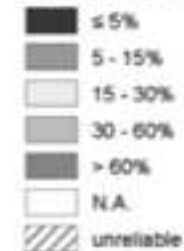
Source: Eurostat

Importance of Processing of Farm Products in Farm Diversification



Importance of Processing of Farm Products in Farm Diversification

Share of diversified holdings with Processing of farm products as diversification



EU-27 average: 55.8%

Source: EUROSTAT - Farm Structure Survey
Year: 2005
Cartography: DG AGRI GIS-Team 03/2008
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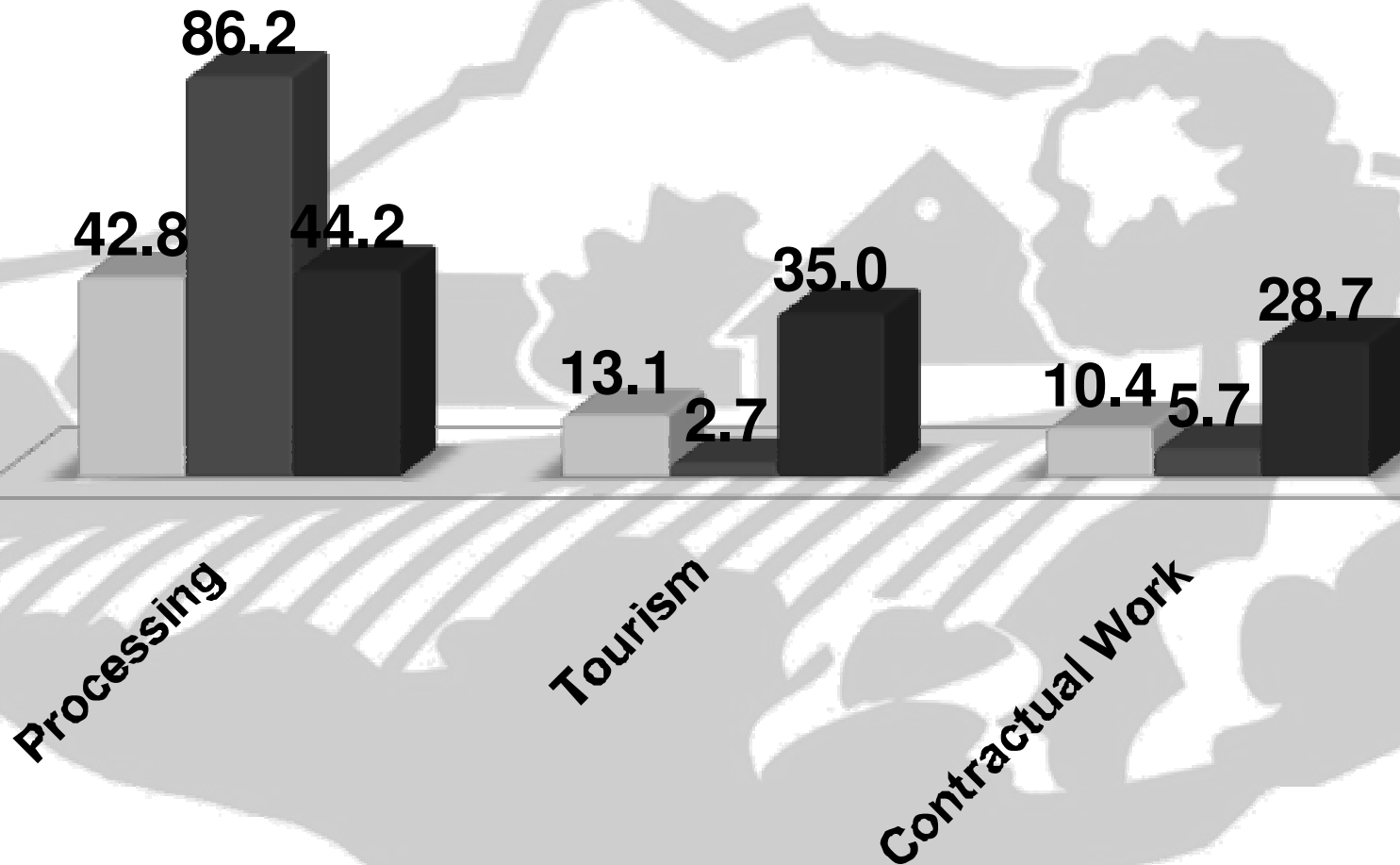
Frequency of given farm diversifications



Frequency of given farm diversification activities

■ Spain ■ Portugal ■ Austria

Frequency of diversifications [%]



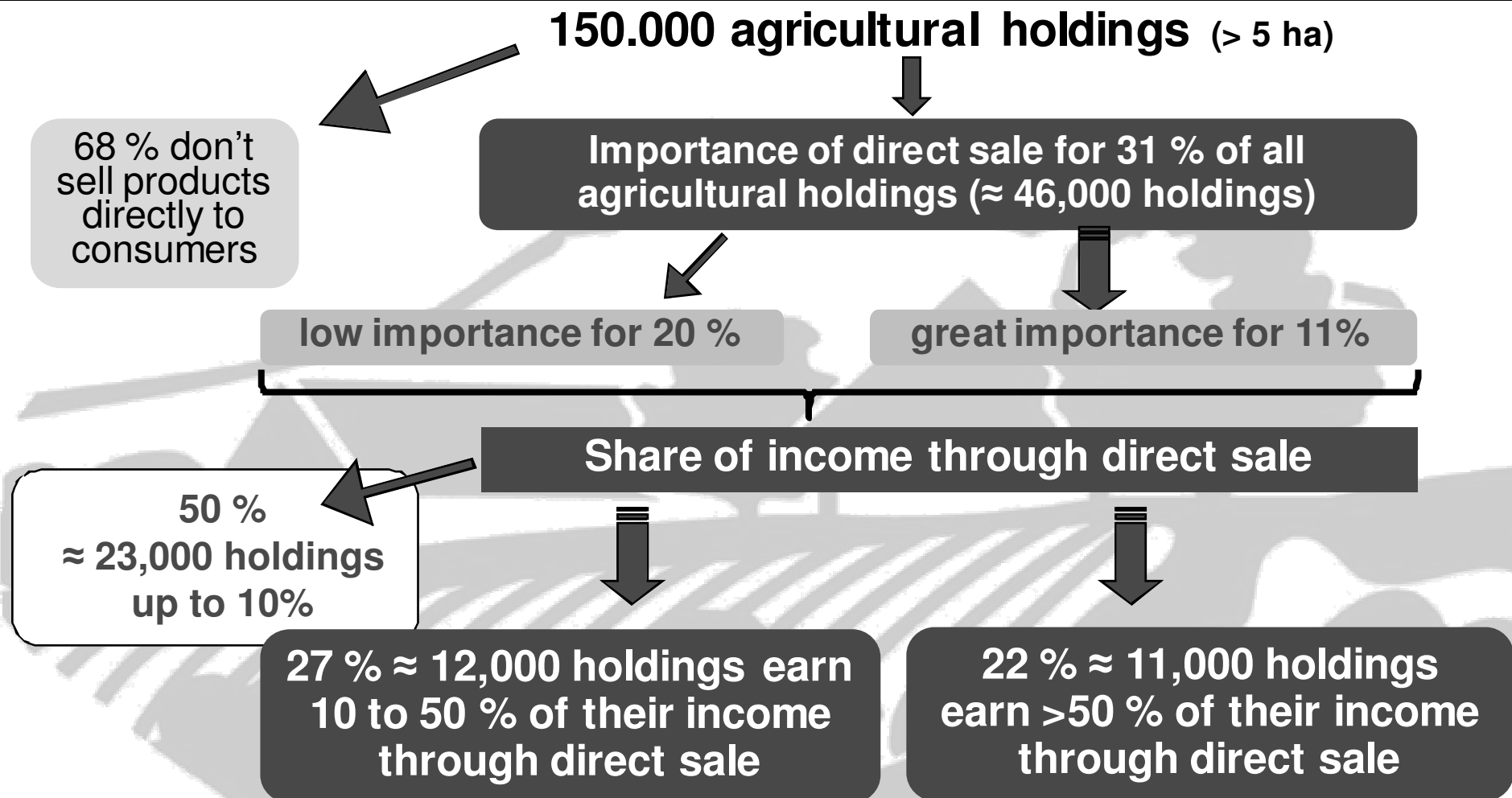
Direct sales in Austria – Background Information



Long tradition for direct sales due to political role model

- small scale structures:
 - mountainous regions
 - less favoured areas
 - historical background (physical splitting up of agricultural holdings)
- adding value through processing and direct sales
 - in the 70's and 80's: factory outlet at the farmgate (big quantities, reasonable prices)
 - turn to specialities: meat products, cheeses, bread, juices, jams, fruit and vegetables
- specialisation, intensification, eco-orientation →
- direct sales, livestock breeding, organic agriculture

Importance & Share of Income through „Direct Sale“ in Austria



*) Source: Direct Sale -Study 2010, 500 telephone interviews with holders with >5 ha utilised area

Successful direct sale farmers use several ways of distribution



Farmyard sale 53 to 76 %



**Farmers markets
Public markets 9 to 20 %**



**Farmers Shops,
Shop in Shop (11 to 14 %)**



**Shipping & delivery
15 to 17 %**



Other Forms:

- from field
- at the roadside
- peddling
- Internet (4 %)
- Gastronomy (12 %)

Legal Framework in Austria



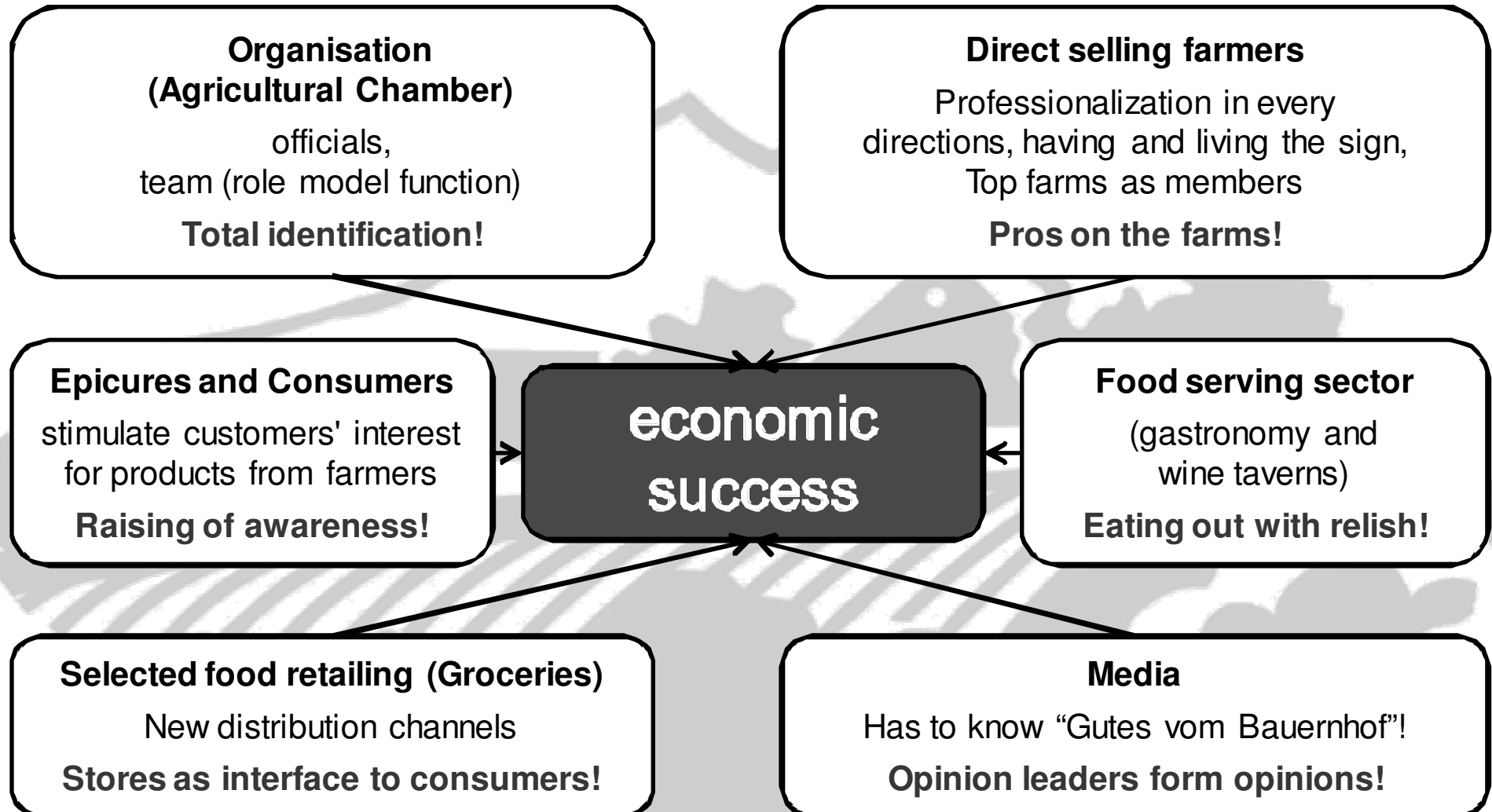
- EU food legislation → EU hygiene package → national guidelines for hygiene practice
- Agriculture is excluded from Business and Trade Code
 - Defines limits to commercial business
 - production, processing + sale
(no commercial business necessary within the limits)
 - Primary Product List (PPL)
 - 33,000 € turnover limit for products outside PPL
- Declaration of Profits
 - Full/Partial Flat Rate
 - Simple Method of Accounting
 - Book Keeping

Primary Product List Austria (Examples)



Primary Products (packing until vacuuming; but not deep freezing; flate-rated, completely listed)	Products from Treatment and Processing (Revenues have to be recorded; Turnover maximum 33,000 €)
Meat (livestock and wild animals) (halved pork carcasses, beef carcasses cut into five pieces)	Cut Meat Parts (Loin, smoked Bacon) Sausages, Ham, Minced Meat
Milk, Yogurt, Whey, Quark	Fruit yogurt, Whey drinks with fruits, Curd spread
Cereals	Bread, Apple Strudel, Bakery Products
Potatoes (washed, peeled, halved or dried)	Potato Puree, French Fries

Direct Sale Strategy 2020



What is „Gutes vom Bauernhof“?



- ...are direct marketing farmers at the highest level.
- ... a quality program of the Austrian chamber of Agriculture
- ... aim to increase and promote the direct sales from farmers.
- ... independent quality checks assure origin and high product standards for consumers.
- ... has a guideline with nationwide validity.



Principles of the GvB-scheme



Goals:

- meeting the expectations of **consumers** in authentic, original, traditional, regional ... food
- providing economic, marketing and managerial advantages for **farmers**
- **assuring legal requirements** (hygiene, labelling) for authorities



Principles of the GvB-scheme



Means:

- definition of six criteria, covering the goals
- measuring the criteria with points
 - minimum number of points per criterion
 - minimum number of sum of points

Evaluation of ...



Principles of the GvB-scheme

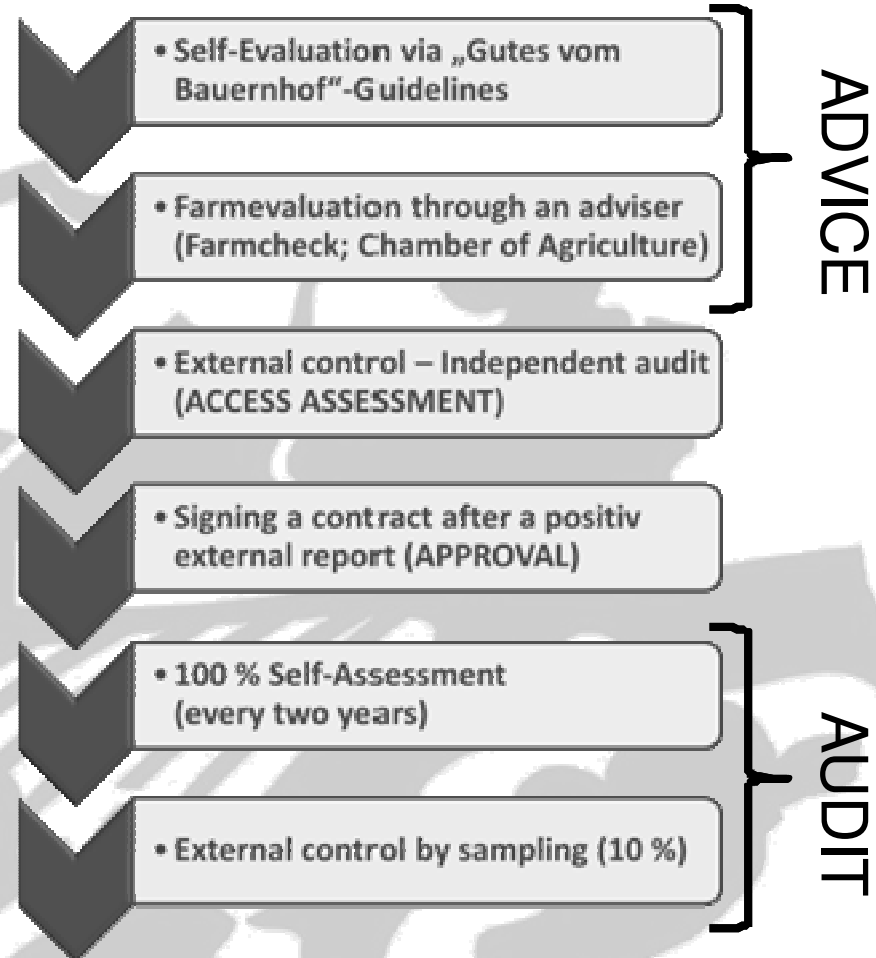


- quality assurance by controls:

- access assessment: 100 % (before awarding the membership)
- 10 % outsourced controls each year
- 100 % self-assessment every 2 years

- quality assurance by close backing:

- advisory service through Chambers of Agriculture
- vocational training programmes
- internet tools



Advantages for Members



ADVICE

- professional consulting
- optimization of operational procedures
- feedback - representation of common interests

TRAINING

- vocational training – life long learning
- improvement of personal skills
- wide range of training events (marketing, hygiene, labelling, food quality, ...)

BRAND

- well established
- well-known (60 % recognition*), positive awareness
- increasing consumer confidence
- strong position in the market → consistent advertising

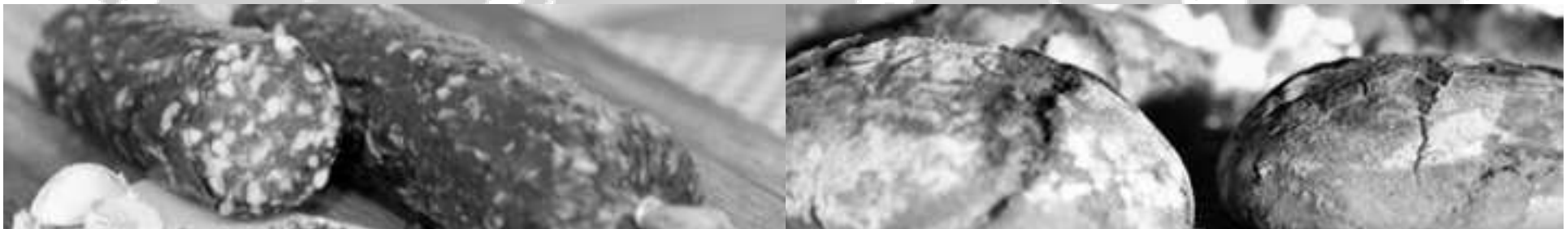
COOPERATION

- participation in projects → innovation for the future
- economic advantages in supply (packaging material, boards, aprons, labels and tags etc.)
- web presence → database

Advice – Consulting



- every farm is unique → individual concepts
- close contact between farmers and advisory service (Chambers of Agriculture or associations)
- depending on the “hardware” and “software”:
 - “hardware”: premises and devices → investment fundings
 - “software”: personal skills → broad scope of vocational training (basic and advanced)
- if necessary, the production steps are analysed and optimized
- improvement recommended

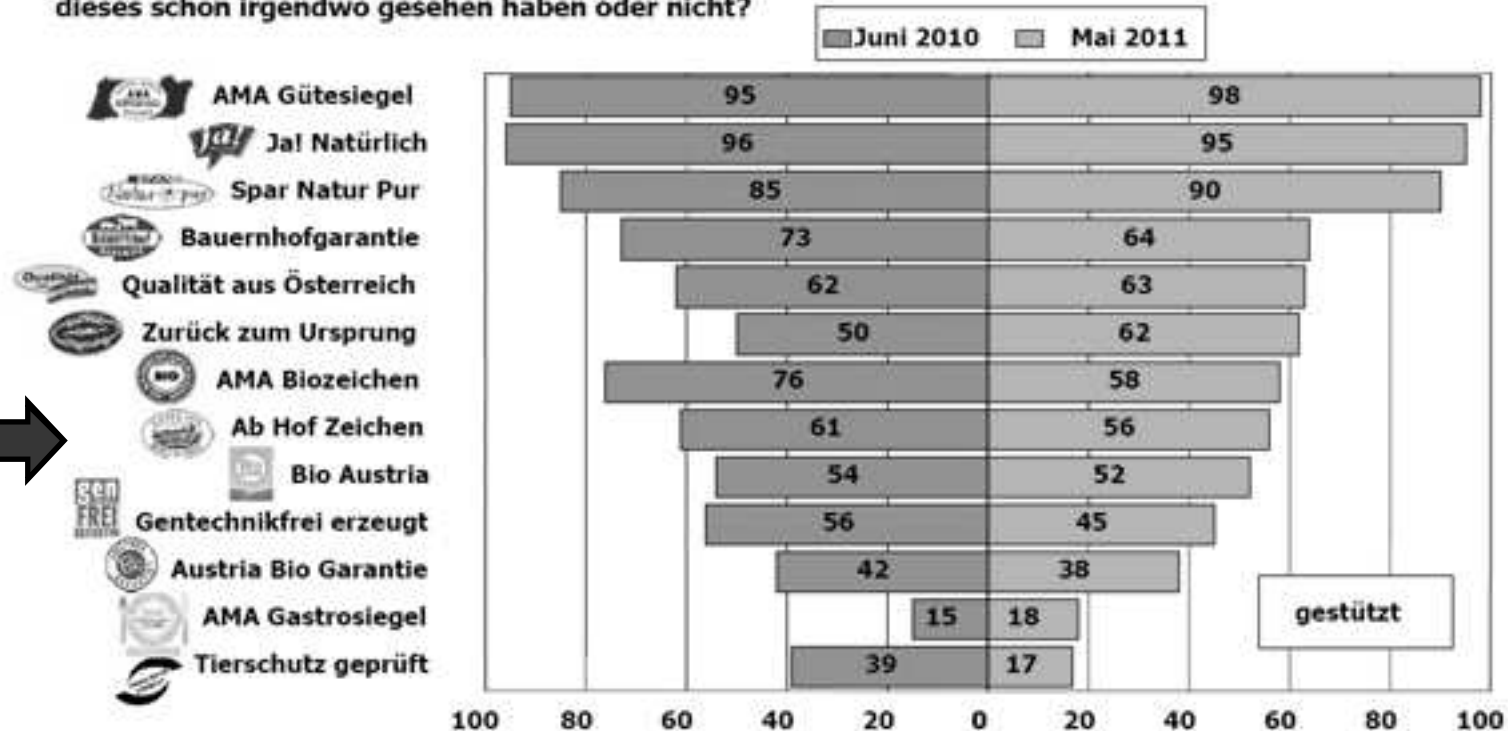


Awareness of „Gutes vom Bauernhof“



Bekanntheit von Gütezeichen im Vergleich zu sonstigen Zeichen und Marken

Nun zeige ich Ihnen verschiedene Zeichen bzw. Marken. Bitte sagen Sie mir für jedes Zeichen, ob Sie dieses schon irgendwo gesehen haben oder nicht?



IGF Angaben in Prozent, n=1003 Befragte, rep. A

Quelle: IGF / AMA Marketing, MTU April/Mai 2011

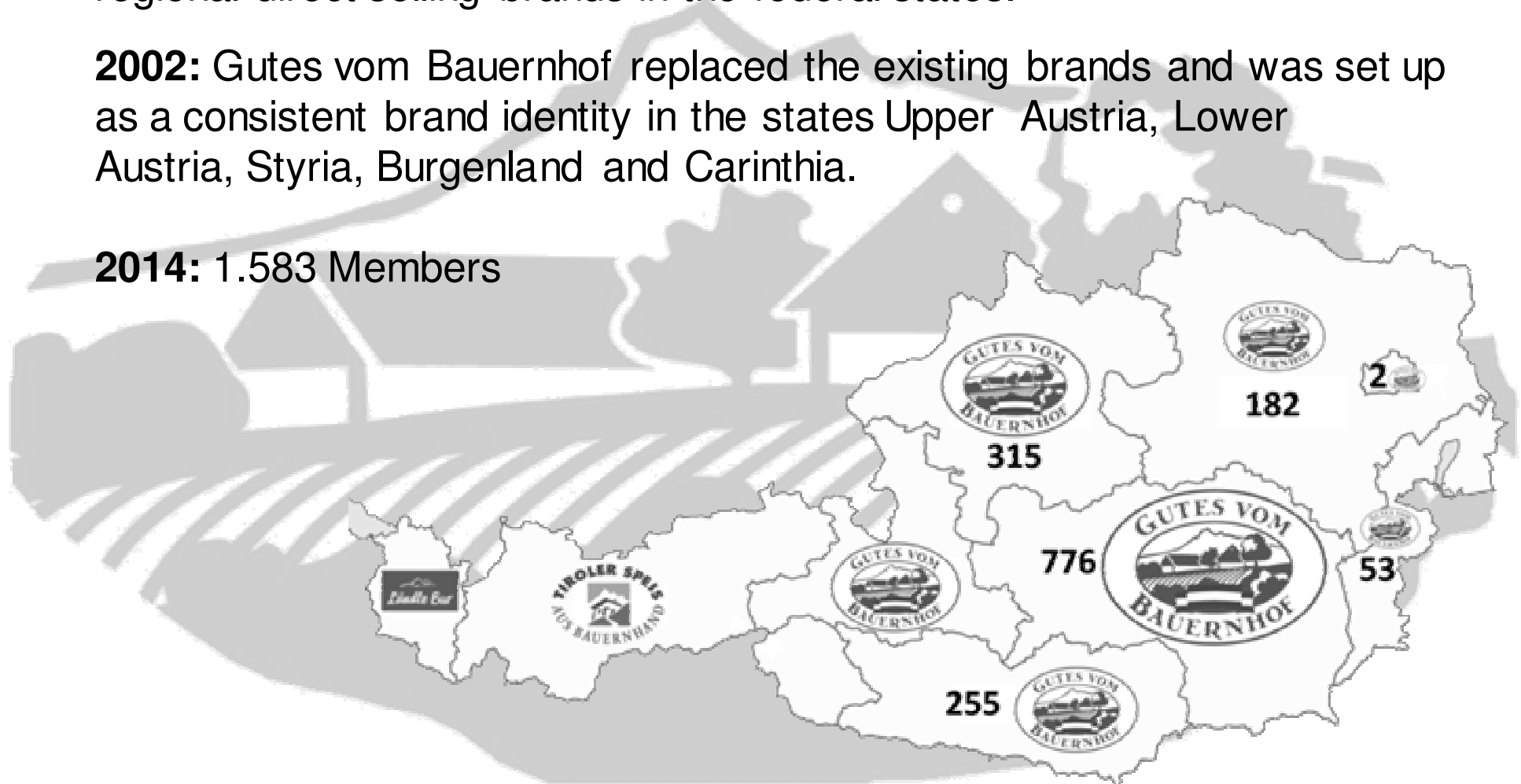
Development of Gutes vom Bauernhof



1998: Gutes vom Bauernhof was established additionally to existing regional direct selling brands in the federal states.

2002: Gutes vom Bauernhof replaced the existing brands and was set up as a consistent brand identity in the states Upper Austria, Lower Austria, Styria, Burgenland and Carinthia.

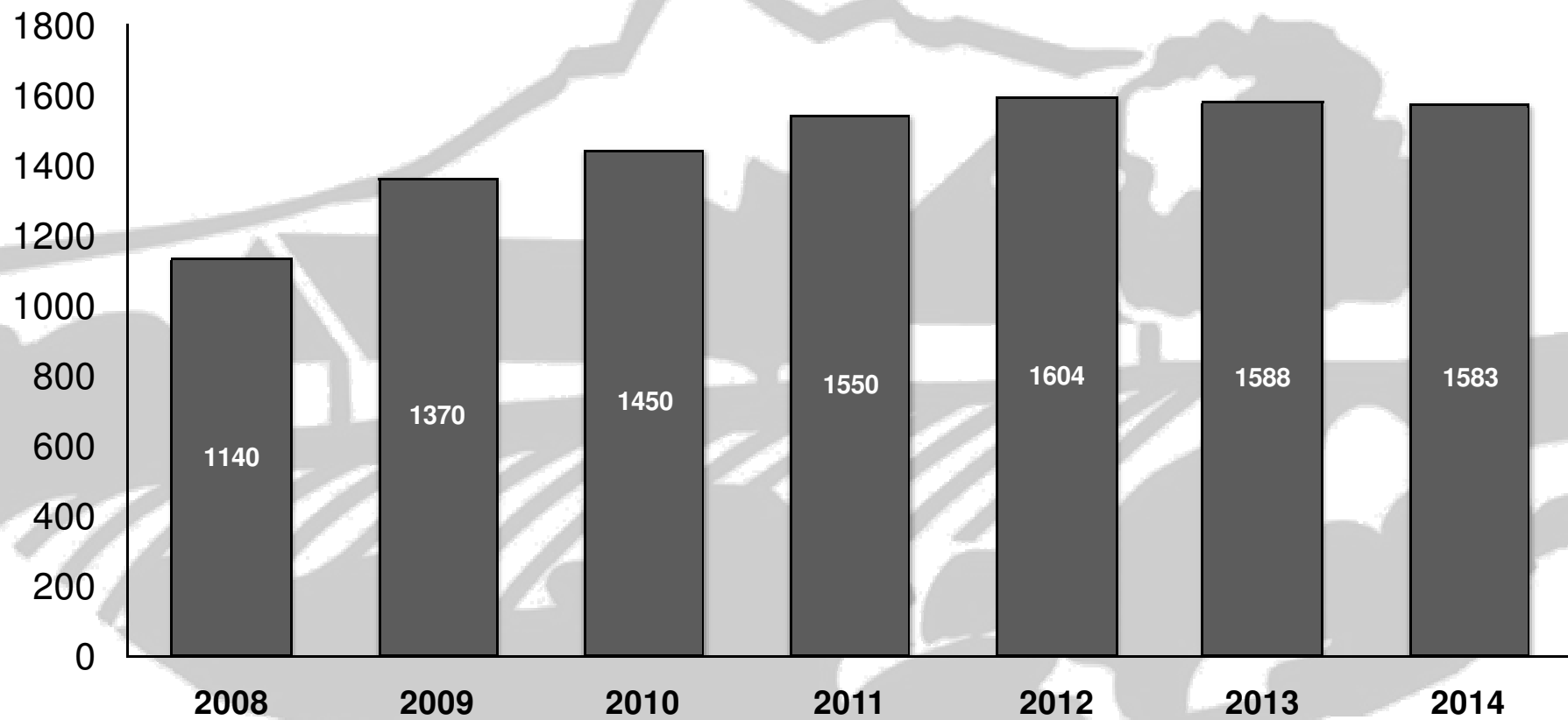
2014: 1.583 Members



Development of „Gutes vom Bauernhof“



Development (number of farms) of „Gutes vom Bauernhof“



Pilot project „Gutes vom Bauernhof“ → supermarket



Project „Gutes vom Bauernhof at ADEG“:

- Successful cooperation between direct marketing and food trade
- Products from about 100 Gutes vom Bauernhof-farmers are sold in 40 local markets. → new, innovative distribution channel for direct sales
- consumers get their farm products comfortably at the daily purchasing
- Grocers have an unique assortment of goods – local/regional and seasonal



Cooperation with agritourism



Cooperation between Gutes vom Bauernhof & „Holidays on the Farm“

The screenshot displays the website interface for 'Holidays on the Farm'. The main content area features a listing for 'Biohof Kleinplettenbach' with a description, contact information, and a map. The map shows the location of the farm and other nearby holdings, with a red circle highlighting the area around the farm. The website includes navigation menus, a search bar, and social media links.

FARM

ENQUIRIES & BOOKINGS PRICES ANIMALS & FARM PRODUCTS

DESCRIPTION LOCATION AMENITIES PHOTOS & VIDEOS REGION STORES FROM THE FARM

Biohof Kleinplettenbach

Biohof Kleinplettenbach - a place to revive myself

The morning sun streams gently into our holiday apartment "Aufleben", and as you slowly wake up, you stretch out in your homely room - what a comfortable feeling! Then begin by making yourself a little pot of coffee - or perhaps a warming herbal tea directly in front of the Kleinplettenbach? And with it some organic milk and home-made jam, and now the day begins in earnest under the morning sun. Breakfast on the balcony, at an airy height, close to the sounds of the birds. Your eyes rest on the green meadows and forests.

You breathe in deeply and think: This is true revitalisation on Biohof Kleinplettenbach!

Family Regina und Stefan Aspöcker
Street Address Hubberg 24
Town 4443 Maria Neusitz
Region Nationalparkregion Kalkalpen, Obersteierreich

www.biohofbauernhof.at/kleinplettenbach

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Osterreich

LE 07-13

Holidays on the Farm in Austria | Tel: +43 682 800 2102 | E-Mail: office@farmhoflex.com

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Holdings around
Holiday-Farms

„Gutes vom Bauernhof“ 2012-2014



Period of the project: 3 years (01.05.2012 – 31.12.2014)

Total budget: € 250.000,-

Total funding (Rural Development): € 200.000,-

Measures:

- Systemadjustment to new „Gutes vom Bauernhof“-Guidelines
- Federla state measures:
 - Systemadjustment of „GvB“, Updates of the database
 - Measures for farms, public relations activities
- Expansion westwards: Implementation of „Gutes vom Bauernhof“ in Salzburg
- Homepage-measures:
 - Mobile Website, Gutes vom Bauernhof-App
 - Webcontrolling, search engine optimisation
 - Social-Media, On-Site-measures

Homepage & mobile Homepage

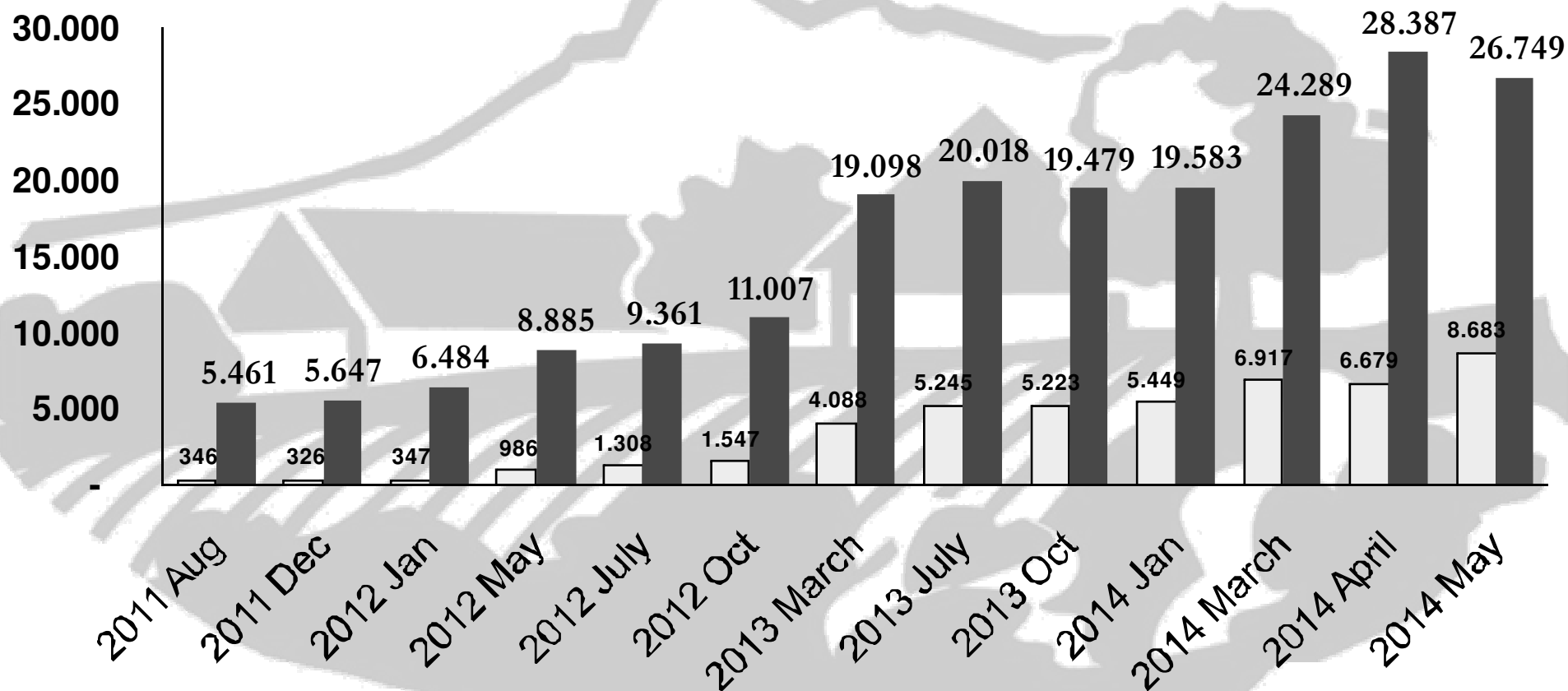


Start: April 2014

Homepage-Development



Development of the homepage visits & share of mobile visits



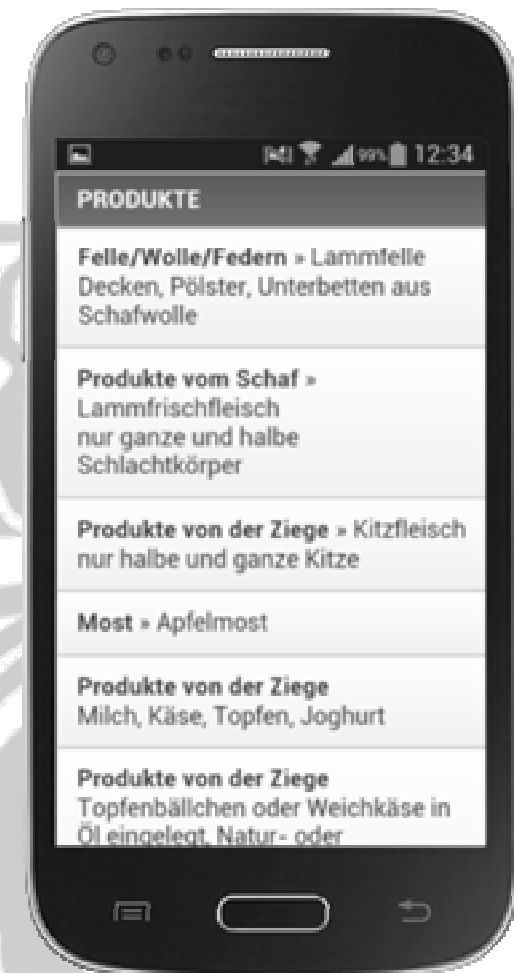
Mobile Website Impressions



search results



detailed view of the farm



detailed view of the products

App-Schmankerl-Radar



- 11.500 Downloads (26th May 2014)
- Circumcircle-Search:
 - Farms + preselected products (settings)
 - Farmers shops
 - Farmers supermarket shelf
- Goodies-Radar
 - 3 km cruising radius during driving (background function)
- Planned future - measures:
 - **Organic-preselection** (settings)
 - Additional Button: **wine taverns** (Homescreen)
 - Additional Button: **farmer's markets** (Homescreen)



Start: March 2013

App-Impressions



Google-map view



list view



detailed view of the farm

Product Competition with regional & national Awards



National Level

Federal State Level (regional)



Bread



Fish



Cheese



Cured Products



Fruit







GUTES VOM
BAUERNHOF

www.gutesvombauernhof.at