

International Inspiration – Creating Local Value through Peer to Peer Learning

VALUE FROM LOCAL PRODUCTS -
INTERNATIONAL GOOD PRACTICES

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About my professional background

- since more than 20 years focus on SFSCs (food legislation, quality assurance + quality seal, marketing campaigns, education programme...)
- innovation award → „Agricultural.Project.Prize“:
 - motto: „An example tells you more than 1.000 words“
 - „Do what you want but show us the viability“
 - 7 executions over 10 years
 - criteria: 1. profitability 2. innovation 3. scalability 4. strategic approach
 - 750 submissions, of which 500 where (sufficiently) profitable
- → my learnings from practitioners

About innovation and change

Times are changing – we too.

- societal changes
 - demography
 - diversity
 - social media, nutrition, mobility ... →
- „change“ just as adaptation to new circumstances → If you do not „change“ you are lagging behind
- diversity → There is a niche for (almost) everything.

About innovation and change

The 3 C of innovation →

- 1. copy 2. combine 3. create →
- not only „completely new“, but new in a given context →
 - „the wheel has already been invented“ → there is nothing „new“
 - realising ideas on your farm which work well elsewhere
- practice: always a combination of copy/paste + adapting to one's situation + introducing something new

About profitability

It's not only about making money...

- ...but without money you can make nothing →
- learnings:
 - calculation as serious as possible and on realistic figures (with some reserves)
 - starting small, developping step by step
 - investments (fixed costs!) as late as possible →
 - renting machinery, outsourcing some activities, provisional solutions
 - doing things collectively
- → keeping financial room for manoeuvre if things do not develop as foreseen

About inspiration

Finding ideas is possible

- be open → open eyes, open ears, open-minded
- search for inspiration → excursions, exhibitions, internet (e.g. „Mein Hof – Mein Weg“ in Austria)
- let others try new things → farm successor, daughter in law, trainees
- send your kids abroad before they take over the farm
- believe in your dreams

About learning

From inspiration to realisation

- Do things you like to do and you want to do!
- Do it with fun and enthusiasm
- BUT: You have to go into details →
 - look for examples
 - ask colleagues
 - try it in small scale
 - ask potential customers
 - ask for advice (judicial questions, subsidies, permissions, certificates...)

About success

Success is multi-faceted

- not only measured in income, but also
 - satisfaction with your work
 - consumers who come again
 - reputation in the community
- not only based on 1 factor, but combination
 - of clear vision what should be realised → „fuel“ for activities
 - of structured approach with step by step
 - of resilience against obstacles and failures
 - of good cooperation with family members or colleagues.

Example Ostrich farm Halmer

- originally small dairy farm
- main income source: ostriches + everything around them
 - visiting and feeding the birds (→ story telling, experience)
 - processing ostrich eggs to pastry (Ms Halmer is pastry cook) → farm café
 - breakfast buffet
 - artisanal and craft works from ostrich egg shells (jewellery, lamps, decoration)
 - accommodation (farm holidays)
 - school kids lessons on the farm
 - food products from eggs (liqueurs, pasta, chocolate)

Exam



Example Ostrich farm Halmer



Example Wurzer family farm

- small arable farm (24 ha)
- specialising on berries (strawberry, blueberry, raspberry, blackberry) + pumpkins (fruits + pumpkin seeds products)
- broad offer around this product range:
 - fresh produce + preserves
 - self-picking fields (blueberries with agri PV panel shelter)
 - visitor groups → guided experience tours (tastings, story telling, museum)
 - self-service farm shop + co-owner of farm shop in nearby town
 - dating service for singles on self-picking strawberry field
 - service station for hikers and cyclists

Example Wurzer family farm



Example Wurzer family farm



Thank you for listening!

Questions? Comments?

