


SKIN Good Practice Recording Template

Heritzer	
Author(s)	Agrar.Projekt.Verein
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<p><u>Valorisation</u>: a novel product, tradition used to add value;<u>values - social sustainability</u>: Connection between producers and consumers, community education, well-being;<u>Values- economic sustainability</u>:Profitability, Reduced economic uncertainties, Preservation an valorisation of small farms and skills, Generating Local employment</p>
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<p><u>Learning & empowerment</u>: Cross-learning between actors, a more direct relationship with consumers</p>
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<p><u>Internal</u>: decision-making structures</p>
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<p><u>Connection</u>: Reconnection and relationships</p>
<p>EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the 'good practice': The whole family works in this business and each one is involved in many work processes. Everyone is in charge of at least one (marketing, production, alpine cabin, animals, ...). The most important unique selling point is the huge diversity of different sources of income. This helps to be independent of world market prices and to run a unique rustic eatery close to a small city. The products are not only available at the snackery, but are sold at the farm shop, a farmers market and to other local businesses. Present baskets with local products and party service are available on request. Most important for this business is the close contact to the consumers at the farm and alpine cabin. Guided tours around the farm are possible on request. The daily feedback from the consumers are valued and the product quality improves constantly. The product range is huge - from butter, bread, ham to eggs and cheese.</p>
	<p>Main results/outcomes of the activity (expected or final):</p>

"Haus & Hof Spezialitäten Heritzer" is an important link between consumers and agriculture. It is possible to follow the whole process from raising and feeding animals, via food production until tasteful consumption in a pleasurable atmosphere in a farmers rustic eatery. This is an successful example of prosperous direct selling in the countryside. Traditional food is produced with local products and cooperations with other farmers are strenghtened. The local tradition of producing regional specialities is well preservered and passed on to younger generations. For the farm shop and market strong cooperations with other local farmers are important to offer consumers even a wider product range.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

This sucessful concept could be adopted to other regions to improve interactions with consumers, preserve traditional methods of food production, improve food amenities (Naherversorgung) in isolated areas. Farmers can support and amend each other in many different ways. Especially in combination with tourism this ensures employment in these areas.

Further information/Reference:

www.haus-und-hof.at

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners.

Research oriented aspects which do not help the understanding of the practice itself should be avoided.

Short description of the 'good practice':

Die ganze Familie arbeitet in diesem Unternehmen und alle sind in eine Vielzahl an Arbeitsprozessen eingebunden. Jeder ist verantwortlich für zumindest einen Arbeitsbereich (Marketing, Produktion, Tiere, Alphütte, ..).

Das wichtigste Alleinstellungsmerkmal ist die Vielfalt an verschiedenen Einkommensquellen. Das hilft unabhängig von Weltmarktpreisen zu sein und eine einzigartige Jausenstation nahe einer Kleinstadt zu führen. Die Produkte sind nicht nur in der Jausenstation verfügbar, sondern werden sowohl im eigenen Bauernladen, am Bauernmarkt und in anderen regionalen Geschäften verkauft. Am wichtigsten ist der enge Kontakt der Konsumenten mit dem Betrieb und der Alphütte. Geführte Touren um den Hof sind auf Anfrage möglich. Die laufende Rückmeldung der Kunden wird geschätzt und die Produktqualität wird stets gesteigert. Die Produktpalette reicht von Butter, Brot, Schinken über Eier und Käse.

Main results/outcomes of the activity (expected or final):

	<p>„Haus- & Hofspezialitäten Heritzer“ ist ein wichtiges Bindeglied zwischen Konsumenten und Landwirtschaft. Es ist möglich dem ganzen Prozess, von Aufzucht und Fütterung der Tiere, über Lebensmittelherstellung bis hin zur genüsslichen Konsumation in angenehmer Umgebung in einer rustikalen Jausenstation, zu folgen. Das ist ein erfolgreiches Beispiel von prosperierender Direktvermarktung am Land. Traditionelle Lebensmittel werden mit lokalen Produkten hergestellt und Kooperationen mit anderen Bauern werden gestärkt. Die lokale Tradition regionale Spezialitäten herzustellen ist gut erhalten und wird an jüngere Generationen übermittelt. Für den Bauernladen und Bauernmarkt sind starke Kooperationen mit anderen lokalgelegenen landwirtschaftlichen Betrieben sehr bedeutsam, um den Konsumenten eine noch umfangreichere Produktpalette zu bieten.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p> <p>Dieses erfolgreiche Konzept kann an andere Regionen angepasst werden, um die Bindung zum Konsumenten zu festigen, traditionelle Methoden der Lebensmittelproduktion aufrecht zu erhalten und Nahversorgung in abgelegenen Regionen zu verbessern. Bauern können sich gegenseitig auf viele unterschiedliche Arten unterstützen und verbessern. Im Besonderen in Kombination mit Tourismus stellt dies Beschäftigungsmöglichkeiten sicher.</p>
<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls</u>: The fresh products from the farm are sold in the farm shop and can be eaten in the dining area. The food production process for the consumers is very clear and on request guided tours around the farm can be organized. <u>Puzzles</u>: What about the work-life balance of the owners in this family run business? How does the interaction with other farmers work? Have other farmers in the region a possibility to sell their products in the farm shop as well? How easy/difficult is it to acquire new customers? <u>Proposals</u>: What about product innovation - new recipes of traditional specialities? <u>Stimulation</u>: The presentation of the Best Practice at different meetings with important stakeholders and farmers abroad is vital. It is important to present them this very well functioning concept and vital farmlife, to make them realize the benefits of SFSC.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>direct interaction with consumers, sense of community & wellbeing are strengthened, local employment</p>
<p>Methodology Used:</p>	<p>desk-based research</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors</u>: primary producer. <u>Stakeholders</u>: consumers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>1 - “Fresh Products” 4 - “Regulations”</p>
<p>Sectors</p>	<p>Processed Other</p>
<p>Region, Country</p>	<p>9411 St. Michael, Austria</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	

*See SKIN Good Practice ‘Hot Topics’ Directory

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