

SKIN Good Practice Recording Template

Biohof Labonca	
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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	<u>Valorisation</u> : novel product, animal welfare; <u>Branding & Labelling</u> : communication to consumers via guided farm tours, consumption voucher and customer holdings strengthen the interaction and build conciosness towards food production and processing; <u>Values-Economic/Social sustainability</u> : Synergies with other sectors; trust and sense of community, community education
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>efficiencies</u> : Achievement of efficiencies through collaboration, Logistics and distribution
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>internal</u> : Decision-making structures
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>efficiency</u> : online shop
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>Short description of the 'good practice': "Biohof Labonca" is an organic farm where pigs, cows and chicken are raised and processed. The four trades - organic farming, meadow slaughter & meat processing butchers shop, gastronomy and commerce - work in a circular flow together. A well balanced marketing mix (farmers shop, online shop, farm festivities, investment/product vouchers, ...), product placement, cooperation projects ("Der Labonca Bergschecke") and touristic themed attractions make this concept work.</p> <p>Main results/outcomes of the activity (expected or final): The most important results of the "Biohof Labonca" are:</p> <ul style="list-style-type: none"> - organic and free-range pigs - animal welfare allover - innovative and high quality pork products (continously increasing portfolio) - interaction between consumers and farmers (guided group tours) - product availability (online shop and distribution) - customer holdings via consumption vouchers <p>This farm acts as a role model for other (organic) farmer and animal welfare cooperations. Innovative ways to involve customer and tourist with guided tours, vouchers, ... were invented to link consumers, producers, gastronomy and retailer more efficient. It is important that the company's philosophy is propagated and understood.</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>Consumers benefit from the interaction with the producer/processor and they understand what animal welfare is and why it is important. The guided tours and festivals are important to attract interested people, to mediate certain topics and to propagate the philosophy. This is especially important to communicate the cultural, gastronomic and animal welfare knowledge.</p> <p>Innovative concepts are important to have agricultural value added to regions, helping to keep them liveable and they allow prosperous farms.</p> <p>Further information/Reference: https://www.labonca.at/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</p> <p>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’:</p> <p>Der „Biohof Labonca" ist ein biologischer Hof, wo Schweine, Kühe und Hühner gehalten und verarbeitet werden. Die vier Geschäftsfelder biologische Landwirtschaft, Weideschlachtung und Fleischverarbeitung, Gastronomie und Handel bilden zusammen einen Kreislauf. Ein ausgeglichener Marketingmix (Hofladen, Onlineshop, Hoffeste, Investitions-/Produktgutscheine, ..), Produktplatzierung, Kooperationsprojekte („Der Labonca Bergschecke") und tourismusbezogene Attraktionen lassen dieses Konzept funktionieren.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>Die wichtigsten Erfolge des „Biohof Labonca" sind:</p> <ul style="list-style-type: none"> - biologische Freilandschweine - allumfassende Tierschutzmaßnahmen - innovative Schweineprodukte von Spitzenqualität (kontinuierlich steigende Produktangebote) - Warenpräsenz (Onlineshop und Auslieferung) - Kundenbindung durch Gutscheine <p>Dieser Hof übt Vorbildfunktion für andere (biologische) Bauern- und Tierschutzkooperationen aus. Innovative Wege um Kunden und Touristen mit geführten Touren, Gutscheinen, etc. einzubinden wurden implementiert, um Konsumenten, Produzenten, Gastronomie und Handel effizienter zu gestalten. Es ist wichtig, dass die Unternehmensphilosophie verstanden und propagiert wird.</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>Konsumenten profitieren von der Interaktion mit dem Produzenten/Verarbeiter und verstehen so, was Tierschutz ist und wieso er wichtig ist. Die geführten Touren und Feste dienen dazu interessierte Leute anzusprechen, um gezielte Themen zu vermitteln und die Philosophie zu verbreiten. Dies ist besonders wichtig im Bezug auf kulturelles, gastronomisches und tierschutzfachliches Wissen. Innovative Konzepte sind wichtig, um Regionen landwirtschaftliche Wertschöpfung beizumessen, die Regionen lebenswert zu halten und die Landwirtschaft florieren zu lassen.</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Interactive relationship between producer and consumer with innovative ways of food production and marketing.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>traditional organic products, producer-consumer relationship, animal welfare, organic food production</p>

Methodology Used:	desk-based research
Actors/Stakeholders:	Actors: primary producer, processors (meat products), product developer. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 “Consumers and Society” 6 “Distribution and industries”
Sectors	Fresh and Processed Meat
Region, Country	8291 Burgau, Austria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice ‘Hot Topics’ Directory*

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