



Heritzer's farm delicacies

Austria

Short Description

The Heritzer family runs a diversified farm. The product range is huge – from butter, bread, ham to eggs and cheese, as well as schnapps. Products are sold in their unique rustic eatery, their farm shop, on farmers' markets and to other local businesses. Present baskets with local products and party service are available on request. Many of their products have received national awards. 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.

<http://www.haus-und-hof.at/>

Topic: Regulation

Photo credit: Heritzer

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This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement N.728055

Main results

Preservation of traditional knowledge

Focus on regional specialties

High income security through high diversification

Value added through own processing

High tourist attractiveness

Practical Recommendations

Connection of consumers and agriculture

Cooperation widens local product range

Rural development through agrotourism

Improved food amenities in isolated areas

Key lesson

Using traditional methods of food production can lead to diverse and sustainable farms that promote rural development



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