

# Factors for success of co-operation between farmers and conservationists

Experiences in the Biosphere Reserve 'Rhön', Germany



Dr. Eckhard Jedicke  
Working group of the counties in the Rhön (ARGE Rhön)  
University of Frankfurt, Institute for Physical Geography





## Lessons learned:

# Communication from the very first

- Better project results, when conservationists and farmers communicate and cooperate from the very first
  - Workshops for developing visions and goals together
  - Six-course lunch with beef from an old local cattle breed ('Gelbes Frankenvieh') → first-class quality like Argentinean beef
- Many partners cooperate
- Farmer's unions are managing a nature conservation project



## Lessons learned:

# No conservation project without economy

- Nature conservation has to take socio-economic aspects into account, especially marketing of products
- Farmers need an individual mentoring about economic consequences
- Organic farming and first-quality of products are keys for a good operating income
- Networking for farmers, gastronomy, butcheries, retail, and food wholesale (supermarkets) important
- A marketing concept is a basic essential





## Lessons learned:

# Our marketing concept

- aim:
  - Farm animals of the project are bringing to market within the region
    - completely and successfully
    - for a larger price than usually
    - ... so that farmers have 'enough to live'
  - ... and more detailed economic, social and ecological
- Elements of our marketing strategy:
  - Penetrating an existing market
  - Quality-conscious consumers to be poised to pay a higher price
  - Seller's competition
  - within a radius of 150 km



Lessons learned:

# Our marketing concept



- Direct marketing:
  - Farm shops
  - Farmer's market
  - Delivery service
  - Fairs ('Rhöner sausage market')
- Farmer's co-operations (horizontal co-operations)
- Vertical co-operations:
  - Retail chains
  - stores selling organic food
  - Canteen kitchens
  - Butcheries
  - Gastronomy

- A main problem: marketing of "base meat"

→ creation of a salami built like a walking stick





Lessons learned:

# An umbrella brand for the 'Rhön'

identity signet



signet for  
geographical origin



signet for  
organic farming

