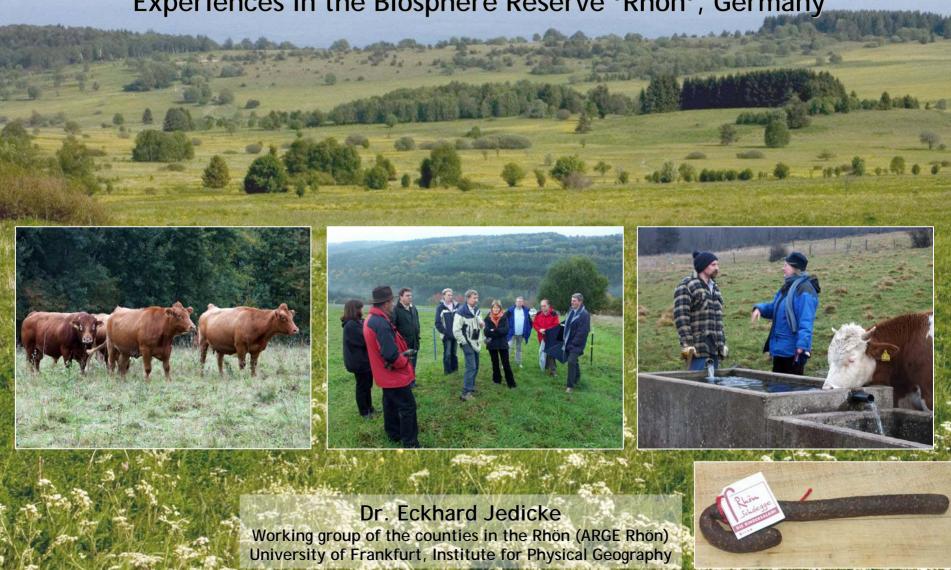
# Factors for success of co-operation between farmers and conservationists

Experiences in the Biosphere Reserve 'Rhön', Germany



## 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





### 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







## 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



## 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



### An umbrella brand for the 'Rhön'





signet for geographical origin

