

# CONTEXT PROFILE







## **INNOVATION**

Roughage-based & labour-efficient dairy production by grazing-oriented cattle breed and farming system





## MAIN DOMAIN OF THE INNOVATION

Workload reduction



## **AGROCLIMATIC AREA**

Alpine



## CLIMATE

Moderate rainfall



### **SOIL TYPE**

Sand



## **MANAGEMENT**

Pasture Dairy



## **TECHNICAL**

Easy



## FINANCE/INVESTMENT

Low



## **MARKET**

Local-urban



### **SOCIAL**

Full-time farmer



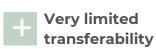
# **CONTEXT PROFILE**



Case Study: IT_01	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Flat or moderate slope (≤40%) of grassland (if dairy cows are the target animals)	+	+++	+++	++	+++	+++	+++	+++	+++
Enough precipitation or irrigation of short sward pastures to overcome dry periods and guarantee continuity of forage production and persistence of grass and legume species suited to frequent defoliation	++	+++	+++	++	+++	++	++	++	++
Know-how to manage a short sward pasture and to react timely weather and grass growth	++	++	+++	+++	+++	+++	+++	++	++
Low-cost adaptation of farm infrastructures in the transition from indoor feeding to grazing	+++	+++	+++	+++	+++	+++	+++	++	++
Adoption of a cow breed able to fulfil its energy demand through grazing and without concentrates, to reduce dependency on their price fluctuation and food-feed competition, implying also acceptance of lower individual milk yield	++	+++	+++	+++	+++	+++	+++	++	++
Know-how to manage seasonal calving	++	+++	+++	+++	+++	+++	+++	++	++
Differentiation of income sources through the integration of agrotourism into the farm activities	+++	+	+++	+++	+++	++	++	+	+













## **Implementation Gaps**

• Farmers know-how, existing infrastructures designed for indoor feeding, transition period required for conventional farms

## **Research Gaps**

• Evidence for quantification of ecosystem services of short sward pastures under different climatic situations, optimum management to combine intensive management of short-sward pasture and maintained provision of ecosystem services

## **Suggestions to Adapt**

• Agritourism: look at what's happening in other European regions to anticipate problems and trends.



# **COST-BENEFIT ANALYSIS**

#### **INVESTMENT COSTS**

Total initial investment costs at start up:	low
Initial authorisation costs (e.g. sanitary, veterinary, etc.)	low
Initial advisory costs	low
Initial buildings and machineries	low
Initial certification costs	low
Initial working capital (personal qualification, marketing and promotion, etc.)	low

#### **ON-GOING COSTS**

On-going advisory costs	low
On-going certification costs	low
On-going buildings and machinery costs	mid
On-going working capital	low

### BENEFITS RELATIVE TO ORIGINAL SYSTEM

#### Economic

Reduction in energy consumption (electricity; fuel consumption)	mid
Reduction in input use (fertilizers; pesticides; feed) etc.	not applicable/not known
Payback period	not applicable/not known
Product value added	mid
Additional farm income through agroecological/agri-environmental payment schemes	mid

#### Environmental

Animal feed self-sufficiency increase	high
Biodiversity increase	high
Improved nitrogen cycling	mid
Soil regeneration	mid
Animal health and welfare improvement	mid

#### Social

Workload reduction	high
Engagement of young generation	high



# Literature

## German

• Steinwidder, A.; Starz, W. (2015): Gras dich fit! Graz: Leopold Stocker Verlag.

## **English**

- <a href="https://www.encyclopediapratensis.eu/wp-content/uploads/2019/10/ITALY\_Compartmented\_short\_sward\_grazing\_tl.pdf">https://www.encyclopediapratensis.eu/wp-content/uploads/2019/10/ITALY\_Compartmented\_short\_sward\_grazing\_tl.pdf</a> Steinwidder/Starz, Inno4Grass-Merkblatt
- <a href="http://library.oapen.org/handle/20.500.12657/22795">http://library.oapen.org/handle/20.500.12657/22795</a>
- Streifeneder, T., Hoffmann, C. & Corradini, P. The future of agritourism? A review of current trends of touristic commercialisation in rural areas. Ann Reg Sci 71, 93–119 (2023). <a href="https://doi.org/10.1007/s00168-022-01126-w">https://doi.org/10.1007/s00168-022-01126-w</a>

