

CONTEXT PROFILE



FARMER

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INNOVATION

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



[Video](#)



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

 ITALY

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 ($\leq 40\%$) 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	+++	+	+++	+++	+++	++	++	+	+

 **Strong transferability**
 **Slightly limited transferability**
 **Very limited transferability**
 **Generic information/not relevant**

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

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

English

- https://www.encyclopediapratisensis.eu/wp-content/uploads/2019/10/ITALY_Compartmented_short_sward_grazing_tl.pdf Steinwiddler/Starz, Inno4Grass-Merkblatt
- <http://library.oapen.org/handle/20.500.12657/22795>
- 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). <https://doi.org/10.1007/s00168-022-01126-w>