

# CONTEXT PROFILE



## FARMER

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## INNOVATION

Cheese production and successful marketing  
using local adapted breeds on extensive pastures



[Video](#)



## MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



## SOIL TYPE

Sand



## FINANCE/INVESTMENT

Low



## AGROCLIMATIC AREA

Alpine



## MANAGEMENT

Pasture Dairy



## MARKET

Local-urban



## CLIMATE

Little rainfall



## TECHNICAL

Easy



## SOCIAL

Full-time farmer

# CONTEXT PROFILE

ITALY

| Case Study: IT_07   | Agroclimatic Zone |                  |                |                |        |                   |                   |                     |                     |
|---|-------------------|------------------|----------------|----------------|--------|-------------------|-------------------|---------------------|---------------------|
| Item (Key Innovation Elements)  | Alpine            | Atlantic Central | Atlantic North | Atlantic South | Boreal | Continental North | Continental South | Mediterranean North | Mediterranean South |
| Availability of additional labour capacity and for the establishment and maintenance of a market for the direct marketing of cheese | +++               | +                | +              | ++             | +++    | +++               | +++               | +++                 | +                   |
| Seasonal short-sward grazing (in spring and autumn only), keeping the cows at a remote location (summer pastures) in summer         | +++               | ++               | X              | ++             | X      | +++               | +++               | +++                 | ++                  |

+++ Strong transferability   ++ Slightly limited transferability   + Very limited transferability   X Generic information/not relevant

## Implementation Gaps

- Climatic constraints to the implementation of short sward grazing systems (e.g. drought)
- Overgrazing risk in dry springs

## Research Gaps

- Influence of dung concentration spots on short sward pasture on grass quality: potentially unequal distribution of manure on standing pastures may affect grass regrowth structure

## Suggestions to Adapt

- Consider seasonal rotational grazing instead of short-sward grazing, when paddocks (as in this case) are fragmented and not joint together
- Because the goal is to maximize grass growth in the early spring months, farms should start spreading manure 2-4 weeks before onset of grazing season
- Implement seasonal winter/early spring calving to adapt lactation curve of cows to highest grass productivity of the short-sward pasture
- To stimulate grass growth reduce the weed pressure during summer (between mid-June and beginning of September) and to prepare pastures for the return of the herd, pre-grazing topping could be a quality-control maintenance

# COST-BENEFIT ANALYSIS

## INVESTMENT COSTS

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

## ON-GOING COSTS

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

## BENEFITS RELATIVE TO ORIGINAL SYSTEM

### ◦ Economic

|  |                          |
|--|--------------------------|
| Reduction in energy consumption (electricity; fuel consumption)                  | high                     |
| Reduction in input use (fertilizers; pesticides; feed) etc.                      | high                     |
| Payback period   | none or low              |
| Product value added  | high                     |
| Additional farm income through agroecological/agri-environmental payment schemes | not applicable/not known |

### ◦ Environmental

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

### ◦ Social

|                                |      |
|--------------------------------|------|
| Workload reduction             | mid  |
| Engagement of young generation | high |