

# CONTEXT PROFILE





# **FARMER** Alexander Agethle



## **INNOVATION**

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





## MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



## **AGROCLIMATIC AREA**

Alpine



# **CLIMATE**

Little rainfall



## **SOIL TYPE**

Sand



## **MANAGEMENT**

Pasture Dairy



## **TECHNICAL**

Easy



# FINANCE/INVESTMENT

Low



## **MARKET**

Local-urban



## **SOCIAL**

Full-time farmer

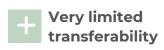




Case Study: IT_07	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Availability of additional labour capacity and for the establishment and maintenance of a 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	+++	+++	+++	++













# **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 shortsward 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 qualitycontrol 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