

CONTEXT PROFILE



FARMER

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INNOVATION

Fostering community engagement and economic sustainability through daily grazing



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Sand



FINANCE/INVESTMENT

Low



AGROCLIMATIC AREA

Alpine



MANAGEMENT

Pasture Dairy



MARKET

Local-rural



CLIMATE

Little rainfall



TECHNICAL

Easy



SOCIAL

Full-time farmer

CONTEXT PROFILE

ITALY

Case Study: IT_08	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Diversification of income channels: • Direct marketing of cheese • Contract sales with organic dairy	+++	++	++	++	+++	+++	+++	+++	+
Implementation of agri-environmental schemes (management compatible with ground-breeding birds)	+++	+++	++	+++	+++	++	++	+++	+++
„PR“ marketing through personal interactions with tourists and consumers	+++	+++	+++	+++	+++	+++	+++	+++	+++
Availability of a mobile milking system	+	++	×	++	++	++	++	++	+

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

Implementation Gaps

- Too high investment costs, skilled labour for extra workload needed for direct marketing
- Attractive agri-environmental schemes (public or private subsidies) need to be available
- Grazing management and infrastructure need to be adjusted, investment costs

Research Gaps

- How does direct marketing and personal contact to tourists and local clients financially outweigh the extra workload that comes with the grazing systems and “public visibility of cows” on the pasture?
- Long-term economic viability of mobile milking robots for small-scale farms. Technical feasibility of mobile milking systems in alpine (uneven) terrain. Impact of mobile milking system on manure distribution on pasture. Cultural acceptance of mobile milking systems by tourists and local people rather positive or negative

Suggestions to Adapt

- Identify individual strategies for marketing diversification: Direct marketing through local sales or online shipment-based sales? Agritourism? Value-addition through product refinement, e.g. cheese
- Reach out to education institutions, e.g. schools, or local social associations to increase visibility and proximity to society
- Social media activities to build up the own market
- Implement the strip grazing system to gain highest milk yields

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	mid
On-going buildings and machinery costs	low
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.	high
Payback period	high
Product value added	mid
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	high
Engagement of young generation	high

Literature

German

- Regional marketing of milk and dairy products (German): https://literatur.thuenen.de/digbib_extern/dn063260.pdf

English

- Mobile Milking Robot: https://www.europeangrassland.org/fileadmin/documents/Infos/Printed_Matter/Proceedings/EGF2010_GSE_vol15.pdf#page=205