



Günther Wallnöfer- family farm



Günther Wallnöfer



19,5 hectares



improvement of marketing

## FOSTERING COMMUNITY ENGAGEMENT AND ECONOMIC SUSTAINABILITY THROUGH DAILY GRAZING

Daily grazing of the Original Braunvieh cattle is a special form of social cohesion for the farmer's family. It is an attraction for other villagers and tourists who enjoy observing the animals along the roads, hiking trails and cycle paths.

Günther Wallnöfer uses these daily interactions with consumers to highlight and to explain the benefits of grassland farming and mountain agriculture. Additionally, he actively engages in conversations with people outside the farming community. For the farmer, this communication with consumers is crucial to encourage the local and direct purchase of products from the farms.

This plays a significant role in sustaining the economic security of farming families. The farm delivers the milk from its 22 dairy cows to a local dairy cooperative. During summer, most of the animals graze on the alpine pasture because of to the high temperatures in the valley and the presence of mosquitoes. The cheese produced on the summer pasture is marketed directly by the farm and thus generates a higher income. In general, direct marketing plays an important role for the farm. This makes possible to run the farm as a full-time business.

### Farmer Interview

[https://www.youtube.com/watch?v=eQMKdY\\_Qics](https://www.youtube.com/watch?v=eQMKdY_Qics)

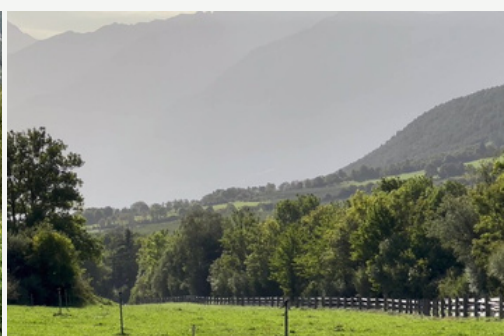


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