

CONTEXT PROFILE

 GERMANY



FARMER

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INNOVATION

Diversification: Multi-pillar system



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Gley



FINANCE/INVESTMENT

Low



AGROCLIMATIC AREA

Atlantic central



MANAGEMENT

Pasture beef



MARKET

Local-rural



CLIMATE

Moderate rainfall



TECHNICAL

Easy



SOCIAL

Full-time farmer

CONTEXT PROFILE



Case Study: DE_02	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Calf with cow	+++	+++	+++	+++	+++	+++	+++	+++	+++
Species rich grasslands	+++	+++	+++	+++	+++	+++	+++	+++	+++
Full grazing	++	+++	+++	+++	++	+++	+++	++	+
Additional feed production (high energy, concentrates) via arable farming	+	+++	+	+++	+	+++	+++	+++	++
Feed self-sufficiency	++	+++	++	+++	++	+++	+++	++	++
Dual-purpose breed	+++	+++	+++	+++	+++	+++	+++	+++	+++
Direct marketing of meat as premium product to retailers and wholesale	++	++	++	++	++	++	++	++	++
Public funding of nature conservation services	+++	+++	++	++	+++	+	+	+	+

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

Implementation Gaps

- Feed self-sufficiency, usually due to climatic conditions, either preventing full grazing and/or arable farming for high energy crops or concentrates.
- In many areas, nature conservation services are currently not supported by public funding.

Research Gaps

- How to create options for public funding of nature conservation services.
- How to market meat as premium product directly, either the product described here or a product based on (fresh) grass only
- How to prove that a local breed is efficient in utilizing poor quality pasture

Suggestions to Adapt

- A system with less or no arable crops fed to cattle.
- Create options for public funding of nature conservation services

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:	mid
• Initial authorisation costs (e.g. sanitary, veterinary, etc.)	not applicable/not known
• Initial advisory costs	mid
• Initial buildings and machineries	low
• Initial certification costs	mid
• Initial working capital (personal qualification, marketing and promotion, etc.)	high

ON-GOING COSTS

On-going advisory costs	not applicable/not known
On-going certification costs	not applicable/not known
On-going buildings and machinery costs	not applicable/not known
On-going working capital	not applicable/not known

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	high
Additional farm income through agroecological/agri-environmental payment schemes	high

◦ 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

English

- <https://www.sciencedirect.com/science/article/pii/S0195666312001018>