



 Renke Westermann - family farm



Renke Westermann



126 hectares



improvement of marketing

ESTABLISHING A DIVERSE INCOME STRUCTURE

In Northwestern Germany, Renke W. manages an organic family farm of 120 ha. After taking over his parents' farm, Renke W. decided to no longer be dependent on a single branch of production and changed the focus from intensive milk production to suckler cow husbandry with the German Black Pied cattle. On 70 hectares of grassland, 60 animals are kept in a full grazing system, additional arable farming ensures total feed self-sufficiency. Why the decision for this specific traditional dual-purpose breed? For Renke W. it was important to manage the pasture as efficiently, but also as ecologically as possible. This breed is efficient in forage utilisation and still utilises poor-quality forage very well. It has also enabled the farm to establish several grasses and herbs on the pasture which creates greater grassland diversity allows a later cutting time. With this conversion, Renke W. was able to establish a system of diverse farm branches, which are important economic pillars of the farm:

A. Pasture fattening programme

The "Earl of Lowlands" programme offers Renke W. contractual direct marketing to retailers and catering wholesalers and thus long-term planning security. In addition to keeping the DSN as an old livestock breed, there are other criteria for this marketing channel which, however, profitably valorise the offspring and the meat as a premium product.

B. Public funding for nature conservation services for

- meadow bird protection
- late cutting
- species-rich grasslands
- certified organic land management
- the use of finger-bar mowers as a cutting method less harmful for small insects

Farmer Interview

<https://www.youtube.com/watch?v=0Lq-shir6p8>



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