

CONTEXT PROFILE

 GERMANY



FARMER

Jan Geerken



INNOVATION

Grazing with Angus cattle



[Video](#)



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Peat



FINANCE/INVESTMENT

Low



AGROCLIMATIC AREA

Atlantic central



MANAGEMENT

Pasture beef



MARKET

Local-urban



CLIMATE

Moderate rainfall



TECHNICAL

Easy



SOCIAL

Full-time farmer

CONTEXT PROFILE

 GERMANY

Case Study: DE_04	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Enough grasslands available for grass-fed animals, full diet from grass	+++	+++	+++	+++	+++	+++	+++	++	++
Direct marketing of high-quality meat	+++	+++	+++	+++	+++	+++	+++	+++	+++
Rotational grazing	+++	+++	+++	+++	+++	+++	+++	+++	+++

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

Implementation Gaps

- Potential customers should be present near the farm
- Selling directly to customers is labour intensive

Research Gaps

- Evaluation of ecosystem services in this system

Suggestions to Adapt

- None

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:	mid
• Initial authorisation costs (e.g. sanitary, veterinary, etc.)	mid
• Initial advisory costs	low
• Initial buildings and machineries	mid
• 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	high
On-going working capital	high

BENEFITS RELATIVE TO ORIGINAL SYSTEM

◦ Economic

Reduction in energy consumption (electricity; fuel consumption)	not applicable/not known
Reduction in input use (fertilizers; pesticides; feed) etc.	high
Payback period	not applicable/not known
Product value added	none or low
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

◦ Environmental

Animal feed self-sufficiency increase	high
Biodiversity increase	not applicable/not known
Improved nitrogen cycling	not applicable/not known
Soil regeneration	not applicable/not known
Animal health and welfare improvement	not applicable/not known

◦ Social

Workload reduction	not applicable/not known
Engagement of young generation	not applicable/not known

Literature

Dutch

- www.duurzaamvleesnatuurlijk.nl (website on sustainable meat production; in Dutch)

English

- Enthoven L., Van den Broeck G. (2021) Local food systems: Reviewing two decades of research. *Agricultural Systems* 193, 103226. <https://doi.org/10.1016/j.agsy.2021.103226>