

CONTEXT PROFILE

 GERMANY



FARMER

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INNOVATION

Direct marketing



Video



MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



SOIL TYPE

Sand



FINANCE/INVESTMENT

Mid



AGROCLIMATIC AREA

Atlantic central



MANAGEMENT

Pasture dairy



MARKET

Local-rural



CLIMATE

Moderate rainfall



TECHNICAL

Difficult



SOCIAL

Full-time farmer

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| Case Study: DE_14 | Agroclimatic Zone | | | | | | | | |
|--|-------------------|------------------|----------------|----------------|--------|-------------------|-------------------|---------------------|---------------------|
| Item (Key Innovation Elements) | Alpine | Atlantic Central | Atlantic North | Atlantic South | Boreal | Continental North | Continental South | Mediterranean North | Mediterranean South |
| Customers' subscriptions system | ++ | ++ | +++ | +++ | ++ | +++ | +++ | ++ | ++ |
| Direct delivery system (carrs) | ++ | ++ | +++ | +++ | ++ | +++ | +++ | ++ | ++ |
| Bottling, cleaning | ++ | ++ | +++ | +++ | ++ | +++ | +++ | ++ | ++ |
| Promotion of the products | ++ | ++ | +++ | +++ | ++ | +++ | +++ | ++ | ++ |
| Customer communication & satisfaction monitoring | ++ | ++ | +++ | +++ | ++ | +++ | +++ | ++ | ++ |

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

Implementation Gaps

- Additional work load;
- Clients identification & monitoring;
- Marketing skills;
- Product availability;

Research Gaps

- Understand consumer demand;
- How to internalize the environment benefits of the products in the final price of the product;

Suggestions to Adapt

- Diversify products to respond to the local demand need;
- Externalize the delivery activity (if possible);
- Develop an app;
- Work in association with other farmers;
- Create a story around the product and promote it in different fairs; on-line etc

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 | not applicable/not known |
| • Initial working capital (personal qualification, marketing and promotion, etc.) | mid |

ON-GOING COSTS

| | |
|--|-----|
| On-going advisory costs | low |
| On-going certification costs | low |
| 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) | none or low |
| Reduction in input use (fertilizers; pesticides; feed) etc. | mid |
| Payback period | high |
| Product value added | high |
| Additional farm income through agroecological/agri-environmental payment schemes | not applicable/not known |

◦ Environmental

| | |
|---------------------------------------|-------------|
| Animal feed self-sufficiency increase | high |
| Biodiversity increase | none or low |
| Improved nitrogen cycling | mid |
| Soil regeneration | none or low |
| Animal health and welfare improvement | none or low |

◦ Social

| | |
|--------------------------------|-------------|
| Workload reduction | none or low |
| Engagement of young generation | high |

Literature

English

- <https://www.nass.usda.gov/Publications/Highlights/2022/local-foods.pdf>
- <https://link.springer.com/article/10.1007/s41130-023-00195-5>
- <https://www.cambridge.org/core/journals/journal-of-agricultural-and-applied-economics/article/online-sales-a-direct-marketing-opportunity-for-rural-farms/43D69D3E25CC3BECF0E8464E1B9934C5>