

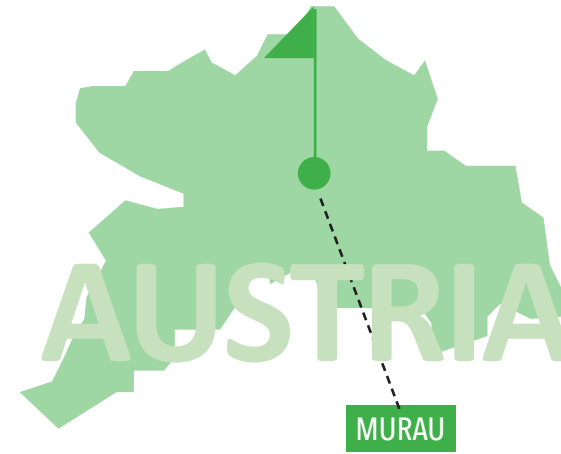
AUSTRIA

ORGANIC FARMING IN MOUNTAIN REGION MURAU



Photo: © Harald Kraaxner

How can the organic mountain haymilk branding strategies in the Murau district in Austria help enhancing ecological biodiversity and maintaining high levels of landscape character and cultural heritage?



IN BRIEF

The focus of this case study is on a joint quality certification and marketing initiative for organic mountain haymilk called “ZZU”. Haymilk is considered the highest premium milk product in Austria at present.

ACTORS

Mountain farmers, local economy, retail chain, ZZU brand and standard development by a private consulting agency, EU bodies, Austrian state apparatus, local population, consumers, and tourists.

ENVIRONMENTAL AND SOCIAL BENEFITS

- Achieving (or maintaining) the presence of diverse and sufficiently plentiful **species and habitats**
- Maintaining or restoring a high level of **landscape character and cultural heritage**

LANDSCAPE CHARACTER AND CULTURAL HERITAGE



SPECIES AND HABITATS



WHAT ARE THE MAIN DRIVERS?

DRIVERS	NATIONAL & REGIONAL DRIVERS	PRIVATE DRIVERS
<ul style="list-style-type: none"> • Payments for less favoured areas • Agri-environmental measures • Traditional Specialty Guaranteed 	<ul style="list-style-type: none"> • Importance of the location (place-based development) • Tourism • Public appreciation of mountain farming • Austrian agricultural laws 	<ul style="list-style-type: none"> • Price premiums & premium guarantee • Consumer demand • Marketing • ZZU label for haymilk

WHAT SUPPORT IS RECEIVED?

POLICY & MEASURES	Public support € per ha/LSU	Public support € per farm
1 st pillar CAP	224	4,635
2 nd pillar CAP	733	15,157
Area under natural constraint scheme	271	5,614
Agri-environment programme *	427	8,835
Organic farming	218	4,296
Abandonment of silage	156	2,388
Preservation of scattered fruit tree stands	114	46
Mowing of steep surfaces	168	890
Alpine pasture and shepherding	48	488
Greening of arable surface	130	437
Rare livestock breed	282	3,618
Preservation and development of valuable surfaces in terms of water protection	427	1,793
Animal protection measure	60	1,086

* Selected AEMs eligible for organic farming;
LSU: Livestock Units

<http://pegasus.ieep.eu/case-studies/list-of-case-studies>

BARRIERS TO OVERCOME

EU wide trends (e.g. overproduction of milk; re-location of production) will lead to declining (overall) milk prices in the long run. Given the current price premium of organic haymilk (of 0.19€/kg; i.e. 65% of producer price for conventional milk) the interest of farmers for initiatives like ZZU will continue and it might increasingly attract pro-spective producers.

TRANSFERABILITY/KEY SUCCESS FACTORS

1 Private actor involvement is necessary for the labelling of the products, the management organisation and rules, linking up to the value chain and marketing of the products.

2 Marketing concept addressing the issue of maintenance of mountain landscape and biodiversity through developing the product, with powerful distributional capacity (throughout Austria) and a long-term agreement for premium guarantees provided by the retail chain.

3 CLOSE RELATIONSHIP WITH LANDSCAPE CHARACTER IN MOUNTAIN AREAS.

4 Uniform and transparent terms and conditions (e.g. participation, standards) of the agreement. Third party control and monitoring guarantee compliance also contribute to the image of the project and establish consumer trust.

6 Market capacity for the increasing valuation of high-quality products, addressing all three aspects; mountain origin, organic production and the use of a traditional (and environmentally beneficial) management method.

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IMPORTANCE OF THE CAP SUPPORT FOR MOUNTAIN FARMING (ESPECIALLY RDP MEASURES FROM 2nd PILLAR) UNDERSCORES THE LONG-TERM VALUATION OF THESE LAND MANAGEMENT SYSTEMS.