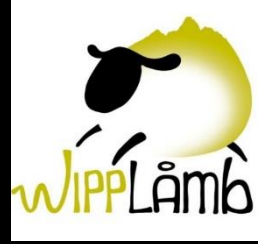




The impact of working circles - Increase farm resilience in the lamb sector

Wipplamb 29.03.17





Part-time farmer

Part-time farmer in the alpine farming

- **Extensive** farming
- **Stock farming from the mountains**
- **Landscape work**
- Production of healthy meat



Foundation

- 2009 **research group**
- 2010 **coordination meetings** and sufficient registrations
- From “WippSchaf” to “**Wipplamb**”
- **Partner:** technical college of Salern & Wolfgang Klammer → technical consultants
- **13.01.2011 foundation** of the **association** Wipplamb
- **May 2011** transformation of the association into a **cooperative**
- 2012 Homepage and brochure



Results:

- **4 sensitization actions:** sensitization of **multiplicators; cooking courses** and sensitization of individuals; **meat tasting** on Pretzhof; **creative cuisine** with Hansi Baumgartner;
- **5 excursions:** e.g. into the Vinschgau Valley; to Switzerland;
- **7 strategy meetings**
- **7 technical educations:** e.g. company visits; **animal feed analyses;**
- Qualified and involved local producers
- **Quality products** with a **clear quality-philosophy**

Outcomings of the working circles of our LEADER project

1. Ideal concept to bring **actors together** and to let them have **part of the beginning**
2. Good for **sharing** and **rolling** out a **vision** of a product or a service
3. **Collecting knowledge** from different experts

Outcomings of the working circles of our LEADER project

4. Having a **common knowledge** of the **actors**
5. Market **research**
6. Collecting **first results** with real **projects**
creative kitchen
7. **Sensitization** of **multiplicators**
8. Building a **common sense** for the vision of the project **“TEAMBUILDING**

Outcomings of the working circles of our LEADER project

Potentials

1. **Reducing the bureaucratic effort**
2. **Following programs to support the vision to come to the market**
3. Asking for **business plans** and **reviewing** them

Quality control

- **Use animal feed only** from **South Tyrol**
- No **additional feeding** of non-local animal feed
- Controls by **doctors of complementary human medicine** such as Dr. Thuile
- No dispensation of **pharmaceuticals**
- Slaughter according to the **ripeness**
- Slaughter according to **ethical principles**
- Appropriate husbandry preferred **outside**

Quality

Pasture meat

Paleo-feeding

Meat processing

- Use of all parts of the animals, not just prime cuts
- **Avoidance** of chemical preservatives and dyes
- **Development of new products** and the combination with the most different types of meat
- Striving for the most extraordinary meat quality which is available on the market
- Execution of all refining processes in South Tyrol
- **Most professional** and most innovative butchery to ensure the highest quality standards
- Organization in a cooperative

Commercialization

- **To market** throughout the **cooperative**
- **Sophisticated gastronomy** as customers, preferred star chefs
- **Private clients** by direct marketing and direct supply
- **Webshop**
- Offline retail only in a second moment

Objective

- **Keeping alive sideline farms**
- **Natural** and **high- quality** meat production
- Production of **healthy** and **tasty food**
- **Animal-friendly** breeding and processing
- **Landscape work**
- **Unique selling points** for special gastronomy
- Retention of the **economy**

Vision

Sideline farming
with additional
value

Vision

VVipland

Processing
Refining
Marketing

Private clients

Gastronomy

Farmer

Farmer

Farmer

Farmer

Farmer

Farmer

Farmer

Next step

- Elaborate a **business plan** to determine the **structure size** of the cooperative
- **Member recruitment** for the cooperative
- Plan the **number of breded animals** for the production different categories of meat
- **Location decision** for a 1st and 2nd expansion stage
- **Employee recruitment**
- Develop the **marketing concept** and the marketing plan

Let's tackle it

it's worth it

VVippland

