



Short sward grazing (Kurzrasenweide) with dairy cows and regional marketing of products



Gatscherhof/Josef Innerhofer

1 Description of the innovation



Grazing management at the Gatscherhof in Kiens (Puster Valley, South Tyrol, NE Italy) is a continuous variable stocking (short sward grazing, Germ: "Kurzrasenweide") with dairy cattle of the breed Fleckvieh (90%) and Braunvieh (10%). The total area of the farm is 15 ha, consisting of 9 ha meadow (2-3 cuts/year) and 6 ha pasture. The animals (approximately 26 LU) are grazing from the end of March until the beginning of November and are milked indoor. In this period, they do not receive any additional forage. In the winter months, they only get hay from the own meadows and cereals.



In the year 2003 a cheesery was constructed. The farmer has specialized on manufacturing different cheese types (all produced with raw milk), yoghurt and butter. The entire produced amount of milk of 110,000 l per year is transformed directly on the farm. The products produced are sold in local shops (50%), in the own farm shop (25%) and to the gastronomy (25%).

2004 the farmer took part at the competition "promotion of cooperation between agriculture and tourism". This was a collaborative project of Tirol, South Tyrol, Trentino and Transkom KG. He submitted the project "regional enjoying and experiencing", which was nominated. The goal of this project is to strengthen the collaboration between agriculture and tourism in a very short way. It gives to the customer and guests the possibility to experience the livestock farming and the processing of agricultural products. In return, the hotels and hosting companies, which are project partners, offer their guests products from the Gatscherhof.

Added value

- Better economic result
- Job creation on the farm



Reasons for the innovation

- Solving problems (the need to change)
- Curiosity in subject/technique



2 Farm description

ENVIRONMENT

Main soil type: sandy

Climate: temperate continental climate

Average altitude (m a.s.l.): 800

Average slope (%): 20

GRASSLAND MANAGEMENT

Grazing: Yes

Grazing management type: continuous variable stocking (short sward grazing)

Length of grazing period (months/year): 7

Number of cuts on the mown areas: max. 3 cuts/year, on some areas 2 cuts/year

Forage conservation type: hay

Average fertilisation rate: 147 kg organic N/ha

Average rate of bought roughage: 0%

STRUCTURE

Annual work unit (AWU): 2,9 (cheesery and farm shop included)

Agricultural area (ha UAA): 15

9 ha meadow

6 ha pasture

ANIMAL PERFORMANCE

Breed name:

Fleckvieh, Braunvieh

Total livestock unit (LU): 26

Average stocking rate (LU/ha): 1.7

Reasons why this innovation is working on the farm

- Favourable geographic location and good accessibility in a highly frequented touristic territory
- The farm fulfils the requirements for grazing management (size and topographic features) and uses animal breeds suitable for grazing under the given farm conditions
- Partnership with local touristic enterprises

Country shapes



Domains of innovation



Machinery, tools



Forage mixture



Forage conservation technique



Grazing management system



Legume management



Animal feeding management



Animal type (breed)



Product processing



Marketing



Farm system



Landscape

Main types of animal

