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**Contribution from  
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## USE OF SCATTERED FRUITS

by "Inn-Salzach-Obstinitiative Projektgruppe Obstveredelung"

**Abstract** from German article  
INN-SALZACH-FRUIT-INITIATIVE  
Project group: Fruit Refinement

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1 In former time each farmer has had its own wine/juice in its cellar.

**Aims:**

- preservation of cultural landscape and traditional sorts of fruits.
- 2 - 3 - creation of supplementary income and guarantor for preservation of scattered fruits.
- improve fruit-gathering and mechanize

**concept:**

- 3 - concept of 1999
- consistent and continuous translation into practise

**professional marketing:**

- innovative production policy
- 4 - professional public relation and advertising
- consistent price policy
- suitable distribution

**our principles:**

- optimum raw product
- professional manufacture
- 4 - 5 - control of quality
- homogenous appearance
- homogenous brand "LANDOBSTLAND"
- attractive presentation of products
- shape of bottles and glases

**our idea:**

- commit of same selling prices
- barter system
- 6 - 7 1-25 partners get 100 bottles with their own label for 1000 kg fruits
- 26-45 partners 150 bottles
- over 45 partners 250 bottles

**harvest:**

- 8 - supply: 2 afternoon from 13:00 to 16:00  
 - common control of quality, transport and manufacture

**examples:**

- 2002 25 partners  
     25 000 kg pears 16 200 litre juice  
     2500 bottles back to the partners (50 % 1litre / 50 % 0,75 litre)  
 9 rest: 14 000 litre juice – this is use for finance our system  
 - 2003 57 partners 56 000 kg pears  
 - 2004 35 partners 32 000 kg pears  
 - 2005 37 partners 37 000 kg pears

**comparision:**- ordinary trade:

1000 kg pears á 0,07 € = 70 €

- our system:

- 10 1000 kg pears = 100 bottles = 235 €  
 (50 x 1 litre "Gold Marie" á 2,20 € = 110 €  
 50 x 0,75 litre "Schlawiner" á 2,50 € = 125 €)

**value added for the project group:**

1000 kg pears = 600 litre juice	600 litre
minus 100 bottles to the partner	<u>- 100 litre</u>
rest	500 litre
value á 2,25 €	1.125,00 €
costs for production and transport	
"Kleines Gebinde" á 1,30 (0,25 litre)	- 780,00 €
costs for distribution and advertising	<u>- 300,00 €</u>
profit	25,00 €

**sales promotion:**

- festive presentation of a new sort of juice (like a baptism) and name someone as its "godfather"

for example:

- 11 vice-president of the agricultural chamber of Upper Austria: Ing. Franz Reisecker  
 chief of the economic chamber of the district Ried: LAbg. Fredl Frauscher  
 - competition for Country Youth in Upper Austria: bar and mixed drinks of pear juice

**Country juice taste of Upper Austria:**

- 11-12 - 2004 regional winner  
     "Springginkerl"  
     "Gold Marie"

**our products:**

- "Springginkerl"  
 - "Gold Marie"  
 11-14 - "Schlawiner"  
 - "Lasecco" (new)  
 - "Sprössling"

**target group:**

- health-conscious consumer
- 15-16 - quality-conscious consumer
- enthusiast of regional products of quality
- nature-conscious consumer

**FARMER ICE CREAM**

by Petra Blecknwegner

**Abstract** from German article  
FARMER ICE CREAM

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**economical situation of farmers:**

- 1 - 2 - increasing pressure of prices by chain of stores
- price for producers is increasing – vs. – price for consumer is decreasing
- income of farmers is less and less, they need alternatives

**alternatives:**

- growing and modernisation / automate
- shut down the farm and looking for a job
- take over work for the machine-circle
- 2 - looking for a second way of income:
  - cultivate plants for energy  
for example: biogas installations, rapeseed for diesel and so on
  - tourism: holiday on a farm
  - Inn-Salzach-Fruit-Initiative
  - foreign ways of production – producing of ice cream

**Why farmer ice cream?:**

- no preservative and artificial thickening
- no artificial flavour and colouring
- 3 - not frothed up by air
- keeping of jobs in the country
- using of regional and natural ingredients
- most advantage: ice free of charge – because the producer is her uncle !!!

**ice production:**

- 3 - 6 - strict rules of hygiene
- production
- label

**the brand “Bauernhofeis” (farmer ice cream):**

- a protected brand
- 6 - comes from Holland
- you can find it in Germany, Austria and Switzerland
- own recipes has to be permitted

7 **Bilder**