



Photo: Team WertWeideVerbund (2021)

WERTWEIDEVERBUND

Developing Business Models For Sustainable Cattle Grazing Systems

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Project partners:



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Funding:



Background

- Production and consumption of beef under criticism (greenhouse gas emission, biodiversity loss)
- Grassland based livestock fulfils social desire for animal welfare and provides a range of ecosystem services
- Grassland not for human consumption

Livestock Farming On Grassland In Brandenburg

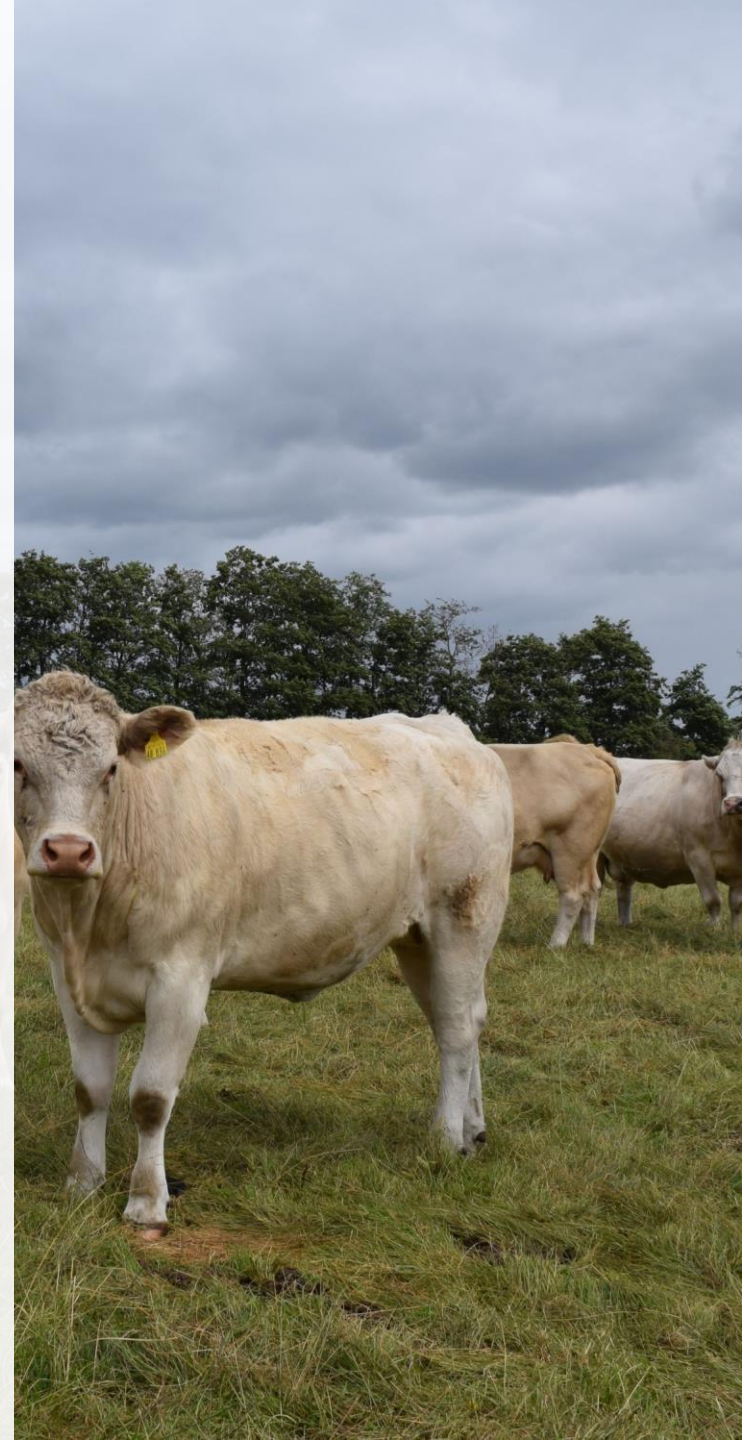
- Low yielding soils and extensive grassland
- Suckler cows are characteristic for Brandenburg (14% of suckler cows in DE)
- Offspring marketed supra-regionally and re-imported as market ready product, due to
 - lack of regional slaughtering and processing structures
 - feed quality and suitable husbandry practices
 - lack of skilled workers



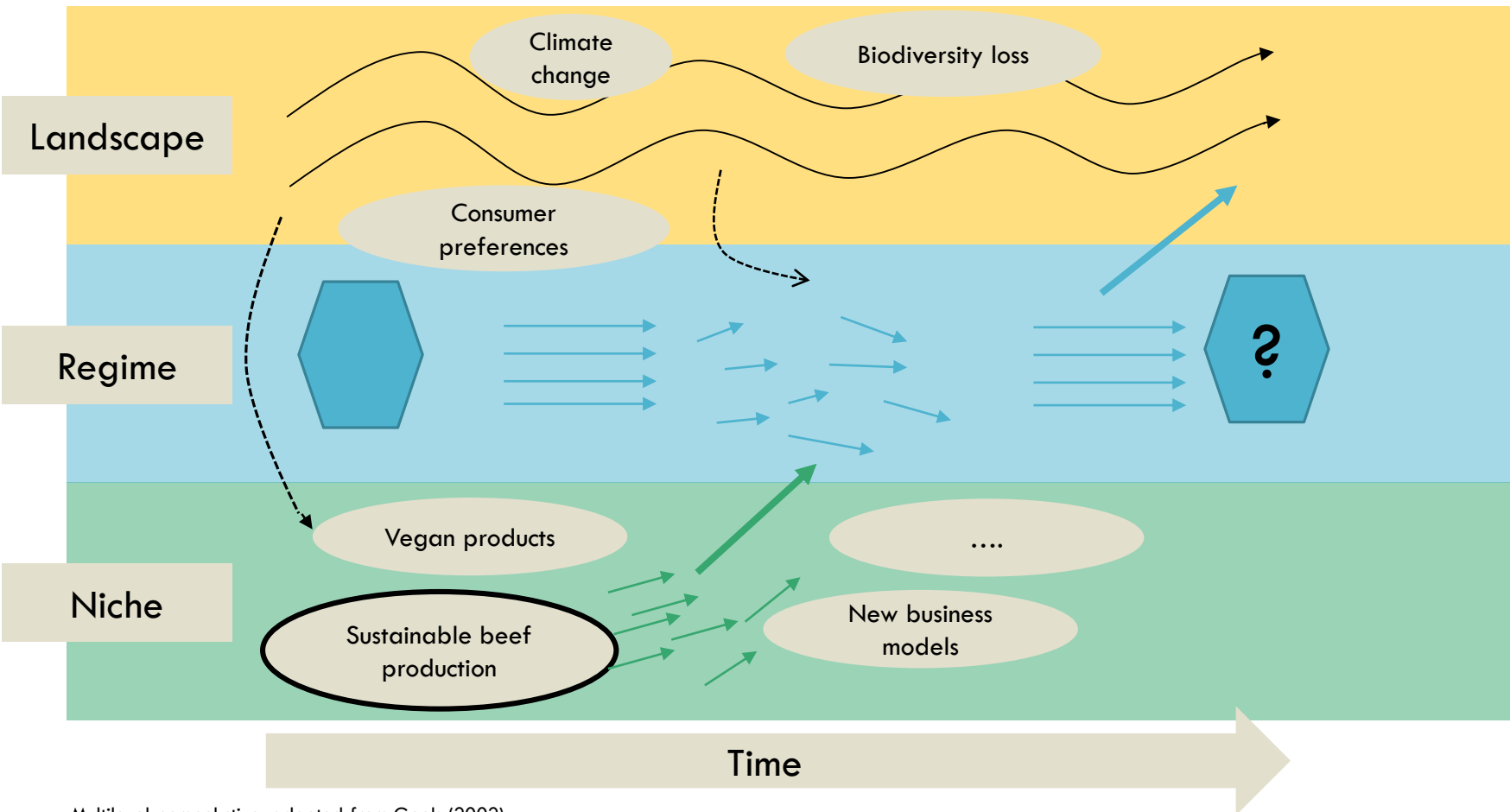
Objectives



Identify and test approaches to support the establishment of suitable regional business models for quality-oriented beef value chains in Brandenburg.

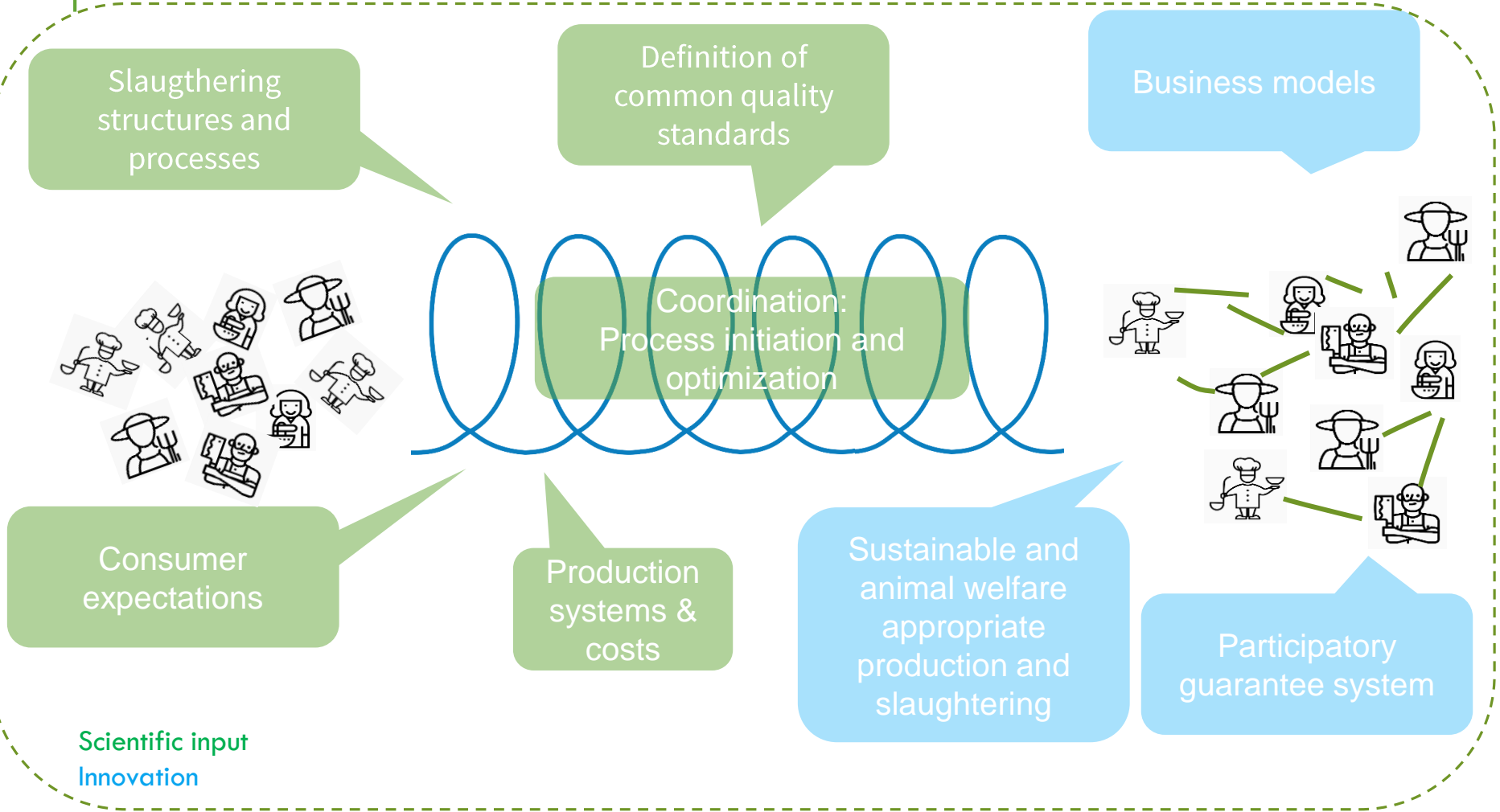


Agroecological Transition: A Multilevel Perspective



Multilevel perspektive, adopted from Geels (2002)

Living Lab



Definition of Common Quality Standards

Analysis of existing guidelines and quality standards for pasture management

Analysis of best practice

Expert interviews

Analysis of consumer expectations

Relevant variables for biodiversity-promoting pasture management of cattle

Quality Standards

Expectations and requirements of consumers and regional actors

Requirements of processor, slaughterers, farmers, Bulk purchasers

Definition of Common Quality Standards

Consumer expectations:

- Suckler cow husbandry
- Little concentrated feed
- Slaughtering on farm / short transports
- Fair wages
- Clear definitions

Requirements of processor

- Certified slaughtering facility
- 100% regional feed
- All year availability / all year calving

Guidelines and quality standards / best practice

- Maximum grazing period on trust basis / min. 120 days
- Permanent access to outdoors
- Stabling during winter
- Stabling of young bulls three months before slaughtering
- Regional procurement of concentrated feed, no GMO soy
- No antibiotics
- Max 200 km to slaughtering facility (2-4 h)

Preliminary Conclusions

- Consumer expectations vs. conditions in Brandenburg
 - Slaughtering facilities
 - Stabling during winter
 - Year-round outdoor access
 - Trust vs. definitions
- Year-round calving



- Regional procurement of concentrated feed
- Little use of antibiotics / no GMOs
- Permanent grassland



Next Steps

- Further discussions with farmers to improve animal welfare and grassland conservation (incl. Participatory Guarantee System)
- Test marketing of pasture raised beef in canteens in Brandenburg and Berlin



Photo: Projektteam WertWeideVerbund (2021)

Thank you for your attention!

Questions? Suggestions?

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