

Low mountain regions, hot spots of extensive large scale grazing systems in Germany

- the Rhoen Biosphere Reserve as an example



GAP Grazing Conference

22.-24. September 2009 / University of Exeter

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Structure of presentation

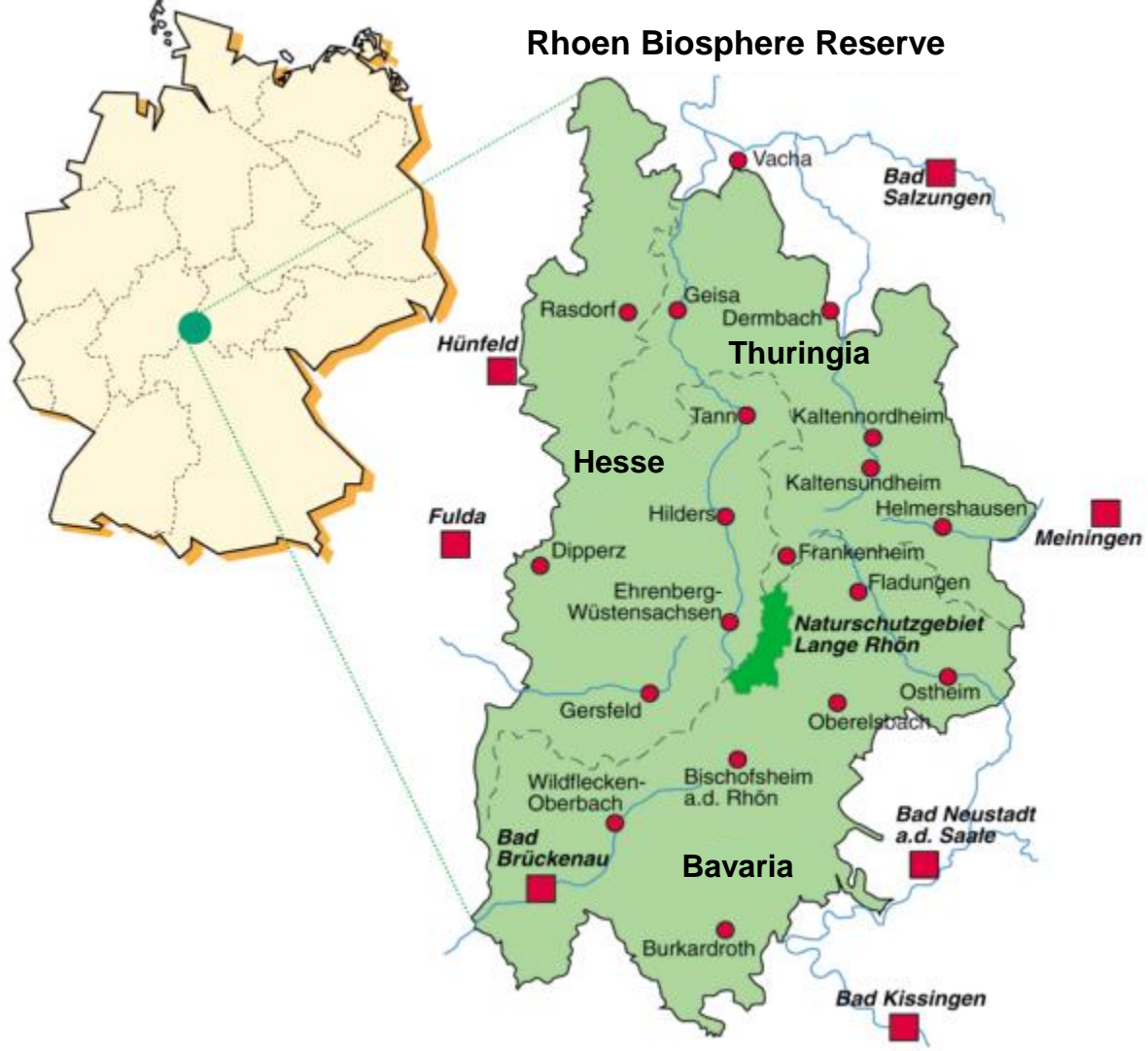
1. Short notes to low mountain grazing projects in Germany
2. Location of Rhoen Biosphere Reserve
3. Different species and breeds in the Rhoen Biosphere Reserve
Grazing Project
4. Goals of the grazing project
5. Current project situation
6. Nature conservation and socio-economical monitoring
7. Marketing of Franconian Yellow Cattle
8. Public relations work



1. Grazing projects in other low mountain regions



2. Location of Rhoen Biosphere Reserve



3. Grazing Project Rhoen BR



3. Grazing projects Rhoen BR





4. Goals of the grazing project

- Exemplary testing of different kinds of large scale grazing, if possible as all-season systems
 - Multi-species-systems and endangered breeds preferred
- Preservation and support of essential basics for nature conservation and farming
 - Future preservation of area-wide farming in parts of the Rhöen and protection of the unique nature
- Attendant production of data for nature conservation and socio-economy
 - with the aim to expand such grazing models to other (low mountain) regions
- Building up of a product marketing in the premium sector



5. Current project situation



	total number
number of pastures	38
individual farms	15
grazing co-operatives	9
farmers in total (single persons)	64
range of area (ha)	10 – 106
medium range of area (ha)	22
range of fence length (km)	1,5 – 8,4
total fence length (km)	118,7
range of fence length (m/ha)	74 – 324
average fence length (m/ha)	168
total area (ha)	867,5



5. Current project situation

Animal species on project pastures (n = 38)	
	Total number
Cattle	35
Horses	8
Sheeps	2
Goats	5



6. Economical Monitoring

■ Calculation of the total costs with Green X

- All costs included
- Based on individual herd management models
- Based on individual work times and fence costs
- Based on exact sale numbers of animals and meat prices
- Deductions and interests included



■ Running of a pasture book by the project farms

- All animal movements (animal stock on pasture over time)
- Feed in addition and litter use
- Used medications
- Control times and intervals for animals, fence and pasture logistics
- Special incidents



6. Ecological Monitoring

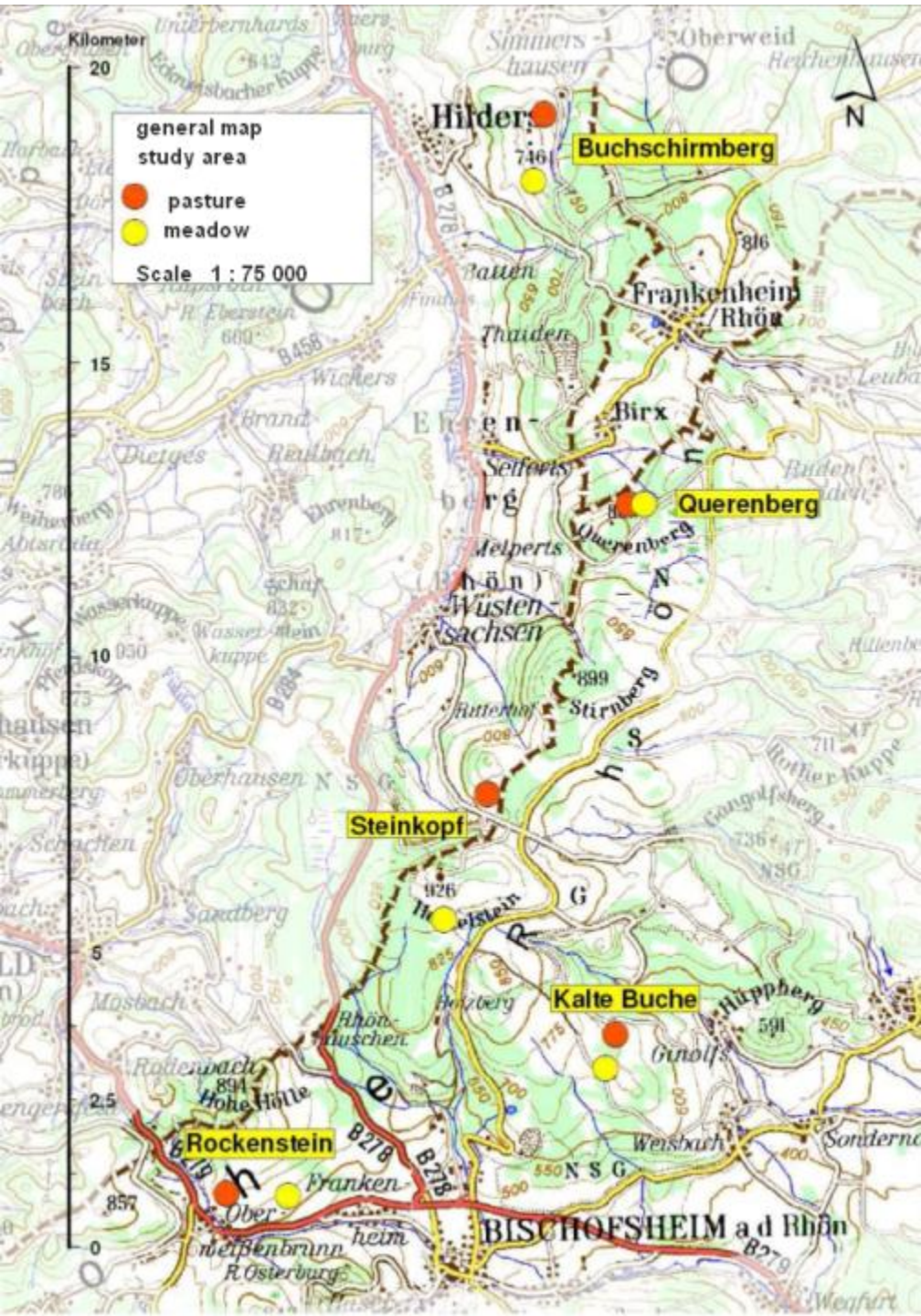
Implemented surveys:

- Plants
- Vegetation structure
- Breeding and migrating birds
- Coprophage beetles
- Butterflies
- Springs



- 1 Yellow oat-grass meadow
- 2 Common Blue
- 3 Marbled White
- 4 Thüringerwald Goat

Monitoring



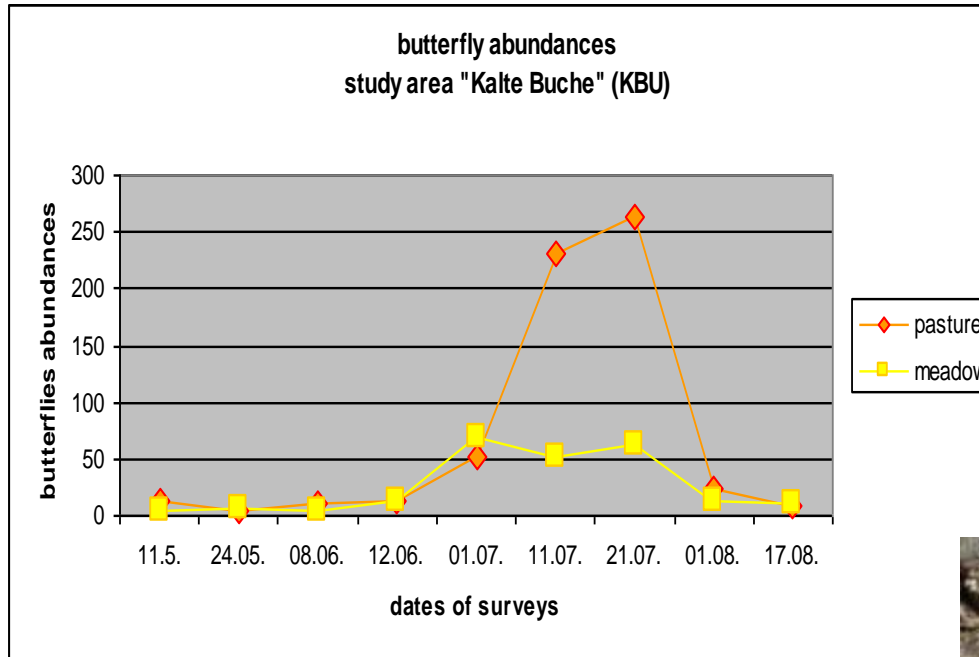
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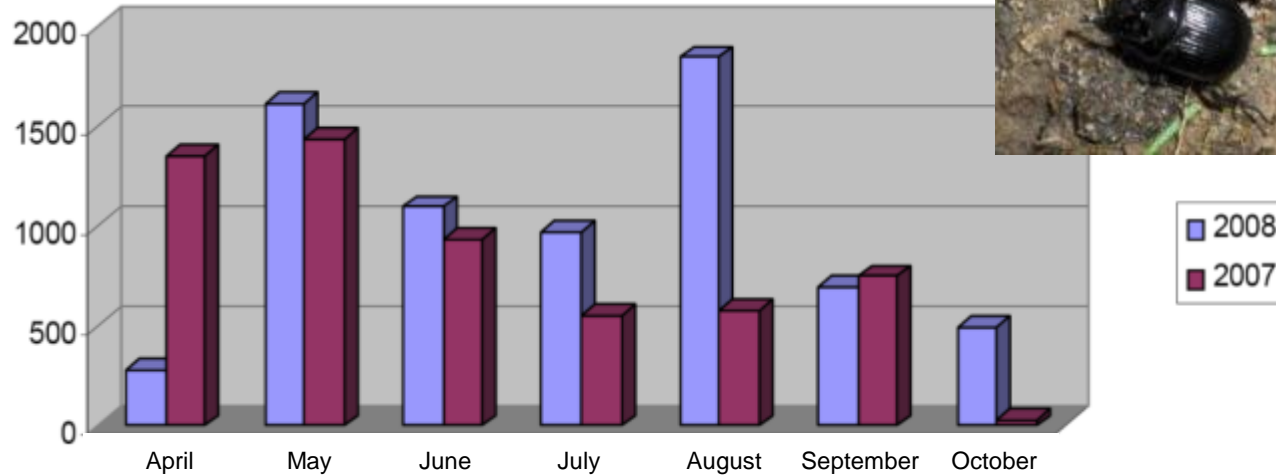
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6. Ecological Monitoring

Butterflies:



Coprophage: Beetles



7. Marketing of Yellow Cattle

Main product „Rhön Schdegge“

- Exclusive use of meat of the Franconian Yellow Cattle
- Possibility for the valorisation of low quality parts and old animals
- Design of a rambling stick to connect the product with the Rhoen being rambling world number one in Germany
- Permanent product development - current 4 varieties in organic farming quality



7. Marketing of Yellow Cattle

- **Planning of a total marketing concept for Franconian Yellow Cattle**

- **Continued product development**

Corned Beef – „Rhön Eck“ – designed as cross-section of a basalt column
Beef ham

Fried beef sausage – „Rhön Filou“ – with a French spice mixture

- **Participation at different markets and events**

Green Week - Berlin

Sausage market - Ostheim/Rhoen

Gourmet weeks with local gastronomy



8. Public relations work

- Articles in daily papers and different gourmet journals

Slow Food Journal, Stern - food+

- Celebration of the return from pasture

1. Weideabtrieb Ginolfs

- Creation of an information brochure for children

Mit der gelben Kuh
auf du und du!

Eine spannende Geschichte vom Frankenvieh
mit vielen interessanten Hintergrundinformationen



Auch als Unterrichtsbelegung geeignet



WURST ZUM WANDERN

Metzger Werner Söder trägt den Titel „der Würstflüsterer“, er weiß, was Würste brauchen. Das fängt beim Fleisch an: Aus artgerechter Tierhaltung muss es stammen. Was die Wurst nicht braucht, kommt auch nicht in den Darm: Geschmacksverstärker oder Gewürze mit unnötigen Zusatzstoffen. Der „Rhönschdedge“ ist das Leitprodukt seines Sortiments. Schdedge bedeutet „Wanderstock“, und so sieht die Wurst auch aus. Die würzigen kleinen Rindersalamis bekommen, frisch aus dem Rauch, einen vorsichtigen Knick, an dem sie dann zum Trocknen aufgehängt werden. Ausschließlich „Gelbes Frankenvieh“, eine alte Rinderrasse, wird für die Rhönschdedge verwendet, dazu gute Gewürze und feine Obstbrände. So gibt es Schdedge natur, mit frischem Bärlauch, mit Birnen- oder Holunderbrand. Die Würste sind biozertifiziert und völlig ohne Nitritpökelsalz hergestellt. Eine Stütze für die nächste Wanderung!
Preis: Rhönschdedge 25 Euro/kg, zzgl. Versand

1. Weideabtrieb

in der Bayerischen Rhön mit Weidefest



So, 26. Oktober 2008

97656 Oberelsbach – OT Ginolfs

11.30–17.15 Uhr, Festplatz und Rinderweide Gerd Manger



Thank for your attentiveness



**Franconian
Yellow**

