

CORENET Good SFSC Practice No 21:	
Author:	Eveline Neubauer
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	Lafnitztal Farm Specialities Cooperative
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	After joining the EU, direct marketing began. Info Va in Stmk Planning Association Upper Lafnitztal (PoL project). Career opportunities compatible with farming and children. Older farmers were still active on the farm, but there were no opportunities for young female farmers to work, so women were looking for their own financial footing. While working in the joint farm shop, it became apparent that there were repeated requests for catering services. In 1998, the decision was made to found a rural catering company. A communal kitchen was built, the necessary equipment was purchased, and a logo was created. It was important not to do things by halves, but to make everything perfect from the start. Each employee developed a direct marketing channel from their own branch of the business.
b Distribution and logistics:	Everyone produces on their own farm. Catering for private and business events Wedding catering Business and event catering, but also small family celebrations e.g. Sterzfestival cooking on site International festivals (e.g. Rolling Pin international food fair in Brussels, Genussfestival in Düsseldorf , harvest festival, raising awareness at trade fairs and events, church events, farmers' market stall at Luciakirtag in the Allhau market (own region), preservation of customs, passing on traditional recipes
c Regulatory compliance:	Food inspector inspects the company kitchen once a year, hygiene inspections AMA inspection at the companies Agrarmarkt Austria (AMA) is an Austrian institution responsible for the administration and implementation of the EU's Common Agricultural Policy in Austria. It supports Austrian agriculture through various measures, such as market and price reporting, quality promotion, and the awarding of quality seals such as the AMA seal of approval and the AMA organic seal.
d Better partnering:	nine farming families, chamber of agriculture, Soja Austria, Leader, 50 regional suppliers (producers)), regional and national organisations, family and business events
e Technology:	Every producer produces on their own farm.
f Production & processing:	50 regional suppliers (producers)
g Packaging:	Efforts are made to produce as little waste as possible. Catering is tailored to the target group.
h Branding and marketing:	advertising word of mouth, social media, websites,
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Gained experience as a consultant for the "Gutes vom Bauernhof" (Good Things from the Farm) project, experience working on the "Agrar.Projekt.Preis" (Agricultural Project Award) project. Agricultural training at HLFS Wieselburg and FH Tourism Management. Rural background, committed family, open to new ideas. Advice from the Chamber of Agriculture, further training from LFI, Soja Austria, support from Leader, etc.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The Lafnitztaler are a rural catering company. The company is a commercial association of nine farming families. More than 90% of the food they process comes directly from member farms. Products from the region on the plate without middlemen. The female farmers who produce the food also sell it at the catering events. The people behind the products are visible, not anonymous food. Efforts are made to produce as little waste as possible. Catering is tailored to the target group. For example: Men's meals are balanced. "Long stages of hard work paved the way to success for the Lafnitztal farmers' wives. "They developed everything themselves, based on old recipes."
	Main results/outcomes of the activity (expected or final) jobs for farmer wives in the own region Farmhouse catering, farmhouse buffet Agape, Lafnitztal finger food, Cold dishes, Hot dishes, Homemade flour dishes, Drinks, Equipment, Service, Awareness raising, sharing recipes, providing consumers with insight into agriculture, Due to the nature of the business, the goods are priced higher than on the open market. The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? A good example of how to offer consumers locally sourced food based on traditional recipes, adapted to today's nutritional requirements and a good example of cooperation between farmers. It was important not to do things by halves, but to make everything perfect from the start. Due to the nature of the business, the goods are priced higher than on the open market. Each employee developed a direct marketing channel from their own branch of the business Further information/references: The mission: A good life for everyone! This means treating people, animals, and plants with respect. The employees see themselves as part of nature and take responsibility for their own environment. With a clear conscience from the first bite to the last! Behind every product are real people who are passionate about producing high-quality food. They offer guests authentic regional farm specialties, perfect organization, and warm service.
Actors, stakeholders	farmer wives, family, advisors, chamber of agriculture, ministry of Agriculture and Forestry, Climate and Environmental Protection, Regions and Water Management.
Region, Country	Austria, Burgenland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.lafnitztaler.com/

Short title in native language Lafnitztaler Bauernspezialitäten OG

Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Die Lafnitztaler sind ein ländlicher Catering-Betrieb. Das Unternehmen ist ein Handelsverband von neun Bauernfamilien. Mehr als 90 % der von ihnen verarbeiteten Lebensmittel stammen direkt von den Mitgliedsbetrieben. Produkte aus der Region auf den Teller ohne Zwischenhändler. Die Bäuerinnen, die die Lebensmittel produzieren, verkaufen sie auch bei den Catering-Veranstaltungen. Die Menschen hinter den Produkten sind sichtbar, keine anonymen Lebensmittel. Es wird darauf geachtet, so wenig Abfall wie möglich zu produzieren. Das Catering ist auf die Zielgruppe zugeschnitten. z.B. die Mahlzeiten für Männer sind ausgewogen. „Lange Phasen harter Arbeit ebneten den Lafnitztaler Bäuerinnen den Weg zum Erfolg. Sie entwickelten alles selbst, basierend auf alten Rezepten.“
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