

# Graditz Stud Farm

## 1. Einführung

Der Betrieb setzt auf ein einzigartiges Konzept für gesundes und natürliches Rindfleisch. Auf dem Gestüt Graditz mit seinen weiten Grünland-Pferdekoppeln weiden parallel die Hereford-Rinder von Herrn Schneider. Pferde weiden sehr selektiv, so dass die Rinder in optimaler Nachweide gehalten werden. Durch diese Kombination wird die entsprechende Artenvielfalt und Struktur des teilweise über 300 Jahre alten Grünlands erhalten.

Das Weiden von Pferden und Rindern wirkt sich positiv auf die Artenvielfalt von Insekten und Pflanzen aus. Die Weiden in Graditz setzen sich daher auch sehr vielfältig zusammen: 81 % Gräser (mind. 9 Arten) 14,6 % Kräuter (mind. 17 Arten) und 4 % Leguminosen (mind. 2 Arten). Dadurch steht das ganze Jahr umfangreiche Futtergrundlage vom Grünland zur Verfügung.

Der Betrieb setzt auf Nachhaltigkeit, Regionalität und 100 % artgerechte Haltung.

## 2. PROFIL DES PROMOTERS



**Vorname**

Matthias

**Familienname, Nachname**

Schneider

**Geburtsjahr**

1967

**Geschlecht**

Männlich

**Ausbildung**

Farmer; Agricultural Engineering Degree; Computing Engineering; Business Economy Degree

**3. Betriebsprofil**





**Adresse**

Gestütsstraße 04860 Torgau Alemania

**Land**

Deutschland

**Fläche des Bauernhofs in ha**

50.00

**Gründungsdatum des Betriebs**

2014

**Datum, seit dem der Betriebsleiter den Betrieb führt**

Mi., 01.01.2014 - 12:00

NUMBER OF WORKERS	FAMILY MEMBERS	EXTERNAL WORKERS
<b>Full time</b>	0	1
<b>Part time</b>	0	0

**Betriebsbeschreibung**

Mister Schneider cooperates with the stud farm on-site on the pastures. The surfaces in the stud farm are leased. Additionally, there has even owned land directly on the Elbe River since 2017. The mother cows are in the open air the whole year. This species-appropriate free-range husbandry in the herd has positive effects on the animal health and in doing so, on the health and rich in vitamins content of the beef. The cattle stands at least 20 months on the pasture, so that their meat matures gently. The beef is offered integrally. Hence, with the "Fillet pieces" also further parts, such as bones and leg slices are offered. Thus, clients show a renewed interest in beef produced here.

Mr Schneider supports this additionally through the close to nature events - for example when he rushes the cattle from one of the pasture lands to the another along the Elbe River. This event is offered to people interested events are regularly fully booked. Besides, he offers events in cooperation with local butchers and catering, in which the focus is on the beef and its preparation with the herbs, that are to be found again on the meadows due to his cultivation method.

### **Website und Social Network-Links**

~~Website~~

~~Instagram~~

~~Facebook~~

## **4. Multifunktionale / nachhaltige Landwirtschaft und europäische Agrarlandschaften (EAL)**

### **Stichwörter: Multifunktionale und Nachhaltige Landwirtschaft**

~~Direct sales~~

~~Quality/Organic/Certified production~~

~~Traditional land use~~

~~Biodiversity~~

### **Freier Text**

The enterprise lies in the district of North Saxony. The area of Ostelbien (Land East of the Elbe River) stretches over 161 km<sup>2</sup> in a length of 23 km (North-South extension) and a width of 11 km (East-West extension).

Around 6.600 inhabitants live here (state: 2014) in 31 villages and homesteads.

Characterizing landscape feature is the Elbe River and the stud farm facilities Graditz with approximately 300 ha of grassland and pastures, where a merger of the landscape takes place between homes and stable buildings as well as pastures.

The grazing of the grassland surfaces is a type of land use with a long tradition. The Hereford cattle graze grass as well as herbs and results in excellent meat quality. At the same time, they maintain and preserve the grassland area.

Mr Schneider uses these foundations for the production and scores thereby also in the direct sale of his meat in greater Leipzig area. He promotes transparency and authenticity: concrete farmer with concrete cow on concrete meadow.

Through this kind of agriculture, the enterprise contributes to:

- Preservation and strengthening of the biodiversity;

- Preservation of traditional cultivation techniques;
- Promotion of the landscape value;
- Preservation of work opportunities rural area;
- Landscape tourism in rural area;
- Production of high-quality, safe and healthy food.

### **Rat und Empfehlung**

"I make sure that my enterprise is in line".

"As soon as I think about differentiating myself on the market, landscape is a very important element. The idea of about selling in a different way and looking for a niche is certainly worth it".

"Look precisely at what is done in other enterprises, in particular also in the sector of the value creation: what does the business do? What do the cooks do?".

## **5. Einschätzung, notwendige Fähigkeiten, Fragen**

### **Allgemeine Überlegungen**

It is essential for a farmer to confront the special conditions on-site. It results in limitations but in the most cases also in special chances.

Mr Schneider has implemented his enterprise based on the basic ideas of "Sustainable animal husbandry, agriculture & landscape" as holistic concept. That the enterprise could grow in only 3 years to full existence, is due to the production and above all due to the processing and marketing in the enterprise, that is absolutely coherent, and offers possibilities of nature experience for elderly and young, in the city as well as in the country. Besides the direct sale in Graditz, he also runs a farm shop in Leipzig.

The enterprise creates an added value for the region. Based on the principle of "Strengthen strengths" and "Everyone should do what he is doing best" he cooperates both at the level of the production (with other farmers and breeders) and in the processing and marketing (butcher's and catering).

In the end, the enterprise itself benefits, and so does the region and the landscape.

Up to now the experience is very positive. But there exist already lessons learned and crucial competencies can be identified.

It is important to care in detail about with whom you are cooperating. Especially if your final product and price at the end of the value chain is depending on the whole "production story" it is evident to work with people following the same visions like the farmer does.

Being able to analyse the market needs and identifying consumer needs helps to always improve further the quality of final products from raising the calves, innovative ways of pasturing up to slaughtering and butchering.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Fester Kundenstamm durch Erlebniskultur und durchgehende Story.</li> <li>• Nutzung der modernen Medien zur regelmäßigen Kontaktpflege (Mail-Newsletter, Facebook, Instagram).</li> <li>• Stabile Ertragsgrundlagen in der Weidehaltung.</li> <li>• Leistbares Pensum durch Kooperationen.</li> </ul>	<ul style="list-style-type: none"> <li>• Man kann nicht perfekter Vermarkter und perfekter Erzeuger sein; dies muss man erkennen und entsprechend handeln.</li> <li>• Ein funktionierendes Netzwerk ist notwendig.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Produktpalette ergänzen (z.B. durch zusätzliche Hühnerhaltung uf den Weiden).</li> <li>• Synergien heben und wachsen.</li> </ul>	<ul style="list-style-type: none"> <li>• System und Konzept sind einzigartig, aber kopierbar.</li> <li>• Skandale im Lebensmittelbereich sind immer möglich und schlagen ggf. durch.</li> <li>• Direkte regionale Konkurrenz wäre eine Herausforderung bzgl. der notwendigen Preise in der Direktvermarktung.</li> </ul>

## Schlüsselwörter

### EAL Schlüsselwörter

Pasture

Protected area

### Farming Key words

Livestock

Cattle

Horses

Grassland/Pasture  
Processing

### **Haupttraining/Fähigkeiten/Kompetenzen**

Mr Schneider is very well trained in many sectors. He feels very strong in the sector of the marketing. He builds on communication and transparency.

He is in permanent contact and exchange with the clients and asks for their opinion. In doing so, he stays on the pulse of time.

Furthermore, he is open for cooperation, and supports other sectors which are in interaction and business relation with him. The cooperation bring him freedom for his own focus.

### **Stichwörter: Multifunktionale und Nachhaltige Landwirtschaft**

Direct sales

Quality/Organic/Certified production

Traditional land use

Biodiversity

### **Fragen**

- Starting a farm from almost zero is a challenging task. To reach a level allowing an adequate entrepreneurial income is not easy, but it is possible following a clear concept. Do you have such a concept?
- Biodiversity maintenance and the preservation of visual landscape character and keeping of traditional breeds are connecting the farm with local community again. Do people recognize you and your valuable work?
- Contact with local community is a chance to get in touch directly with social aspects and as well for business opportunities along added value chain. Are you in direct contact with your clients?

### **Disclaimer.**

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