Haras de Graditz

1. introduction

L'entreprise se base sur un concept unique pour offrir une viande de bœuf saine et naturelle au sein du haras de Graditz, avec ses larges pâturages parallèles aux troupeaux bovins Hereford de Monsieur Schneider. Les chevaux paissant de manière très sélective, le bétail se maintient dans un champ de culture optimal. Grâce à cette combinaison, il est possible de préserver la biodiversité et la structure des prairies de plus de 300 ans.

Le pâturage des chevaux et des bovins a des effets positifs sur la biodiversité des insectes et des plantes. Les pâturages de Graditz sont donc également très variés: 81% de graminées (au moins 9 espèces), 14,6% d'herbes (au moins 17 espèces) et 4% de légumineuses (au moins 2 espèces). Une alimentation complète basée sur les pâturages est ainsi disponible tout au long de l'année.

L'entreprise repose sur la durabilité, la régionalité et une gestion des espèces 100% appropriée.

2. PROFIL DE PROMOTEUR

Prénom
Matthias

Nom de famille
Schneider

Année de naissance
1967

Le genre
mâle

Éducation

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

3. PROFIL DE LA FERME

Address
Gestütsstraße 04860 Torgau Alemania

Pays
Allemagne

Secteur agricole dans hectar
50.00

Date de création de la ferme
2014

Date depuis quand le promoteur est propriétaire / loue la ferme
mer 01/01/2014 - 12:00

NUMBER OF WORKERS	**FAMILY MEMBERS**	**EXTERNAL WORKERS**
Full time	0	1
Part time	0	0

Description de la ferme

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.

Site Web et des liens de réseaux sociaux
Website
Instagram
Facebook

4. Multifonctionnelle / agriculture durable et des paysages agricoles européens (EAL)

Multifunctional & sustainable farming Key Words
Direct sales
Quality/Organic/Certified production
Traditional land use
Biodiversity

Texte libre

The enterprise lies in the district of North Saxony. The area of Ostelbien (Land East of the Elbe River) stretches over 161 km² 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.

Conseils / Recommandation

"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. CONSIDERATIONS, compétences / compétences impliquées et requêtes / questions.

Considérations générales

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.

Strengths	**Weaknesses**
• Base de clientèle solide à travers une culture expérientielle et une histoire continue. • Utilisation des médias modernes pour la maintenance régulière des contacts (Mail-Newsletter, Facebook, Instagram). • Base de revenu stable dans le pâturage. • Charge de travail abordable grâce à la coopération.	• On ne peut être un négociant parfait et un producteur parfait; il faut le reconnaître et le traiter en conséquence. • Un reseau actif est nécessaire .
Opportunities	**Threats**
• Augmenter la gamme de produits (par exemple en faisant paître de la volaille dans les prairies). • Accroître et développer des synergies.	• Le système et le concept sont uniques, mais reproductibles. • Les scandales dans le secteur alimentaire sont toujours possibles et peuvent avoir une influence. • La concurrence régionale directe serait un défi en ce qui concerne les prix nécessaires dans la vente directe.

Mots-clés

EAL Keywords
Pasture
Protected area

Farming Key words
Livestock

~~Cattle~~
~~Horses~~
~~Grassland/Pasture~~
~~Processing~~

Main Training/Skills/Competences

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.

Multifunctional & sustainable farming Key Words

~~Direct sales~~
~~Quality/Organic/Certified production~~
~~Traditional land use~~
~~Biodiversity~~

Requêtes / Questions

- 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?

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