

Land.Schnuppern

MEHR ERFAHREN



Brüssel. 11.04.2019.
Bernd Wecker,
Regionalmanager

Where and who?

- 6 municipalities
- Area size: 868 km²
- Population: 87k = 100 inhab./km²



REGION Hoch-sauerland

Naturpark Diemelsee

LEADER-Region Diemelsee-Nordwaldeck

- 7 municipalities
- Area size: 676 km²
- Population: 66k = 98 inhab./km²
- Lead in the co-operative project



- Nature reserve
- Area size: 340 km²
- 2/3 HE, 1/3 NRW
- Known as „Sauerland“
- Mittelgebirge (central mountain ranges), strong impact by tourism, forestry and agriculture, (predominated by dairy cattle farms)
- Willingen has over 1M overnight stays/year

Überangebot

Milchpreis für Bauern fällt teils unter 20 Cent

Die Milchpreise erreichen ein neues Rekordtief. Erste Bauern bekommen laut einem Zeitungsbericht nur noch 20 Cent pro Liter - halb so viel, wie sie zum Überleben brauchen.



Kühe in Melkanlage



Dienstag, 17.05.2016 09:47 Uhr Drucken Nutzungsrechte Feedback Kommentieren

Der Milchpreis für Bauern ist [nach Angaben der "Frankfurter Allgemeinen Zeitung"](#) innerhalb weniger Wochen um 30 Prozent abgestürzt. Preisverhandlungen zwischen Molkereien und Landwirten hätten in manchen Regionen Auszahlungspreise von 19 oder 18 Cent ergeben. Um kostendeckend wirtschaften zu können, bräuchten die rund 75.000 Milchbauern in Deutschland aber einen Erzeugerpreis von etwa 40 Cent pro Liter.

Production price of milk less than € 0,2 „cry out for help“

Trigger

The original idea of the classical image campaign with the goal to change consumer behaviour was destined to fail. With our analysis, the novel approach to bundle existing strengths has been initiated.

Approach

Result

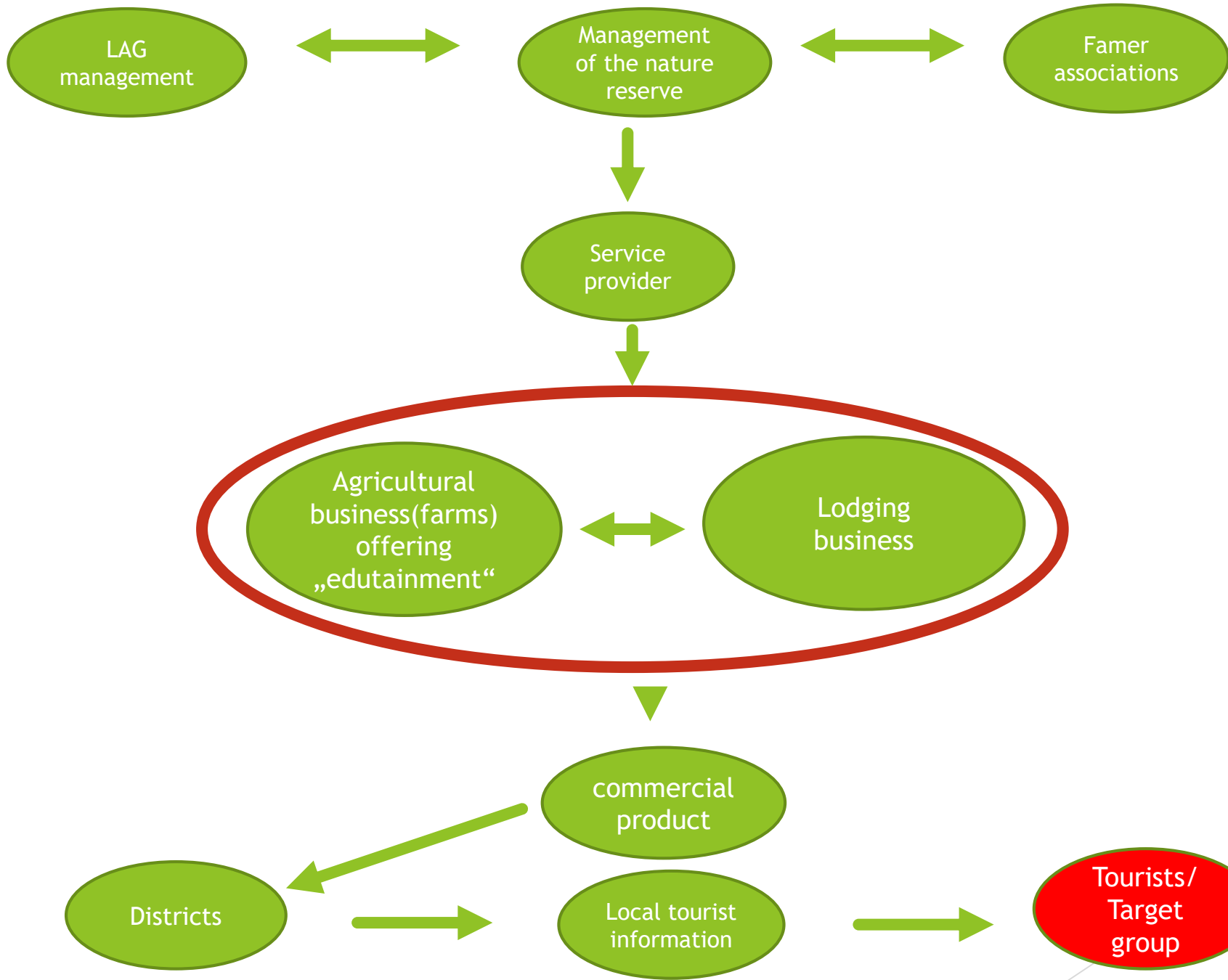
Importantly, the direct contact between farmers, local population and tourists generated empathy for agricultural production and animals

Thus, the merge of educational farming, termed „Agricultural Edutainment“, and lodging industry generated the required synergy for a lucrative tourist product

Specific

Optimal conditions are present in the region: interest for tourism and many "open" farms

Actors and Network



Currently



Land Schnuppern

START NATURPARK LAND SCHNUPPERN KARTE KONTAKT IMPRESSUM

FERIENWOHNUNG CECK
Zwei familienfreundliche Ferienwohnungen für jeweils 2 – 5 Personen mit großem Garten, Feuerstelle, Tischtennis, Sandkasten, Spielgeräten, Gartenhütte, umlautem Grundstück und direkt am Wald gelegen.
Bettenwäsche, Hand- und Küchentücher, überdachte Parkplatz direkt am Haus, kostenloses WLAN, Kinderbetten- und stühle.
Preis: ab 35,- € für 2 Personen, Familienfreundlich.
Renate Ceck
Westfalenstraße 1
34467 Korbach-Hilleshausen
Telefon: 05922 8893
ferienwohng@park.de

FERIENWOHNUNG HÄHNENHOF
Moderne Ferienwohnung in ehemaligem Fachwerk-Bauernhof direkt an einem Bach. Das ruhige Norder-Enns (Korbach 5 km) bietet eine zentrale Lage für Ausflüge nach Willingen und zu den drei Staesen.
Neu gestaltete, moderne Ferienwohnung im 1. Stock mit Balkon, Geräumiges Wohnzimmer, Esszimmer, Küche, Bad, 2 DZ und ein Kinderzimmer mit zwei Einzelbetten, Ortrandlage am Feld.
Preis: ab 65,- € für 4 Personen inkl. Frühstück.
Petra Lanz
Quellenstraße 3a
34467 Korbach



14 adventures (farms), 20 hosts

Goals/Added value

Changing consumer behaviour towards agricultural products

Mingling of farmers and tourists

Generating the understanding for agricultural production processes in general

New opportunities for tourists, increasing added value

Integrating agricultural and tourist businesses (increasing insights)

Additional income source for agricultural businesses

Integrating conventional products of the NP

Fostering the understanding for cultural sustainability by agricultural businesses

Joining agriculture and conservation under a common umbrella/topic

Improving acceptance levels towards conservation

Generating the understanding for sustainable agriculture

Generating support for animal welfare and humane maintenance by direct contact to farm animals

...

Project costs for service provider:

- Organization
- Development of products and offers
- Marketable implementation
- Production materials (printouts, webdesign, etc.)

Total cost: € 43 000 gross

LEADER funding: € 23 000 (1/3 NRW, 2/3 HE)

Equity capital: € 20 000, by special purpose association
„Naturpark Diemelsee“

How will this continue?

Implementation of marketing of destination promoting touristic products of the federal State Hesse, in particular via social media



Acquisition of additional providers (agriculture and accomodation)

Additional support by nature reserve and tourist management Willingen

Follow-up costs covered by nature park and/or municipalities

LEADER is the only program which creates so many synergistic values in our funding environment

LEADER is effective by creating added value with only small investment

LEADER fosters integrative thinking in the local population

LEADER is absolutely pivotal for rural Regions to become resilient, innovative and economically successful!

Thanks a lot for your attention

Are there remaining questions?