KNOWLEDGE EXCHANGE IN AUSTRIA: Best Practices in Linking Traditional Specialty Products and Rural Tourism

25-29 JUNE 2018

Organized in collaboration and with the support of the Austrian Ministry of Sustainability and Tourism
Introduction

The Food and Agriculture Organization of the United Nations (FAO) and the European Bank of Reconstruction and Development (EBRD) are implementing the project “Promoting sustainable agrifood value chains through linkages with tourism” in Montenegro in collaboration with the Montenegrin Ministry of Tourism and Sustainable Development and Ministry of Agriculture and Rural Development, and in this context have organized a number of knowledge and best practices exchanges as part of capacity building.

From 25 to 29 June 2018, a Montenegrin delegation will travel to Carinthia and the Styria region of Austria to learn from the Austrian experience. Austria is an excellent model that combines the issues of agriculture, tourism and the development of rural areas in a similar mountainous region with a similar tourist profile. Keen to support the successful integration of Montenegro into the European Union (EU), the Austrian Ministry of Sustainability and Tourism has graciously lent their expertise in organizing the most relevant site visits for Montenegrin public authorities and producers and have also provided a guide and a translator.

The aim of the knowledge exchange addressed to the Montenegrin delegation is to better understand the best practices in production of similar traditional specialty food, improve the offering in rural tourism services and how to build on and market the link between gastronomy and rural tourism. Producers and rural tourism operators will be acquainted with production and marketing techniques of traditional specialty food, quality standards, flexibility guidelines, farmer organization and collective marketing, labelling, packaging, gastronomy as a destination, successful agritourism operations, farmstays and the marketability of culinary heritage as a tourist offer.

Montenegrin public officials from Ministries in charge of tourism and agriculture will gain insight into the coordination of actions between agriculture and tourism and learn from Austrian public authorities experiences in the EU. National parks and the delicate balance of natural resource management and sustainable livelihoods will be examined, and the overall discussions with the producers will also be invaluable in understanding the constraints faced by rural entrepreneurs and will take these lessons back to their respective Ministries. The knowledge, experience and insight gained will also support the broader objective of proposing a roadmap for a national rural tourism strategy.

This capacity building activity contributes to the achievement of FAO’s Strategic Objective 4: Enable inclusive and efficient agricultural and food systems.
Day one
Monday, 25 June

16H30 Arrival to Ljubljana and departure by bus for Carinthia, Klagenfurt;
• Introduction to the “action plan” activity for participants

HOTEL CHECK-IN
Bildungshaus Schloss Krastowitz,
Education center of the Chamber of Agriculture
Krastowitz 1, A-9020 Klagenfurt am Wörthersee
www.schlosskrastowitz.at

18H30 Meeting with Mr Hans Mikl, Director of the Chamber of Agriculture

WITH A FOCUS ON:
• EXCHANGE OF EXPERIENCES, RURAL AND FARM TOURISM, INCOME DIVERSIFICATION
• FLEXIBILITY MEASURES
• ASSISTANCE TO FAMILY FARMING ENTERPRISES, LOCAL AND NATIONAL SUPPORT IN REGISTRATION, INSPECTION, ACCESS TO SUPPORT MEASURES

20H00 DINNER AT THE HOTEL
Day two
Tuesday, 26 June

07H45 BREAKFAST AND HOTEL CHECK-OUT

08H45 Departure from hotel to Pattergassen

10H00 Visit to “Nockfleisch” farm shop with tasting of products. Many of the farmers produce in the Biosphere natural reserve, a site recognized by UNESCO. There will also be a visit to the slaughterhouse.

Region Nockberge;
9560 Feldkirchen, Milesistraße 2
www.nockfleisch.at

WITH A FOCUS ON:
• FARMER ORGANIZATION
• PRODUCTION AND MARKETING OF LOCAL BEEF UNDER A COMMON BRAND
• CONSERVATION
• PACKAGING AND LABELLING
• FLEXIBILITY MEASURES

10H45 Visit to the Nature Park Centre
Meeting with the Administration of the Biosphere park and short presentation.

Ebene Reichenau 11, 9565 Reichenau;
www.biosphaerenparknockberge.com

WITH A FOCUS ON:
• NATURAL RESOURCE MANAGEMENT POLICIES
• BALANCE BETWEEN PRODUCTION AND PRESERVATION, RURAL TOURISM STRATEGY
11H30  Visit to Biosphere Park and Nockalmstraße
       Stop at Windebensee for a panoramic view

12H30  Visit to an organic fish farm “Sigis Natursaibling”
       www.natursaibling.at

WITH A FOCUS ON:
• GASTRONOMY AND REGIONAL QUALITY SEALS
• EXPANSION UNDER EU HYGIENE RULES
• RURAL TOURISM STRATEGY
• PRODUCTION AND PROCESSING IN A PROTECTED LANDSCAPE
• PACKAGING AND LABELING
• ON AND OFF FARM MARKETING

LIGHT LUNCH IN THE RESTAURANT OF THE FISH FARM

14H00  Departure to Styria, passing the Turracher Höhe, part of the national park that draws many visitors for skiing, hiking and other outdoor activities.

15H00  Visit of the Styrian Woodmuseum,
       Hans Edler Platz 1, 8862 St. Ruprecht ob Murau;
       Styrian “Holzstraße”
       www.holzmuseum.at

       Meeting with Mr. Harald Kraxner, manager of “Holzstraße”
       and regional leader

WITH A FOCUS ON:
• LOCAL TOURISM OFFERS AND MARKETING
• VALORIZATION OF CULTURAL HERITAGE
17H00  Murau
Visit of local brewery:
Murau Bier Brauerei der Sinne (Brewery of all senses)
*Raffaltplatz 19-23, 8850 Murau*
www.murauerbier.at

**WITH A FOCUS ON:**
- SUSTAINABLE AND ECOLOGICAL PRODUCTION
- LOCAL MUSEUMS AS A TOURISM DRAW
- MARKETING AND MERCHANDISING

18H15  HOTEL CHECK-IN
Hotel Lercher
Schwarzenbergstraße 10, 8850 Murau
www.hotel-restaurant-lercher.at

19H00  DINNER AT THE HOTEL
Meeting with regional managers for tourism and ecoenergy
Ing. Kurt Woitischek - Director Stadtwerke Murau
Ms. Tamara Schelanda - Director Tourism Murau Kreischberg

**WITH A FOCUS ON:**
- INNOVATION
- CONTRIBUTIONS FOR THE RURAL TOURISM STRATEGY
- SUPPORT FOR PRODUCERS AND RURAL HOUSEHOLDS
Day three
Wednesday, 27 June

08H00  BREAKFAST AND HOTEL CHECK-OUT

09H00  Departure from hotel

09H30  Visit to a small dairy with cheese production on a farm
        Hofkäserei Dengg
        8811 Scheifling, Römerstrasee 6,
        www.hofkaeserei-dengg.at
        Owner: Maximilian Dengg

WITH A FOCUS ON:
• ON-FARM PRODUCTION
• CHEESE SPECIALTIES; MARKETING FOR LOCAL PRODUCTS
• FLEXIBILITY MEASURES AND QUALITY STANDARDS
• PACKAGING AND LABELLING
11H00 Visit to Styrian dairy Obersteirische Molkerei and visit to tourist attraction OM Milk Experience World in Knittelfeld

Meeting with Hr. ÖR. Ing. Friedrich Tiroch, director

**WITH A FOCUS ON:**
- Production and Marketing for “Murtaler Steirerkäs” (Styrian Cheese from Mur Valley), registered as Nr. 64 of the Austrian Culinary Heritage and also a part of “Genussregion Österreich” (Region of Delight)
- WITH A FOCUS ON:
  - Production and Marketing for “Murtaler Steirerkäs” (Styrian Cheese from Mur Valley), registered as Nr. 64 of the Austrian Culinary Heritage and also a part of “Genussregion Österreich” (Region of Delight)
  - Organization of the Dairy and Farmers
  - Concept of Culinary Heritage and “Region of Delight”
  - Linking Agricultural Production to Tourism through Branding
  - Flexibility Measures and Quality Standards
  - Packaging and Labelling

13H00 **LIGHT LUNCH**

14H00 Transfer to St. Ruprecht an der Raab

15H30 Visit to Von Herzen Biobauern GmbH, a company owned by OPST – Obst Partner Steiermark – a producers organization

**WITH A FOCUS ON:**
- Organic Farming
- Cooperation between Producers, Retailers and Consumers
- Successful Branding, Marketing and Raising Awareness
- Better Positioning on the Supply Chain
17H30  Visit to an agritourism activity  
Family Franz u. Rosamarie Kober – Agrotourism  
Wollsдорferegg 13, 8181 St. Ruprecht a.d. Raab  
www.apfelhof-kober.com

WITH A FOCUS ON:  
• FARM HOLIDAYS  
• LINKING PRODUCTION WITH TOURISM, QUALITY OF TOURIST OFFER  
• MANAGING SEASONALITY

19H00  TRANSFER AND HOTEL CHECK-IN  
Hotel Steirischer Ursprung  
Brodersdorffstraße 85, A-8200 Eggersdorf bei Graz  
www.steirischursprung.at

19H30  Informal roundtable discussion with Montenegrin Ministry officials on feedback for the preparation of the strategy on rural tourism

20H30  DINNER AT THE HOTEL
Day four
Thursday, 28 June

07H45  BREAKFAST AND HOTEL CHECK-OUT

08H45  Departure from hotel

09H30  Visit to Vulcano Ham Production, high quality food products steeped in tradition and local flavor.
       Schinkenmanufaktur GmbH & Co KG, 8330 Auersbach

WITH A FOCUS ON:
- PRODUCTION OF LOCAL TRADITIONAL SPECIALTY VULCANO HAM
- COOPERATION WITH FARMERS
- MARKETING CHANNELS
- PRODUCTION STANDARDS
- INSPECTIONS

11H30  Visit of Zotter Schokoladenmanufaktur
       Meeting with Mr. Josef Zotter, owner and maker of one of the finest chocolates in the world.
       Bergl 56, 8333 Riegersburg
       www.zotter.at

WITH A FOCUS ON:
- HANDMADE CHOCOLATE OF HIGH QUALITY AND THE TOURIST OFFER “ZOTTER EXPERIENCE”
- RURAL TOURISM AND LOCAL ATTRACTIONS
- PRODUCTION OF CHOCOLATE AS A TOURISTIC ATTRACTION
- EXPORTS
- FAIR TRADE, BIO PRODUCT
13H00  LIGHT LUNCH

14H30  Meeting with Hans Peter Baeck, Director of Styriabrid
   Schulstrasse 14. St Veit am Vogau, 8423
   www.styriabrid.at

   WITH A FOCUS ON:
   • EXPERIENCES OF SERVICE PROVISION
   • MARKETING OF PIGS AND PIGLETS, FEED AND MERCHANDISE
   • FARM CONSTRUCTION ADVICE AND PLANNING

16H00  Visit of Genussregal, “Vinofaktur Genussregal Südsteiermark”
   (Wine & Culinary Specialties from South Styria)
   An der Mur 13, A-8472 Vogau
   www.genussregal.at

   WITH A FOCUS ON:
   • PRODUCTION AND COLLECTIVE MARKETING OF TYPICAL
     PRODUCTS TO TOURISTS AND RESIDENTS ALIKE
   • REGIONAL ASPECTS OF TOURISM

19H00  HOTEL CHECK-IN
   Hotel Weinlandhof, Gamlitz
   A-8462 Gamlitz, Untere Hauptstraße 15
   www.weinlandhof.at

19H30  Discussion with the Delegation on lessons learned and
   feedback for the producers’ own agritourism strategies (part of
   the “action plan” activity)
20H30 Evening in a "Buschenschank", typical Styrian restaurant that is operated by the wine grower and located on-farm
Weingut & Buschenschank Tinnauer
Labitschberg 42, 8462 Gamlitz
www.weingut-tinnauer.at

WITH A FOCUS ON:
- On-farm marketing
- Permissions, registration and inspection
- Agritourism as diversification
- Traditional foods and HORECA
Day five
Friday, 29 June

07H45 Breakfast and hotel check-out
08H45 Transfer to Ljubljana
08H45 Departure to Podgorica

Map outlining the tour
Local Contacts and references

Austrian Federal Ministry of Europe, Integration and Foreign Affairs  
Website: [www.bmeia.gv.at](http://www.bmeia.gv.at)

Austrian Federal Ministry of Sustainability and Tourism  
Website: [www.bmnt.gv.at](http://www.bmnt.gv.at)

Chamber of Agriculture and Forestry in Carinthia  
Website: [ktn.lko.at](http://ktn.lko.at)

Nockfleisch Association  
Website: [www.nockfleisch.at](http://www.nockfleisch.at)

Biosphere Park Nockberge  
Website: [www.biosphaerenparknockberge.com](http://www.biosphaerenparknockberge.com)

Sigis Natursaiabling Organic Fish Farm  
Website: [www.natursaibling.at](http://www.natursaibling.at)

Styrian "Holzstraße" Wood Museum  
Website: [www.holzmuseum.at](http://www.holzmuseum.at)

Murau Bier, Brauerei der Sinne / Brewery of Senses  
Website: [www.murauerbier.at](http://www.murauerbier.at)

Hofkäserei Dengg dairy farm  
Website: [www.hofkaserei-dengg.at](http://www.hofkaserei-dengg.at)

Obersteirische Molkerei Styrian dairy and OM Milk Experience World  
Website: [www.oml.at](http://www.oml.at)

Region of Delight /Genussregion Österreich  
Website: [www.genuss-region.at](http://www.genuss-region.at)

Von Herzen Biobauern GmbH organic cooperative  
Website: [www.vonherzenbio.at](http://www.vonherzenbio.at)

Family Franz u. Rosamarie Kober – Agrotourism  
Website: [www.apfelhof-kober.com](http://www.apfelhof-kober.com)

Vulcano Ham Production  
Website: [www.vulcano.at](http://www.vulcano.at)

Zotter Schokoladenmanufaktur - chocolate company  
Website: [www.zotter.at](http://www.zotter.at)

Styriabrid  
Website: [www.styriabrid.at](http://www.styriabrid.at)

Vinofaktur Genussregal Südsteiermark - wine and culinary specialties  
Website: [www.genussregal.at](http://www.genussregal.at)

Weingut & Buschenschank Tinnauer Winery and restaurant  
Website: [www.weingut-tinnauer.at](http://www.weingut-tinnauer.at)
Hotels

Bildungshaus Schloss Krastowitz,
Education center of the Chamber of Agriculture
Krastowitz 1, A-9020 Klagenfurt am Wörthersee
www.schlosskrastowitz.at

Hotel Lercher
Schwarzenbergstraße 10, 8850 Murau
Tel: +43 3532 2431
www.hotel-restaurant-lercher.at

Hotel Steirischer Ursprung
Brodersdorfstraße 85, A-8200 Eggersdorf bei Graz
Tel.: +43 3117 51 71
www.steirischursprung.at

Hotel Weinlandhof, Gamlitz
A-8462 Gamlitz, Untere Hauptstraße 15
Tel.: +43 3453 2584
www.weinlandhof.at

Contacts of Persons in Charge

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Mr Vucko Pesic  
Cheese Producer, Bijelo Polje

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Varied Production and Rural Tourism Provider, Bjelasica

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