



Farm diversification

In the District of Breisgau-Hochschwarzwald
Black Forrest

 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 1

Today's topics

- ✓ personal introduction
- ✓ the district Breisgau-Hochschwarzwald
- ✓ search of new diversification
- ✓ agriculture in my work environment
- ✓ wineries in the Rhine Valley, farms in the Black Forest
- ✓ examples of diversification
- ✓ the key to success

 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 2

Introduction



seminars

counselling

education, workshops

consumer education

Hanne

Teacher, Consultant
CECRA Coach

 CECRA
Cooperation of Experts
in Rural Areas

 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 3



The District Breisgau Hochschwarzwald

from the Rhine Valley (190 m NN) to the Feldberg (1493 m NN)

cultivations:
crops
corn, maize seeds,
soybeans

viniculture

special crop
vegetables, salads,
asparagus,
strawberries

fruit production
apples, pears,
cherries, walnuts,
wine

permanent grassland
dairy farms
beef cattle
goats, sheep

forest economy

137.833 ha total area
50.000 ha agricultural area
2.900 farms (average size 40 ha)
260.000 district population
229.000 Freiburg population

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 5

Department of Agriculture - responsibilities

- counselling, training and adult education for farmers and their family
- maintaining and securing an environmentally sound, sustainable agriculture - is a major asset for tourism and recreation
- security of family income on farms
- production and marketing of high quality regional food
- implementation of the programs of the State of Baden-Württemberg and the European Union (GAP direct payments)





Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021


Folie 6





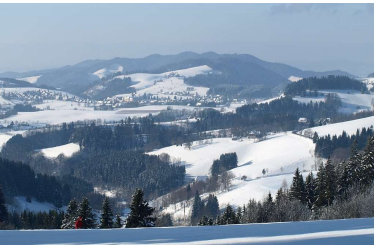
 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD


Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 7



 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 8



 LANDRATSAMT
BREISGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 9

Facts in the search of new diversification

declining price rates

profits decrease

family income is not enough

new use for vacant farm buildings

fact is:

the farm is home for generations

farmers create cultural landscape for tourists and locals

trend towards regionality

purchasing power in the district

LANDSATSAMT BRIGGAP- HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft

10. Mai 2021

Folie 10

Farm families looking for solutions

LANDSATSAMT BRIGGAP- HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft

10. Mai 2021

Folie 11

Diversification as an additional source of income

agrotourism <ul style="list-style-type: none">• holiday apartments• guest rooms <p>special offers:</p> <ul style="list-style-type: none">• sleeping in the haybed,• in a wine barrel• in shepherds carts• In the cornfield	direct farm marketing <ul style="list-style-type: none">• shop• booth• vending machines for milk and other products• artisanal dairy• wine stores and taverns	farm- gastronomy <ul style="list-style-type: none">• cafe• catering
---	--	---

LANDSATSAMT BRIGGAP- HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft

10. Mai 2021

Folie 12



LANDSATSAMT
BRIGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 13

Agrotourism– holiday apartments

or guest rooms (self catered or with full breakfast)

target groups:

- families
- naturelovers
- active people - hikers, skiers, bikers
- gourmets


average overnight stays – seven nights
average occupancy days – 200 days p.a. (best 300 days)



LANDSATSAMT
BRIGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 14



LANDSATSAMT
BRIGAU-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 15

Agrotourism - special offers



Hannalore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 16

Direct marketing



Hannalore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 17

Artisanal dairy



Hannalore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 18

... and whey cosmetics



Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 19

Farm gastronomy



Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 20



Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021

Folie 21



LANDSATSAMT
BRIGGAM-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 22

The key to success?



- **a good idea –**
what are our unique selling propositions?
- **entrepreneur personality**
do we like hosting guests on our farm?
do we like serving customers in our farm shop?
- **know how**
what are our qualifications in the service area?
do we have special skills?
- **readiness for change**
are all family members willing to step forward?

LANDSATSAMT
BRIGGAM-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 23

The key to success?



- **family preconditions**
are there small children or elderly in need of care?
- **operational preconditions**
how is our time management?
(one man hour per occupied day for holiday apartments)
how is our office organisation?
are we firm with the internet and social media?
- **Infrastructure**
how is our location scenic, quiet, busy, historic?
are there stores, pubs and attractions nearby?
is there public transport to be used?

LANDSATSAMT
BRIGGAM-
HOCHSCHWARZWALD

Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 24

The key to success?



- Existing farm operation
 - condition of the farmbuildings?
 - investment requirements?
 - save, neat and tidy?
- meet legal frameworks
 - can we build on our property?
 - how is it with water and sewage?
 - taxmatters?
- realistic budgetplan
 - cost- and financeplan?
 - personal work contribution, current liabilities?

LANDSATSAMT BRIGGAM-HOCHSCHWARZWALD
Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 25

My conclusion



the whole family is engaged in the new farmbusiness

there is a lot of input to make a representable profit?

thank you, and good luck with your new enterprise!

LANDSATSAMT BRIGGAM-HOCHSCHWARZWALD
Hannelore Green, Fachbereich Landwirtschaft
10. Mai 2021 Folie 26

Useful Links

Accommodation in the Region

- <https://www.hochschwarzwald.de/>
- <https://www.hochschwarzwald.de/planen-buchen/hochschwarzwald-card>
- <https://www.urlaub-bauernhof.de/>
- <https://www.naturgarten-kaiserstuhl.de/>
- <https://www.naturpark-suedschwarzwald.de/>
- <https://www.biosphaerengebiet-schwarzwald.de/>

Farms in the Region

- www.ferienhof-walter.de
- <https://www.maienbrunnenhof.de/home.html>
- <https://www.wilmershof.de/>
- www.kirnermarteshof.de
- <https://www.ruhbauernhof.de/>
- <https://www.mattenhof-glottertal.de/>
- <https://www.buehlhof-waldau.de/>
- <https://taennlehof.de/>
- <http://www.baldenwegerhof.de>
- www.heinehof.de