

Local Products to preserve and develop traditional farming



Protecting by using –
The regional brand Juradistl

Werner Thumann, Managing Director of Landcare Association Neumarkt i. d. OPf.

Landcare Associations in Bavaria

Alliances for people and nature



Landcare Associations (LCA)

Core Principals

non-profit organisations, **independent** units

- **parity**
Board: equal numbers of environmentalists, farmers and local politicians
- **voluntary participation**
On request, they offer advice to municipal administrations, to farmers and other private landowners
- **regional networking**
Working together with local stakeholders and organisations



Landcare Associations

Goals

- Preserve our **cultural landscape** and **natural habitats**
- Encourage landscape management with **farmers** and offer them a reliable, additional **income** from Landcare
- Support **rural development** and **regional products**



Foto: Peter Roggentin



Foto: Frank Vassen



Landcare Associations

How to achieve these goals

- LCAs act as **advisers and mediators** on private and communal land
- LCAs **plan and implement measures** to improve the ecological value of man-made landscapes together with local communities and farmers
- LCAs open up **financial resources** (e.g. European or federal funds) and coordinate the paperwork



Fotos: Peter Roggenthin

Landcare Associations in Bavaria



Landcare Association Neumarkt i.d.OPf. e.V.

Foundation: October 1995

Members:

- County Neumarkt i.d.OPf.
- All 19 municipalities of the county
- 35 associations and organisations
- 86 private persons

Chairman:

County Commissioner Willibald Gailler

Managing Director: Werner Thumann



We take care that habitats remain homeland!

Workareas of the Landcare Association Neumarkt i.d.OPf. e.V.

Landscape Management



Advisory Services for Sheepherders and Farmers



Development of Waterways



Hedge care and management



Realization of species
conservation
measures



Compensatory
measures



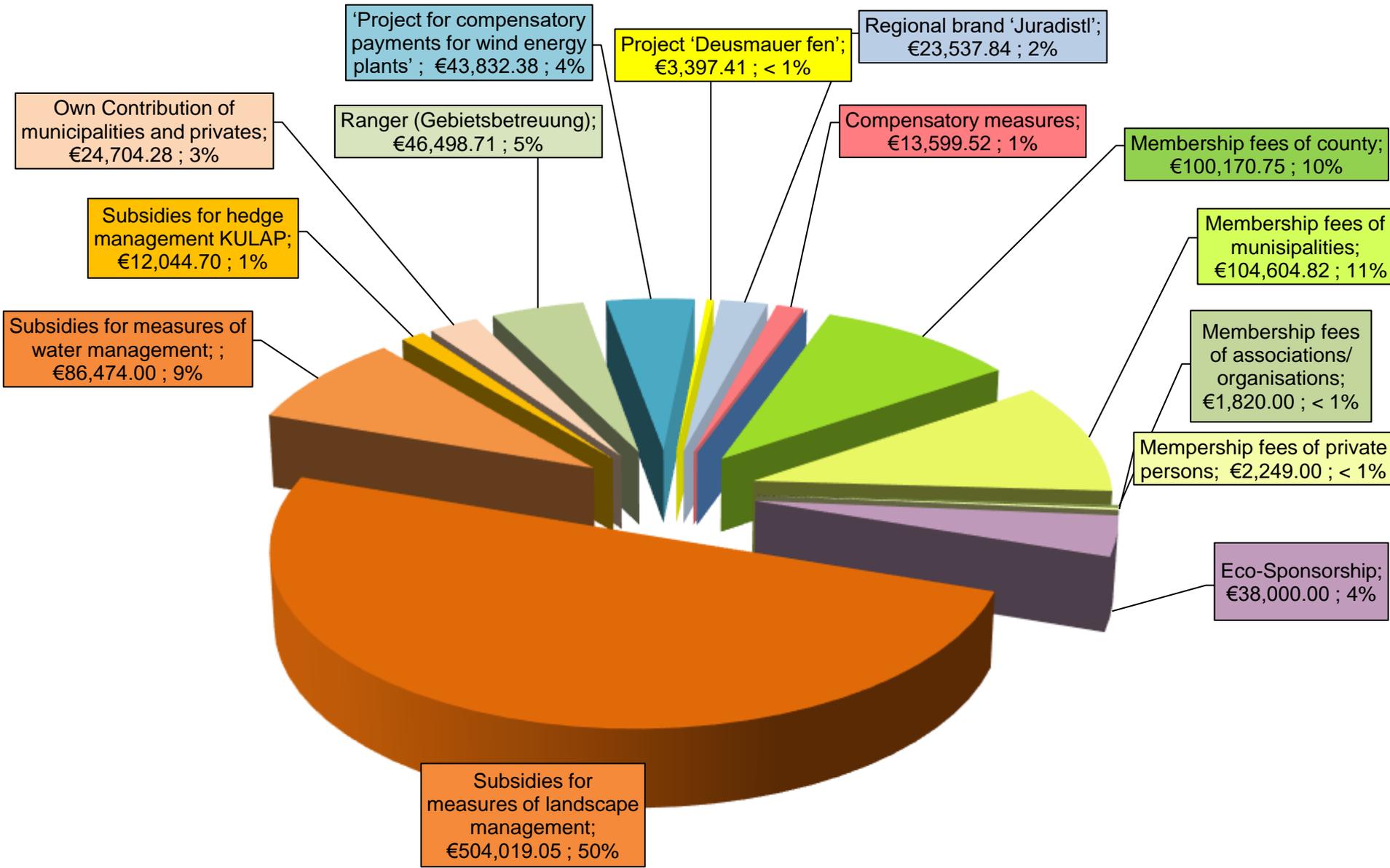
Experience of nature
and tourism



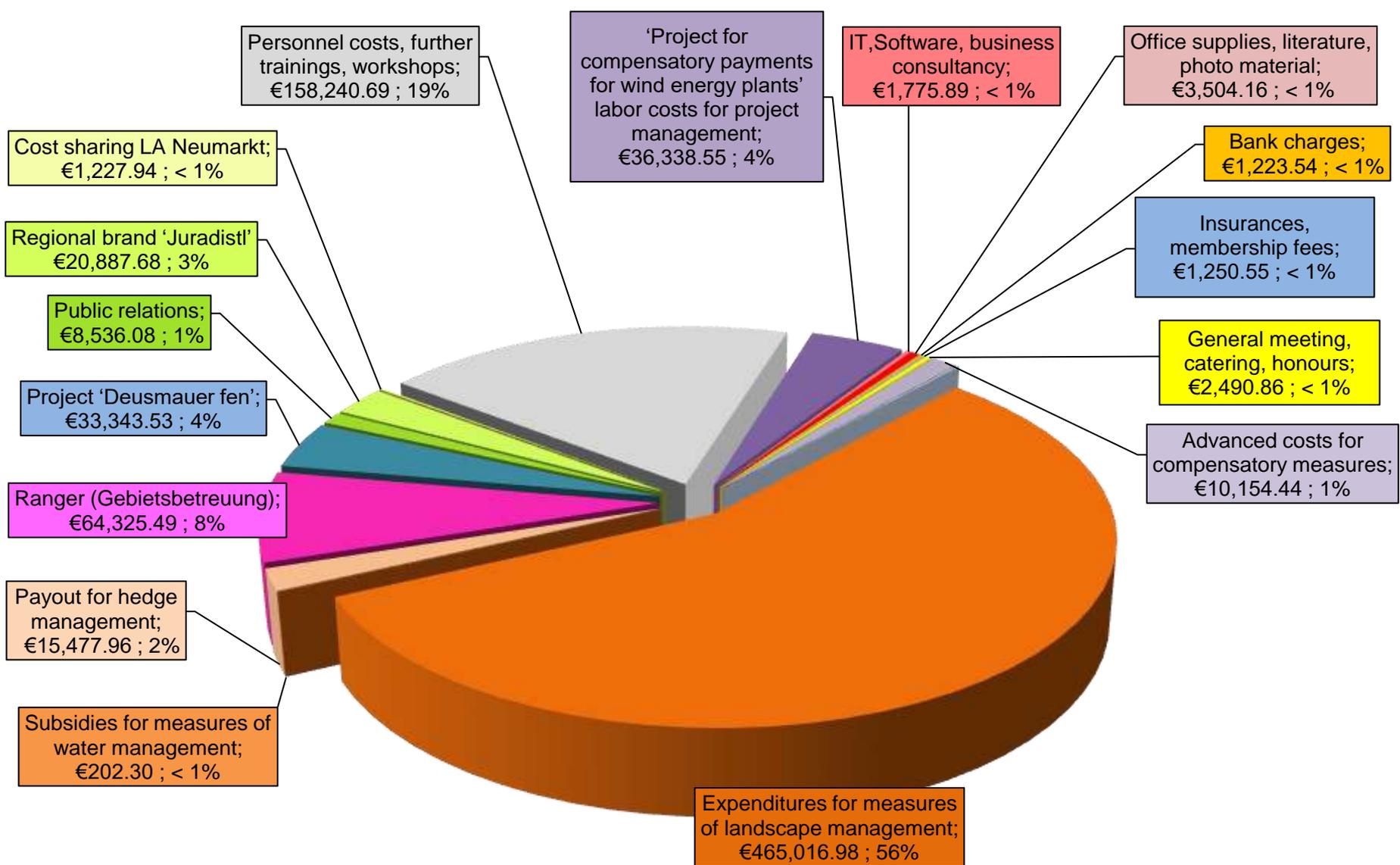
Environmental
education and public
relations



Juradistl-
regional brand

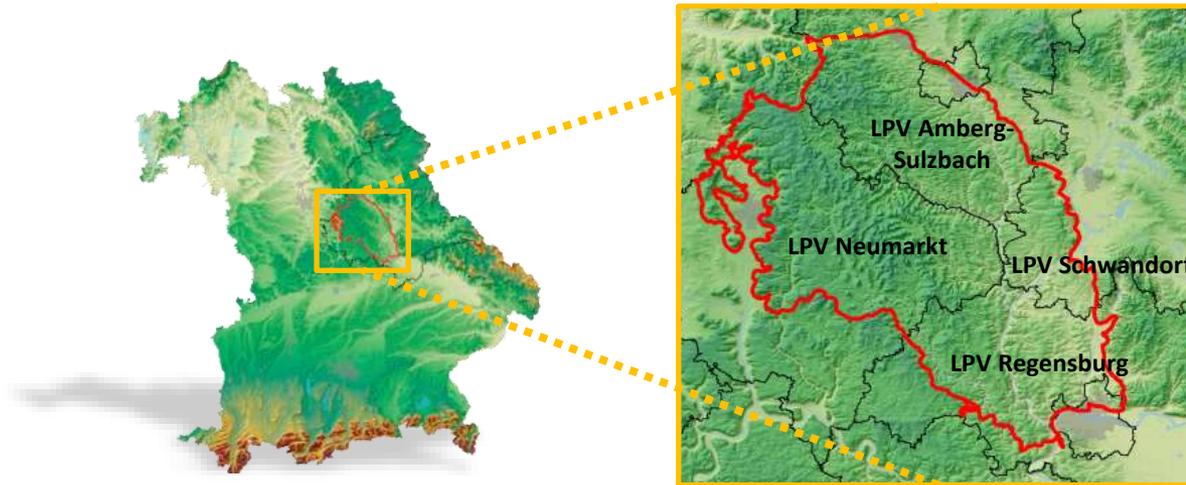


Income of Landcare Association Neumarkt i.d.OPf. 2020



Expenditures of Landcare Association Neumarkt i.d.OPf. 2020

Juradistl - Biological Diversity in the Upper Palatinate Jura



- Secure or link habitats of endangered animal and plant species
- Maintain or optimize Biological Diversity by an integrative system of sustainable land use
- Increase awareness for biodiversity and nature conservation by tourism, environmental education and experience of nature
- Develop strategic alliances (land users, food processing plants, politicians and consumers)
- Four Landcare Associations work together!

Aims of the Biodiversity Project Juradistl

Measures of Landscape Management





Advisory services for farmers and shepherders



Regional brand: Juradistl-lamb, Juradistl-free-ranging cattle and Juradistl-apple spritzer



New in the Juradistl-family since 2018



Juradistl-bee house since 2019



New in the Juradistl-family since 2021



Components of the biodiversity project

Regional economic cycles and effects of value added

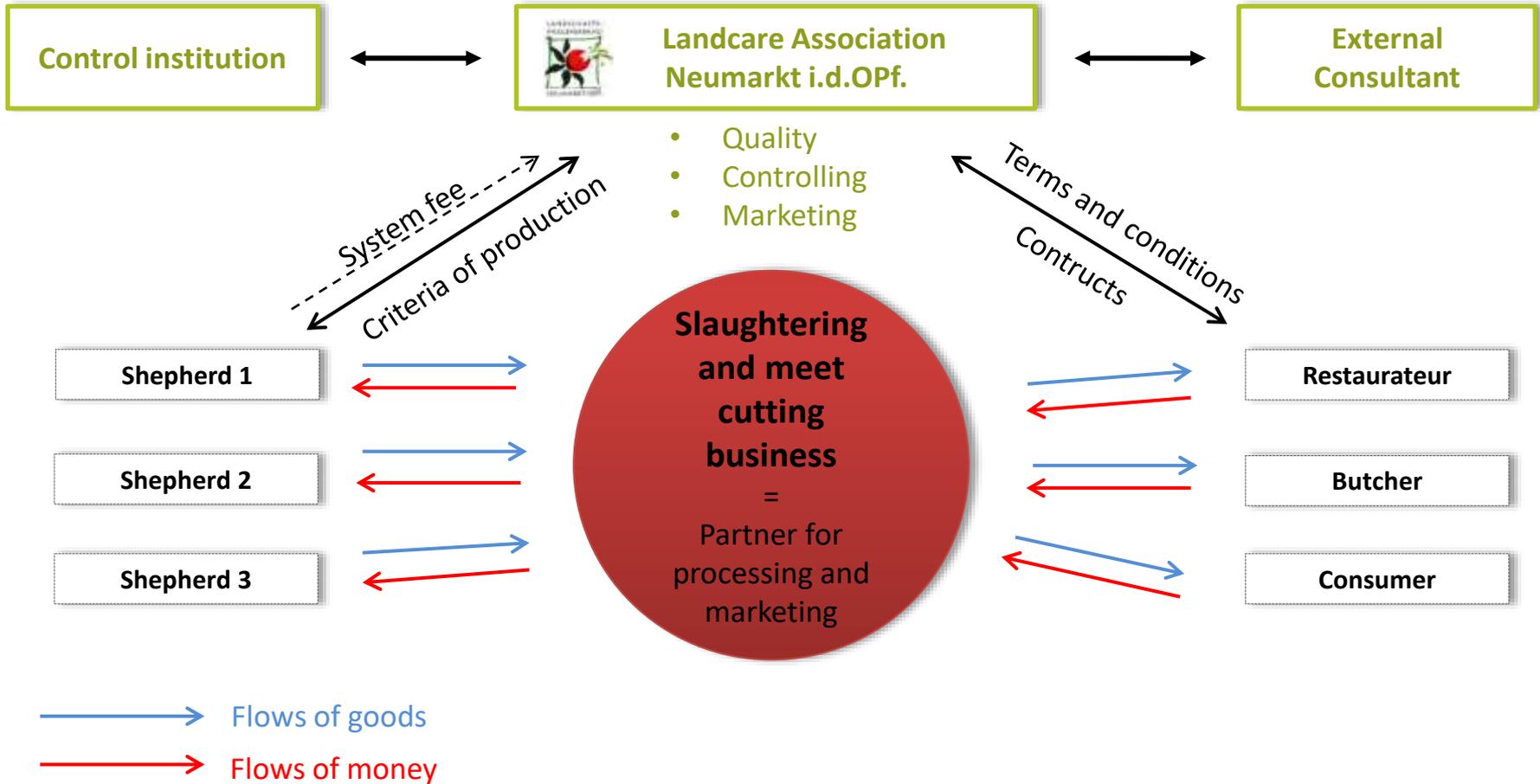
Landscape management	→	paid to farmers and shepherds ca. 8 mio. € (2009 - 2021)
Advice to farmers for optimized use of support programs	→	Monetary benefits for farmers and shepherds ca. 4.54 mio. € (2009 -2021)
Slaughter proceeds	→	Monetary benefits for farmers and shepherds: ca. 2,74 Mio. € (2009 – 2021)
Sale of Juradistl-Lamb	→	Total sales (since 2004): ca. 17.3 mio €
Sale of Juradistl-Free-ranging cattle	→	Total sales (since 2011): ca. 3.48 mio. €
Sale of Juradistl-Apple juice	→	Total sales (since 2013): ca. 1.87 mio. €
Sale of Juradistl-honey	→	Total sales (since 2018): 0.16 mio. €
Sale of organic Juradistl- potato dumplings	→	Total sales (since 2021): 70.000 €
Monetary effect since 2004:	→	ca. 38 Mio. €

as of 31.12.2021

Biodiversity and value added of the ,Juradistl' system

Regional brand Juradistl: components and interactions

Juradistl-Lamb as an example for a regional marketing system



Regional brand Juradistl (e.g.lamb): components and interaction

Juradistl – facts and figures



Project	Juradistl-Lamb	Juradistl-Free-Ranging Cattle	Juradistl-Apple Spritzer	Juradistl-Honey	Organic Juradistl-potato dumplings
Project launch	2004	2011	2013	2018	2021
shepherds/ farmers/ fruit producers/ beekeepers	14	6	300	16	3
participating restaurateurs	32	11	15	12	6
participating butchers/ press houses/ shops	15 (+ 10 branch stores)	3	70	18	40
Project area	Counties Amberg-Sulzbach, Neumarkt i.d.OPf., Regensburg and Schwandorf				
Sales per year	900 portions	26 portions	190.000 liter	4.000 kg	55.000 packages (24.000 kg)
Price	20% addition	10 - 15% addition	20 - 100% addition	20 – 50% addition	Addition for organic product
Non-monetary benefits	<ul style="list-style-type: none"> - Improvement of image of shepherds and farmers - Promotion for tourism - The „Delicacies“ of the region 				



Project related publicity



Environmental education and experience of nature

Environmental education and regional development center
HAUS AM HABSBERG opened 11 July 2007



Environmental education and experience of nature

www.hausamhabsberg.de



Juradistl – "landscape cinema" (viewing platform)



Juradistl – "landscape cinema" (viewing platform)



tourism, environmental education and experience of nature
 support the marketing of regional products

Further Informations: www.juradistl.de



Juradistl-experience

LANDSCHAFTS-
PFLEGEVERBAND



NEUMARKT/OPF.

**Thank you very much for
your kind attention!**