



Regional direct-marketing project "Natur genießen" (savouring nature)

Claire Wolff, Landcare Europe Workshop, Milano, 27-29.04.2022

What is SICONA?

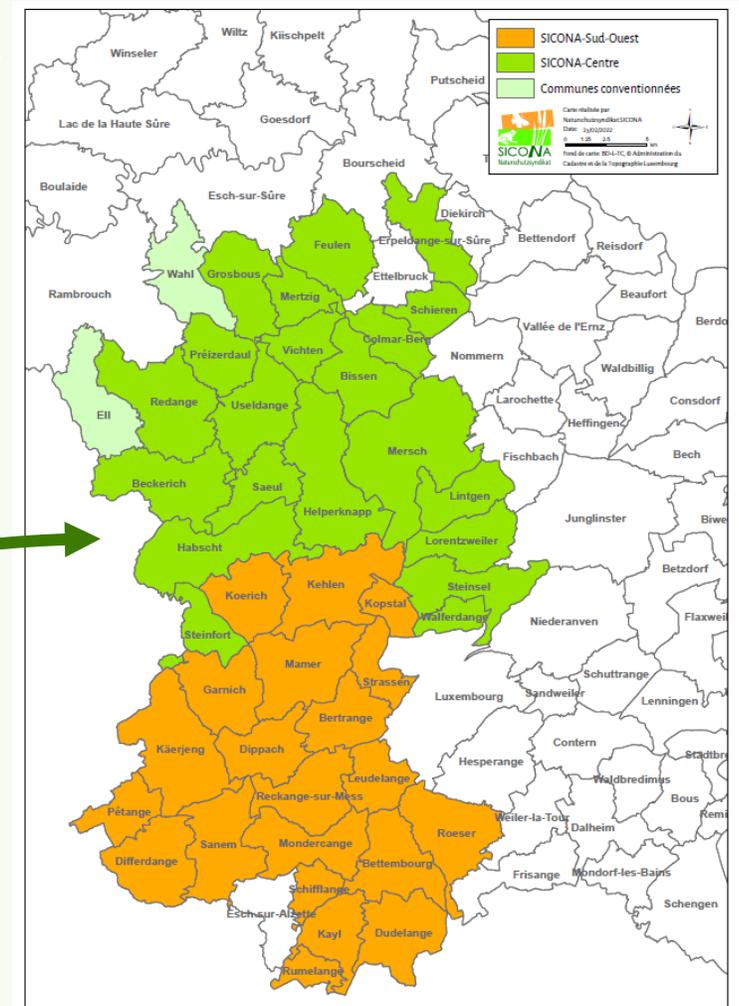
- *Syndicat intercommunal pour la conservation de la nature*
- in central & southwestern Luxembourg
- Association of 45 municipalities for nature conservation
(southwestern region: 21 members; central region: 12 members and 12 associates)
- Public body
- Active since 1990



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What does SICONA do?

- Conserving **biodiversity** and **landscapes**
- Realizing **practical conservation work** on behalf of the member municipalities on public and private land
- Fulfilling the missions of the members according to the **national Nature Protection Act**
- **Counseling** the members and farmers on the subject of nature and landscape protection
- **Raising public awareness** of the necessity of nature protection
- **Finances:** Collaboration with municipalities (pre-financing of all projects), state (subsidization of practical conservation work a. o.) and EU (LIFE-Projects)



What is the structure of SICONA?



Political level



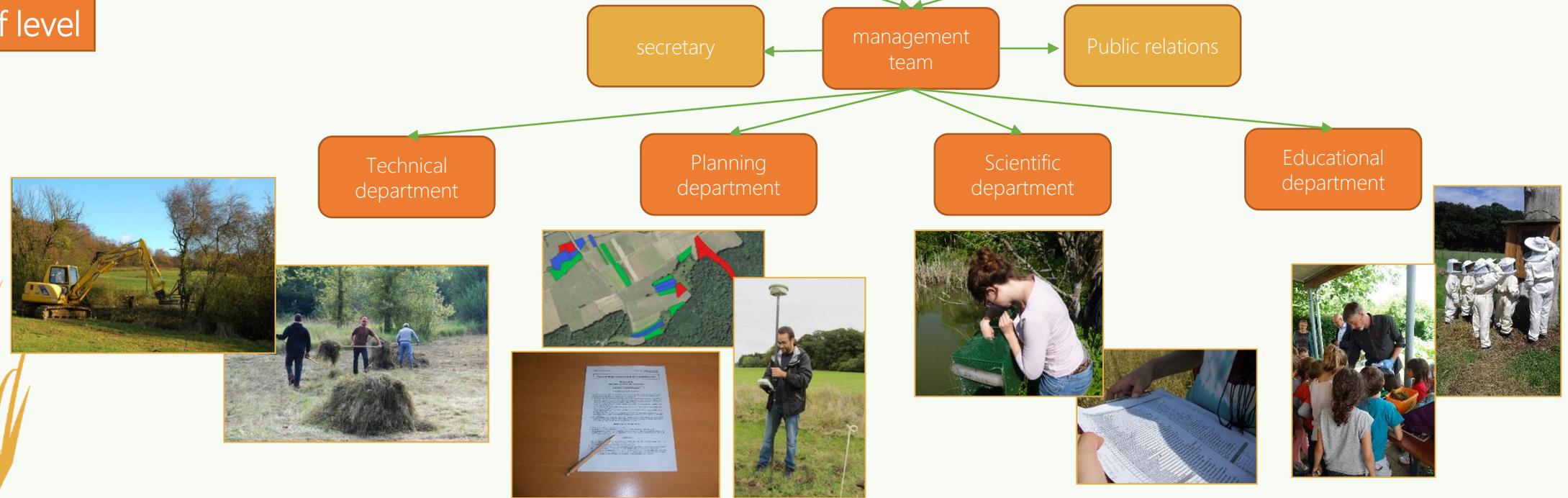
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Political level



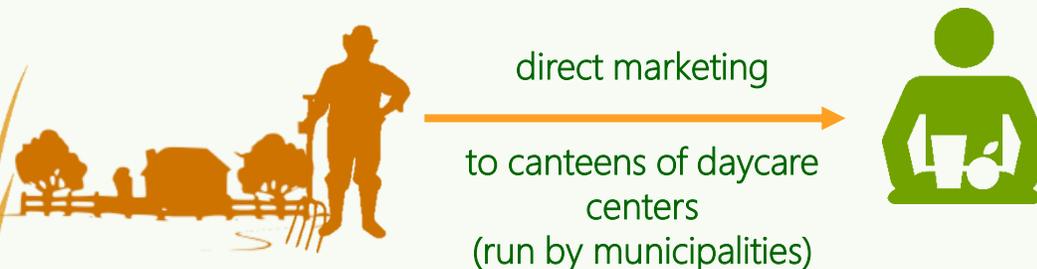
Staff level



Natur genießen Regional marketing project



1. Creating a higher demand for agricultural products issued from **environmentally sound land use** inside and outside NATURA 2000 sites
2. **Healthy and sustainable diet** in the **childcare centers** of the member communities



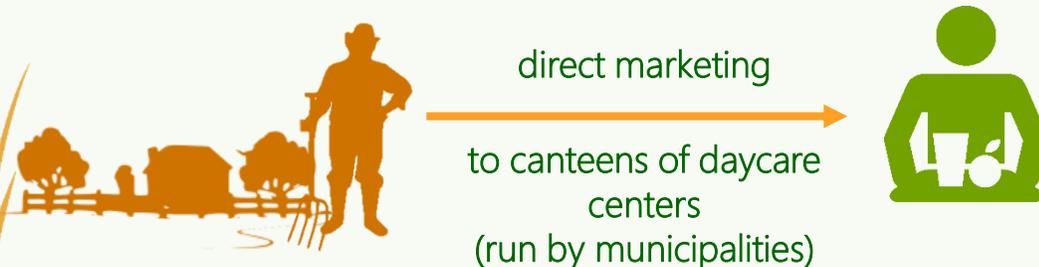
Natur genießen Regional marketing project



Project started in 2012

Now four people working on the project (3 full-time):

1. Creating a higher demand for agricultural products issued from **environmentally sound land use** inside and outside NATURA 2000 sites
2. **Healthy and sustainable diet** in the **childcare centers** of the member communities



The goals of Natur genéissen



- Creating an additional market for the regional farmers that are engaged in nature conservation
 - Support of a healthy and sustainable nutrition in the childcare centers
 - Kitchens of childcare centers have to buy a high amount of regional, seasonal, organic and transfair products
- holistic approach: the whole grocery purchase of the childcare center is taken into account



How does Natur genéissen work?

→ creating supply relationships

producer meets *Natur genéissen* criteria



farmer
(producer)

supply: meat from beef, veal, pork and chicken, eggs, dairy products
vegetables, fruit, noodles, juice



Supply and demand
rise through *Natur genéissen*



Childcare center respects the *Natur genéissen* specifications
(*cahier de charges*)



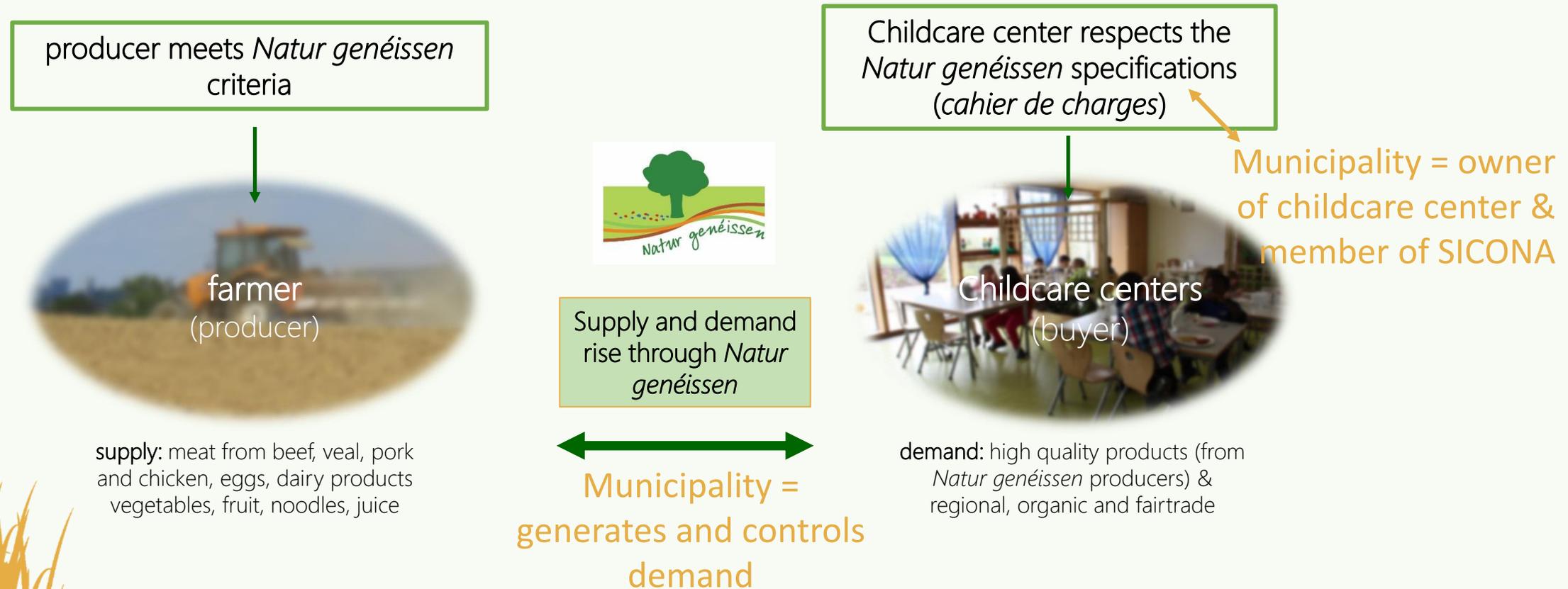
Childcare centers
(buyer)

demand: high quality products (from *Natur genéissen* producers) & regional, organic and fairtrade

How does Natur genéissen work?



→ creating supply relationships



Some of the Natur genéissen farmers



Farm
Matgé-Stoltz,
Dondel



Farm
Barthelmy,
Dippech



Farm
Van Dyck,
Leideleng



Farm
Weydert,
Giewel



Farm
Wirth,
Dippech



Farm
Molitor/Keiser,
Gousseldeng



Farm
Arend,
Péiteng



Farm
Majerus,
Wickreng



Farm
Emering,
Sprénkeng



Farm
Tempels,
Uewerkuer



Natur genießen products



Catalogue of obligations for kitchen staff, examples

- Proportions regarding the origin / production type:

min. 30 % organic

of which min. 20 % organic Natur genéissen
of which min. 20 % organic LU

max. 70 % conventional

of which min. 10 % Natur genéissen
of which min. 30 % LU

- Requirements regarding the quality of the product:

Dairy products

Only from Luxembourg

Only fresh pasteurised, not UHT
sterilized

Beef meat

Only from Luxembourg

From nose to tail
Less meat consumption
(recommended, not in the
catalogue)



Criteria for Natur genéissen production, examples



- General mandatory requirements for agriculture and vegetable cultivation take into account:
 - Participation in trainings
 - Marketing
 - Regionality
- Soil, water and climate protection:
 - Participation in certain AES
 - Diversity of crops, rotation
 - Nutrient, humus and energy balances
 - Fertilization
 - Water protection
 - Crop protection strategy



Criteria for Natur genéissen production, examples



- General mandatory requirements for agriculture and vegetable cultivation take into account:
 - Nature conservation:
 - Conservation of **existing habitats & biotopes** and restauration (e.g. by SICONA)
 - **5 % of farmland have to be structural elements and natural surfaces**, of which at least 3 % have to be structural elements



Habitat: Lowland hay meadow

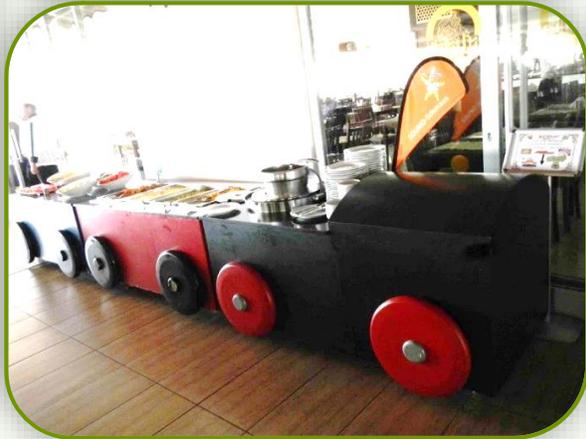


Structural element: high stem fruit trees



Biotope: fallow on wet land

Trainings for cooks, educational staff and farmers



success factors & challenges



1. **Food service/catering collective = big demand with strict criteria** for food purchase
2. Sicona is a **collective of municipalities** and **municipalities regulate the demand** = demand is regulated by « ourselves »
3. Demand and supply is **regulated on a small-scale**
4. If **farmers** don't meet the **nature conservation criteria** yet, SICONA can do **practical projects** (everything « in house » at SICONA)
5. **Regular control and evaluation** of the food purchase
6. **Continuous trainings** for educational staff, kitchen staff and farmers

1. **Financing** of 4 persons working full time on this project
2. **Creating a label: regular controls** are needed, who finances them, **criteria** need to be controllable
3. Finding a **butcher** for meat cut ("découpe fine"), both organic and conventional
4. **Traceability** through the entire **processing chain**
5. **Awareness raising of the chefs** to buy at several producers and not just one place because it is more convenient
6. Some criteria for farmers change when **CAP** changes, tough to keep up
7. One **meeting** per month since 2016 to keep the **production criteria** up-to-date (round table of members of agricultural administration, farmers, employees of SICONA)
8. **Organisation of the trainings** and follow-up (challenging because turnover of staff is high)



How could this project be more supported via the CAP/EU?



1. **Transactional costs** for farmers should be subsidized, until now only investment costs are subsidized (e. g. new buildings and/or machines)
2. **Regional direct marketing with environmental & nature conservation criteria** should be funded in general
3. At the moment it is not possible to include **regionality criteria** in a **public procurement contract**. The procedure demands « non-discrimination » and setting up distance related criteria to ensure regionalty would be a discrimination.



Thank you for your attention!
Questions?



www.sicona.lu

Short clip about Natur genéissen with french subtitles on <https://sicona.lu/projekte/natur-geneissen/>



Photos: when not indicated otherwise: SICONA