

# 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 Roggenthin



Foto: Frank Vassen



# Landcare Associations

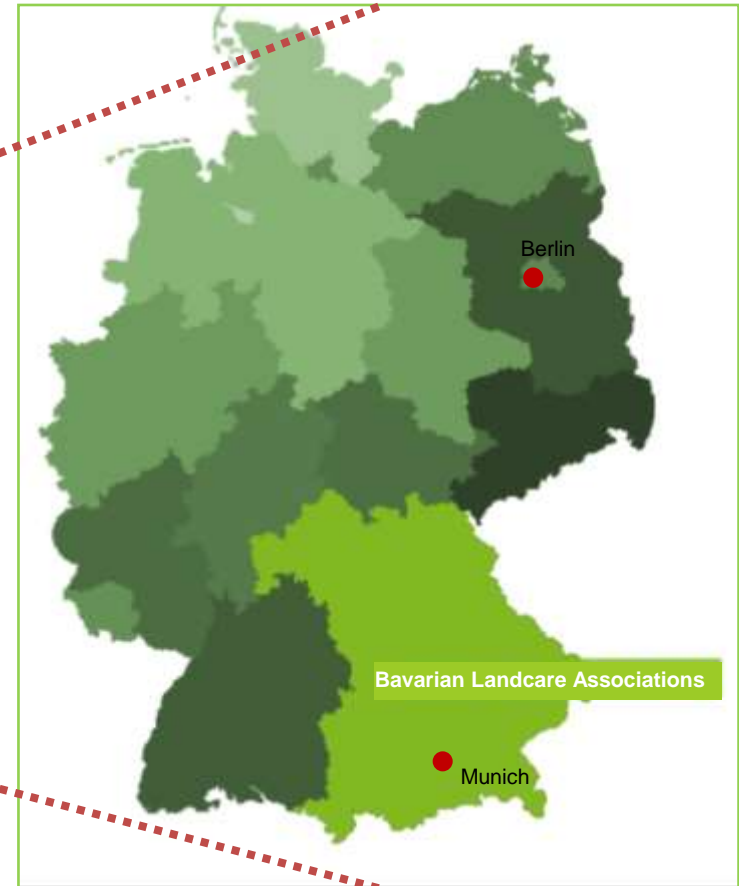
## How to achieve these goals

- 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





# Landcare Associations in Bavaria



# 67 Landcare Associations in Bavaria



- are active on **86 %** of the territory **of Bavaria**
- work together with **3.500 farmers** and over **200 shepherds**
- realize **80%** of all state fostered landcare measures in Bavaria
- Members:  
**1.600 Municipalities,**  
**60 Counties,**  
**17 Independent towns,**  
**1 Administrative District**

# 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**



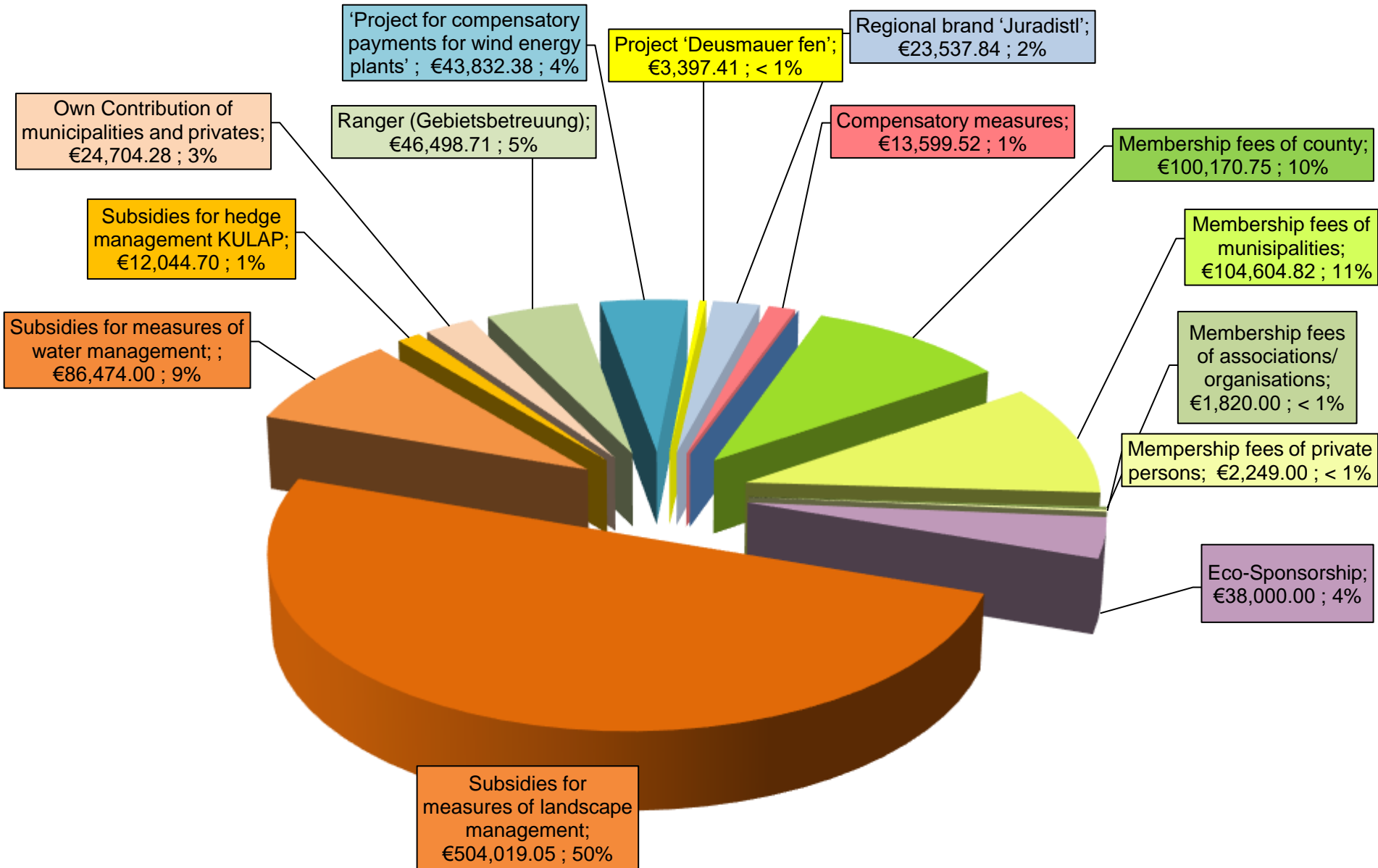
**Experience of nature  
and tourism**



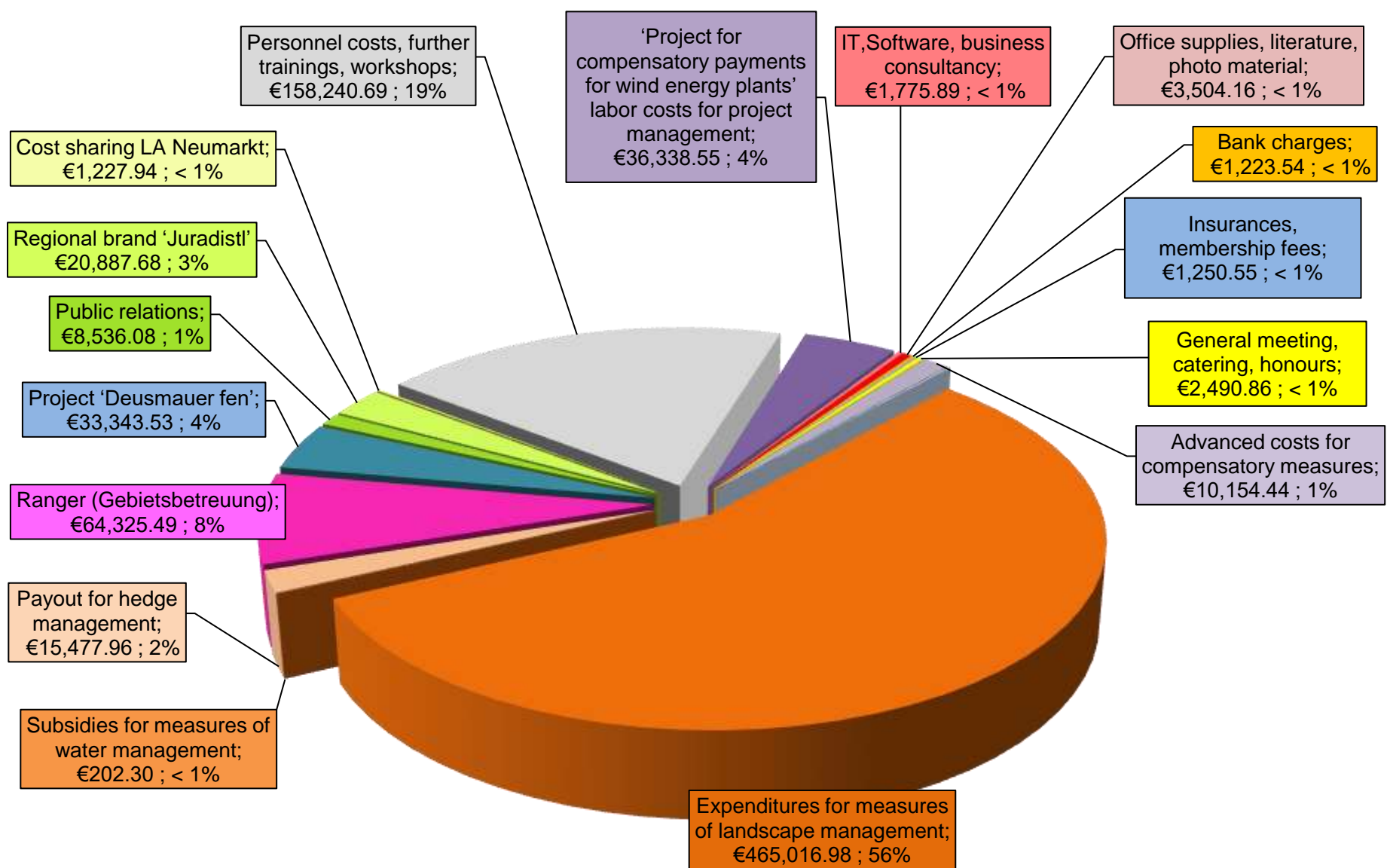
**Environmental  
education and public  
relations**



**Juradistl-  
regional brand**



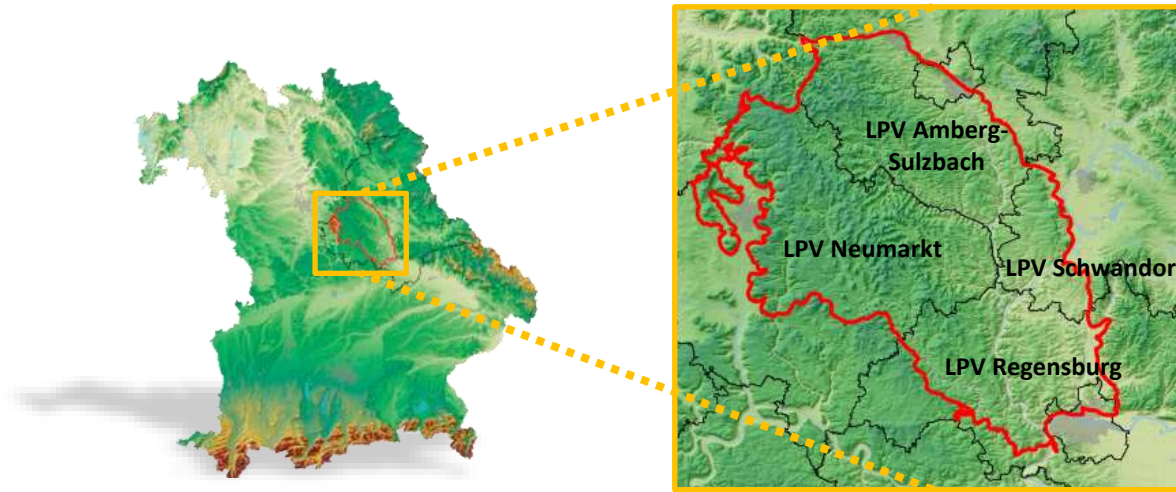
## Income of Landcare Association Neumarkt i.d.OPf. 2020



## 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

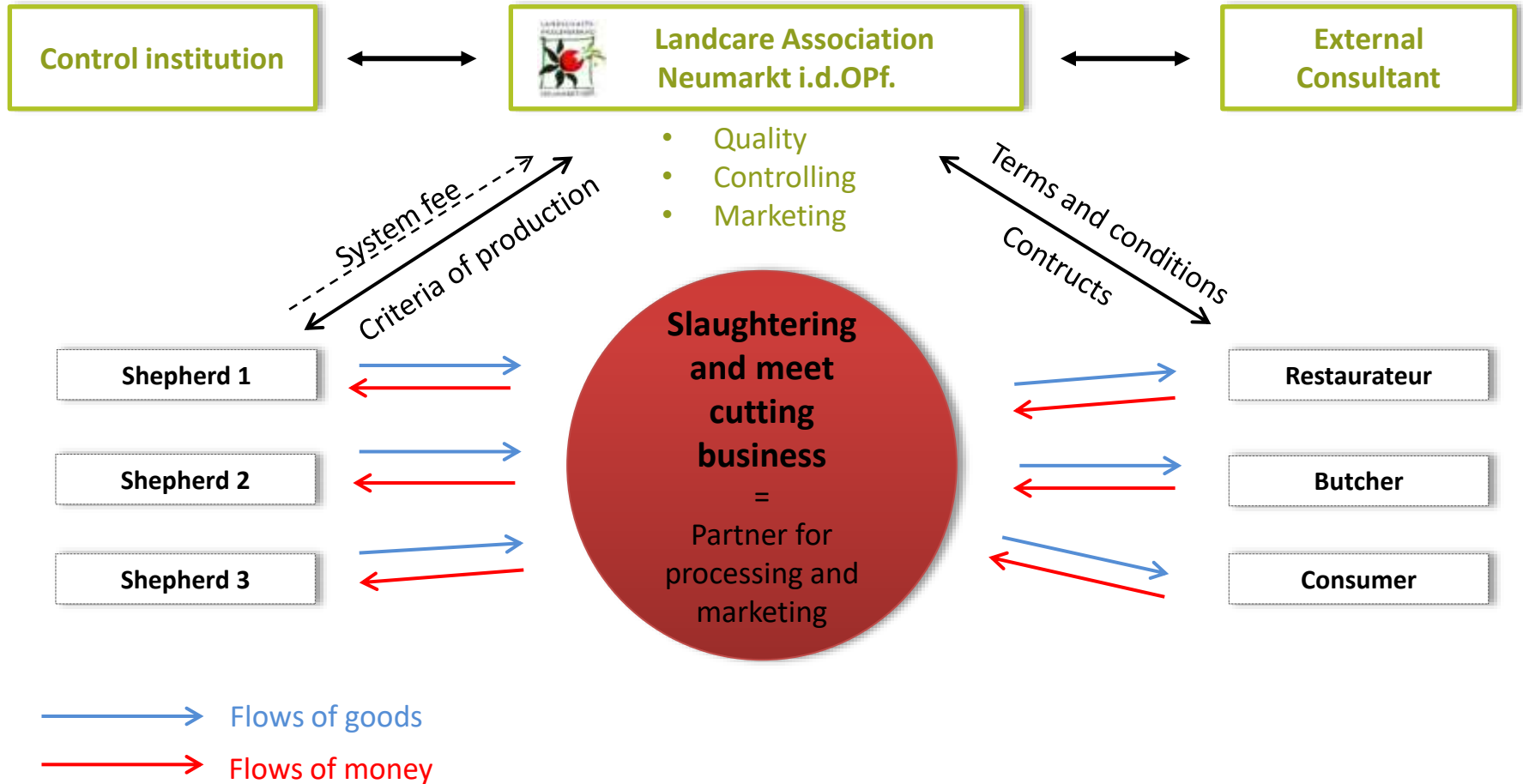
## Regional economic cycles and effects of value added

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"> <li>- Improvement of image of shepherds and farmers</li> <li>- Promotion for tourism</li> <li>- The „Delicacies“ of the region</li> </ul>				





## 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](http://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](http://www.juradistl.de)

Juradistl-experience



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