

INNOBier – SUSTAINABLE AND INNOVATIVE PRODUCTION OF AGRICULTURAL BEER IN SOUTH TYROL

RETERURALE
NAZIONALE
20142020



Operational Group
OCT 2017 - NOV 2019

AIM OF THE PROJECT

Development of economically and ecologically sustainable business models around agricultural beer making
Practical validation of the business models

THE SITUATION

Craft beer is trending
Regionally produced agricultural beer is demanded by consumers
This creates a niche for an alternative source of income for mountain farmers

THE CHALLENGES

Arable farming for brewing cereal: area and knowledge in the region have decreased since 1900
Missing local infrastructure for malting
Brewing small amounts at constant high quality
Bottling and marketing of small amounts



THE INTEGRATION OF PRACTICAL AND THEORETICAL KNOWLEDGE INTO BUSINESS MODEL CANVASES WILL PROVIDE TOOLS TO SUPPORT AGRICULTURAL DECISION MAKING, LOCAL CONSULTANCY AND SUCCESSFUL INNOVATION AROUND AGRICULTURAL BEER MAKING IN SOUTH TYROL

WORK ON THE BUSINESS MODELS SELECTED BY THE PROJECT PARTNERS

... PRODUCTION OF BARLEY, WHEAT ETC. AT BREWING QUALITY

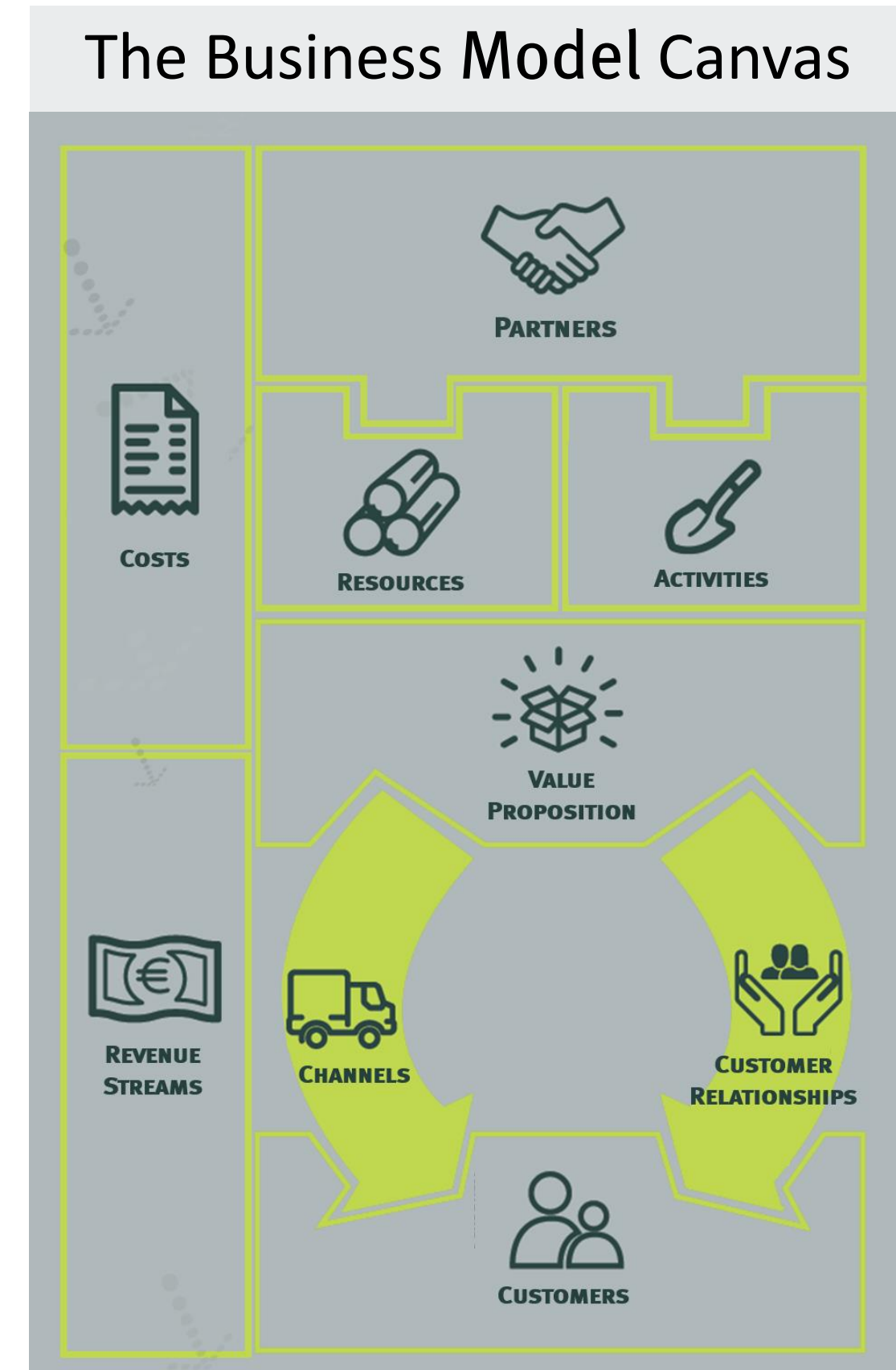
- Trials on pilot farms
- Consultancy and documentation
- Research on management and cultivars suited for the region
- Research and networking to extend the local possibilities for malting
- Publication of supporting documents and information

... BREWING BEER INDIVIDUALLY OR COLLECTIVELY

- Trials on pilot farms
- Extension of the network of local brewers
- Research on innovative recipes and processes

... BEER SALES AND MARKETING

- New concepts combining tourism and beer making
- Quality standards for local agricultural beer



P.A. Bolzano



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Sostegno allo sviluppo rurale da parte del Fondo europeo agricolo per lo sviluppo rurale (FEASR) – Articolo 35 - Cooperazione



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