

INNOGeflügel – SUSTAINABLE AND INNOVATIVE POULTRY PRODUCTION IN SOUTH TYROL

Operational Group
Nov 2016 - Oct 2019

RETERURALE
NAZIONALE
20142020



AIMS OF THE PROJECT

Compilation of basic knowledge around extensive poultry production
Development of economically and ecologically sustainable business models
Practical validation of the business models

THE SITUATION

White meat is popular among consumers
High demand for regionally produced meat
Self-sufficiency for poultry products is low in South Tyrol
Poultry farming is seen as an attractive side-business by many South Tyrolean mountain farmers



THE CHALLENGES ALONG THE VALUE CHAIN

| HATCHERY -> | MASTING -> | SLAUGHTERING -> | PROCESSING -> | MARKETING -> | CONSUMPTION |
|----------------|---|--|---|--|-----------------------------------|
| Local hatchery | Availability of local fodder Experience needed | Infrastructure especially for small flocks | Food safety and hygiene Processing low-value parts | Strategies for less valuable parts Choice of channels | Willingness to pay premium prices |



THE ACTIVITIES PLANNED

THEORETICAL KNOWLEDGE BASE

Expert checklists/factsheets

- Husbandry
- Suitability of poultry types for extensive mast
- Organic vs. conventional production
- Regulatory framework of slaughtering
- Regulatory framework of food safety
- Processing of less valuable parts
- Marketing options
- ...

Database for contacts in practice, research, industry

Concept for training courses

PRACTICE OF POULTRY PRODUCTION

Case studies

- Communal slaughterhouse
- Mobile slaughtering
- Different poultry types on pilot farms

Interviews with farmers and observations during consultancy

Research activity around farming, meat processing and marketing

NETWORK AND COMMUNICATION

Field trips

Publications online and in print

Exchange during info events

Consumer survey

Use of the platforms of EIP-Agri and Rete Rurale Nazionale

INTEGRATION OF KNOWLEDGE INTO SINGLE- OR MULTIFARM BUSINESS MODELS ALONG THE POULTRY VALUE CHAIN OF SOUTH TYROL

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REGOLAMENTO (UE) N. 1305/2013
Sostegno allo sviluppo rurale da parte del Fondo europeo agricolo per lo sviluppo rurale (FEASR) – Articolo 35 - Cooperazione



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