

**Isten hozta
Önöket!**



landwirtschaftskammer
österreich

Short Supply Chains in Austria
Facts & Figures
Austrian Impressions
Implementation of Food Legislation
Role of the Chamber of Agriculture

DI Christian Jochum, Austrian Chamber of Agriculture



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Facts & figures about direct sales of farmers

Definition of direct marketing:

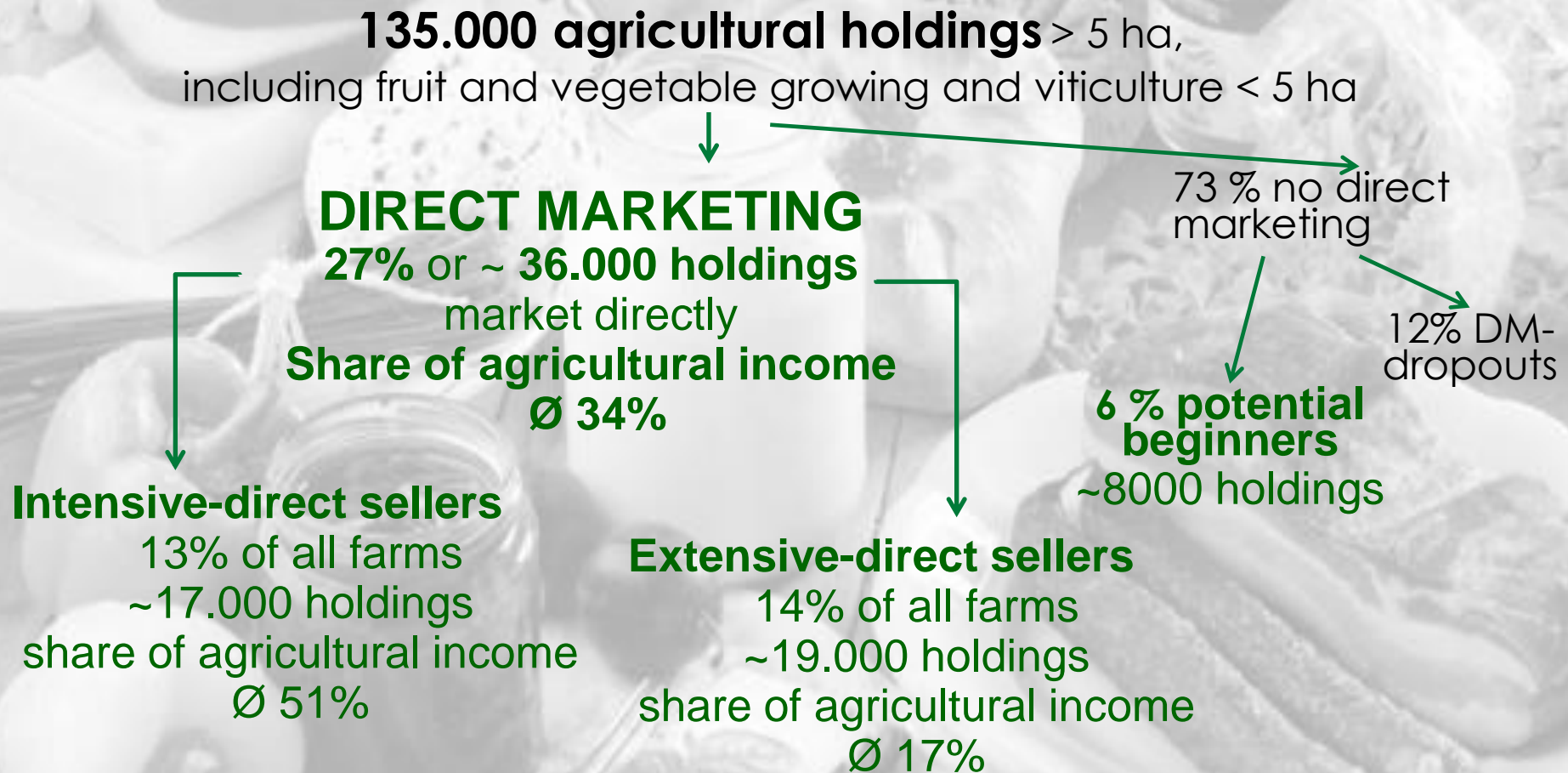
Marketing of predominantly own products

- primary products (fruit and vegetables, milk, eggs etc.)
- processed foods (cheese, sausage, yoghurt, processed fruits etc.)
- ✓ on one's own behalf
- ✓ for one's own account
- ✓ on one's own authority

Direct marketing in Austria stands for 31.500 jobs (in full time equivalent)!



Structure and importance of the Austrian direct marketing sector



Key figures of the Austrian direct marketing sector

The most important products sold:

1. fresh meat and meat products: 40 % of all holdings with direct sales
2. fresh milk and dairy (incl. cheeses): 28 %
3. wine: 17 %
4. eggs: 15 %
5. fresh processed fruit: 15 %
6. juices: 12 %
7. spirits: 11 %
8. cereals: 7 %
9. bread and pastry: 7 %
10. fresh vegetables: 7 %
11. potatoes: 4 %

Key figures of the Austrian direct marketing sector

Share of turnover of various commodities:

1. meat and meat products: 27 % share of direct sales
2. milk and dairy: 19 %
3. wine: 14 %
4. fruit and processed fruit: 6 %
5. eggs: 5 %
6. spirits: 3 %
7. vegetables: 3 %
8. juices: 2 %
9. bread and pastry: 2 %

Key figures of the Austrian direct marketing sector

Meat and milk – the most important commodities:

- meat and meat products
 - 55 % of holdings sell only fresh meat
 - 45 %: only meat products or both
- milk and dairy: made from →
 - 90 % cow milk
 - 7 % sheep milk
 - 4 % goat milk
- dairy products:
 - 72 % raw milk
 - 32 % cheese
 - 22 % curd
 - 20 % butter
 - 16 % yoghurt

Key figures of the Austrian direct marketing sector

Distribution channels:

1. 77 % sell at the farm gate
2. 18 % do delivery services
3. 16 % deliver to gastronomy
4. 14 % sell to retailers
5. 13 % stand on a farmers' market
6. 9 % cooperate with a farmers' shop
7. 7 % run a tavern
8. 7 % use the internet
9. 7 % use special channels (wineshops, christmas markets etc.)











































EU Food Legislation – the Principals

- common goals, but flexible ways to reach the goals
- processing: HACCP + Good Hygiene Practice
- risk based approach → simplification and flexibility for small holdings, remote areas and traditional practices
- importance of the cold chain
- emphasis on education
- details for equipment of rooms and requirements



EU Food Legislation – Implementation in Austria

- Good Hygiene Practice → more information and motivation → less documentation
- Details in guidelines and manuals →
- models and ready to use forms →
 - for cleaning and disinfection
 - processing patterns with correction measures in case of deviation
 - simple control of Critical Control Points
- no regular documentation, but in intervals
- only 1 empty form → error list
- product analysis: risk based (the most „dangerous“ product per commodity)



The Role of the Chambers of Agriculture

- 9 Chambers (1 per Bundesland/county)
 - advisory service
 - organisation of seminars for training and education
 - marketing and information for direct sellers
- 8 regional associations for direct marketers
- 1 Federal Chamber of Agriculture:
 - negotiation of the implementation rules (hygiene, food safety, labelling)
 - development of education programmes
 - train the trainer programmes
 - support of central media (website, agricultural magazines etc.)
- financing: mostly by rural development



Manuals for the implementation of self monitoring systems

































25. + 26.
Mai
Rind-
fleisch



Aktion
Rindfleisch
magere
Haxe 2,20
Kilo 2,20











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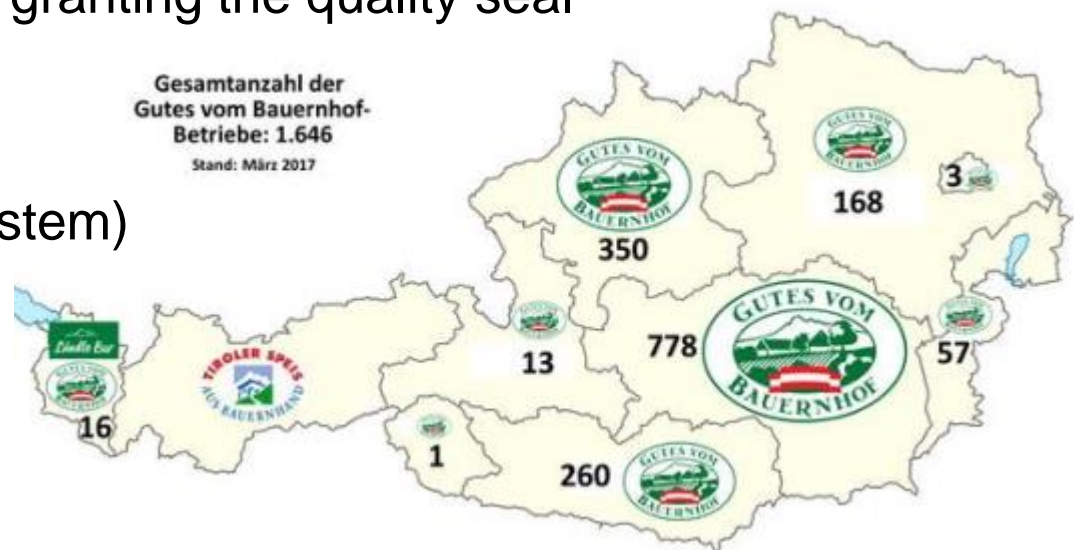


„Gutes vom Bauernhof“ – the Austrian quality programme



approximately 1.600 participants:

- Principals:
 - careful processing of own rawmaterial
 - sustainable agriculture
 - diligent scrutiny before granting the quality seal
- own website
- app Schmankerl-Navi
(delicacies' navigation system)
- special funding





18.05.2004



