

# Nature Parc Almenland – The ALMO delightful Region

16.03.2010, Franz Kneißl, Jakob Wild

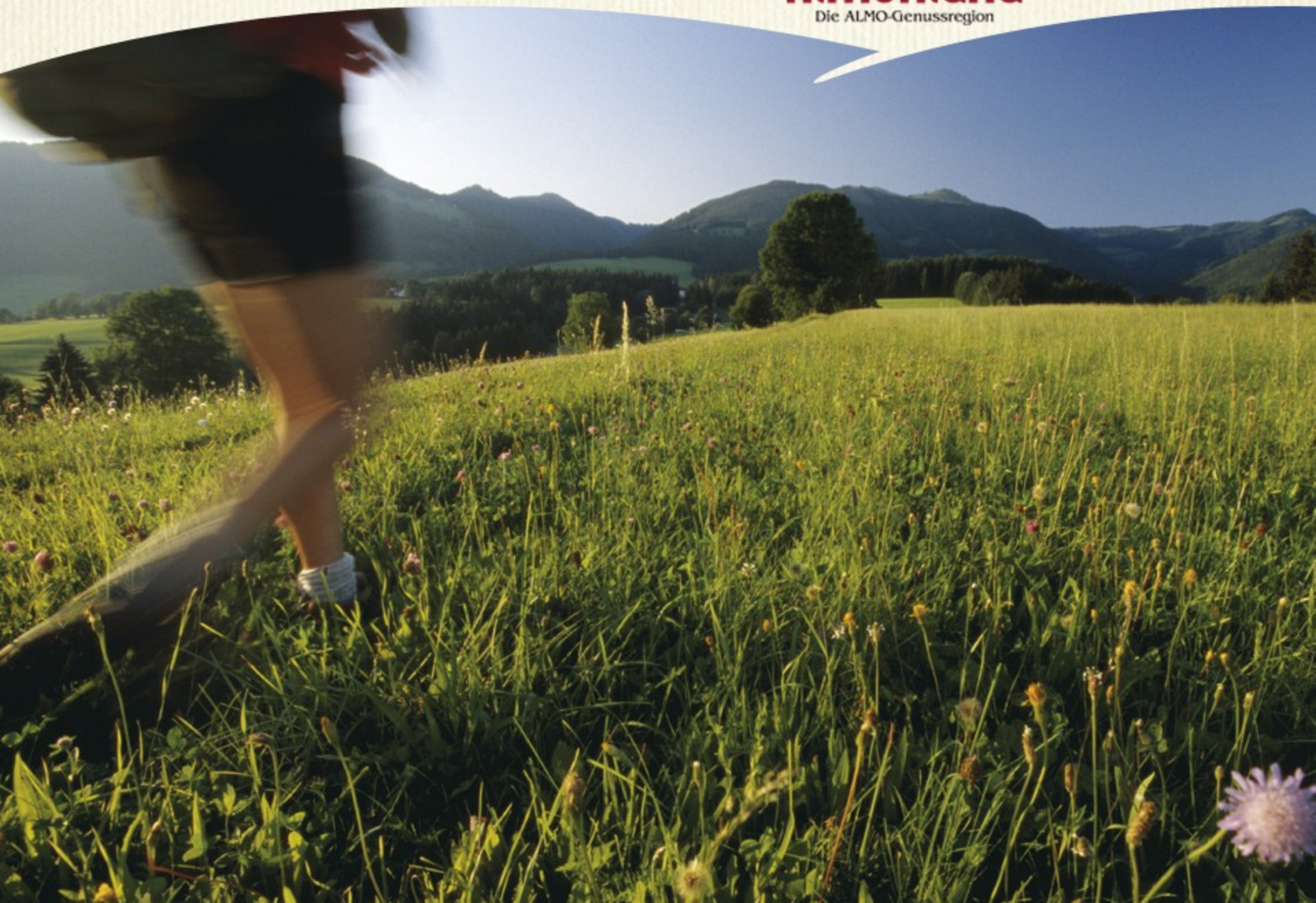
















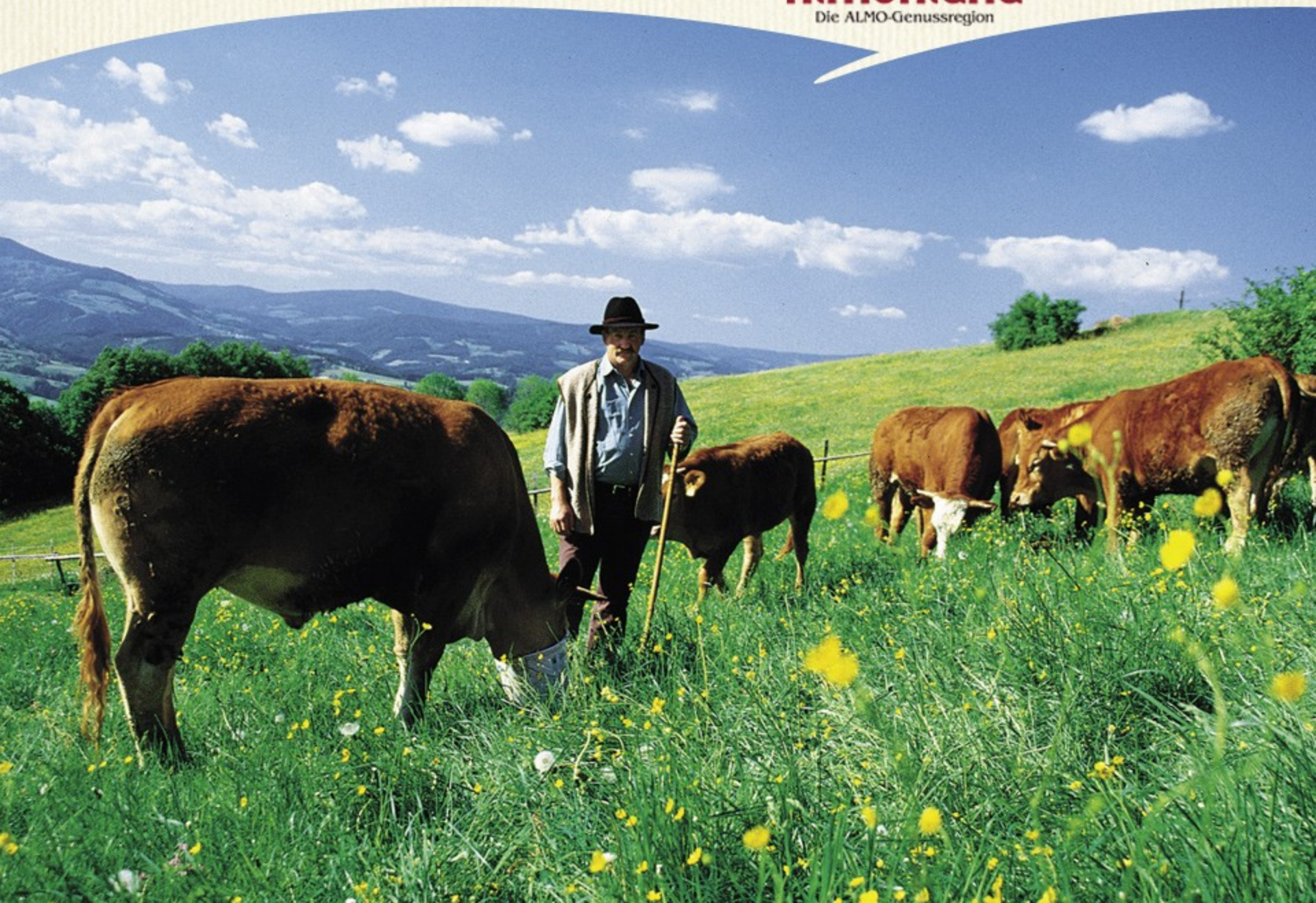












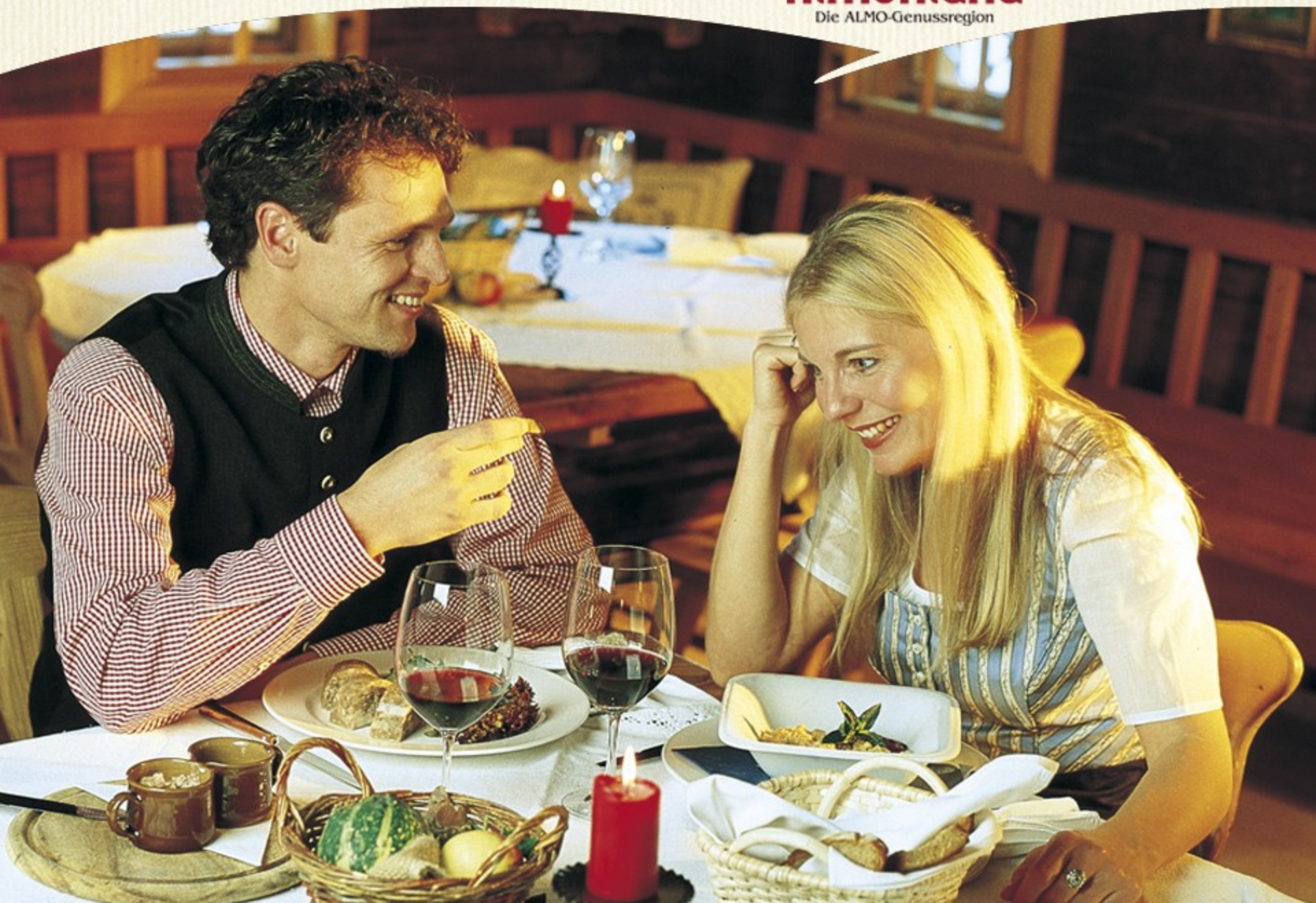




























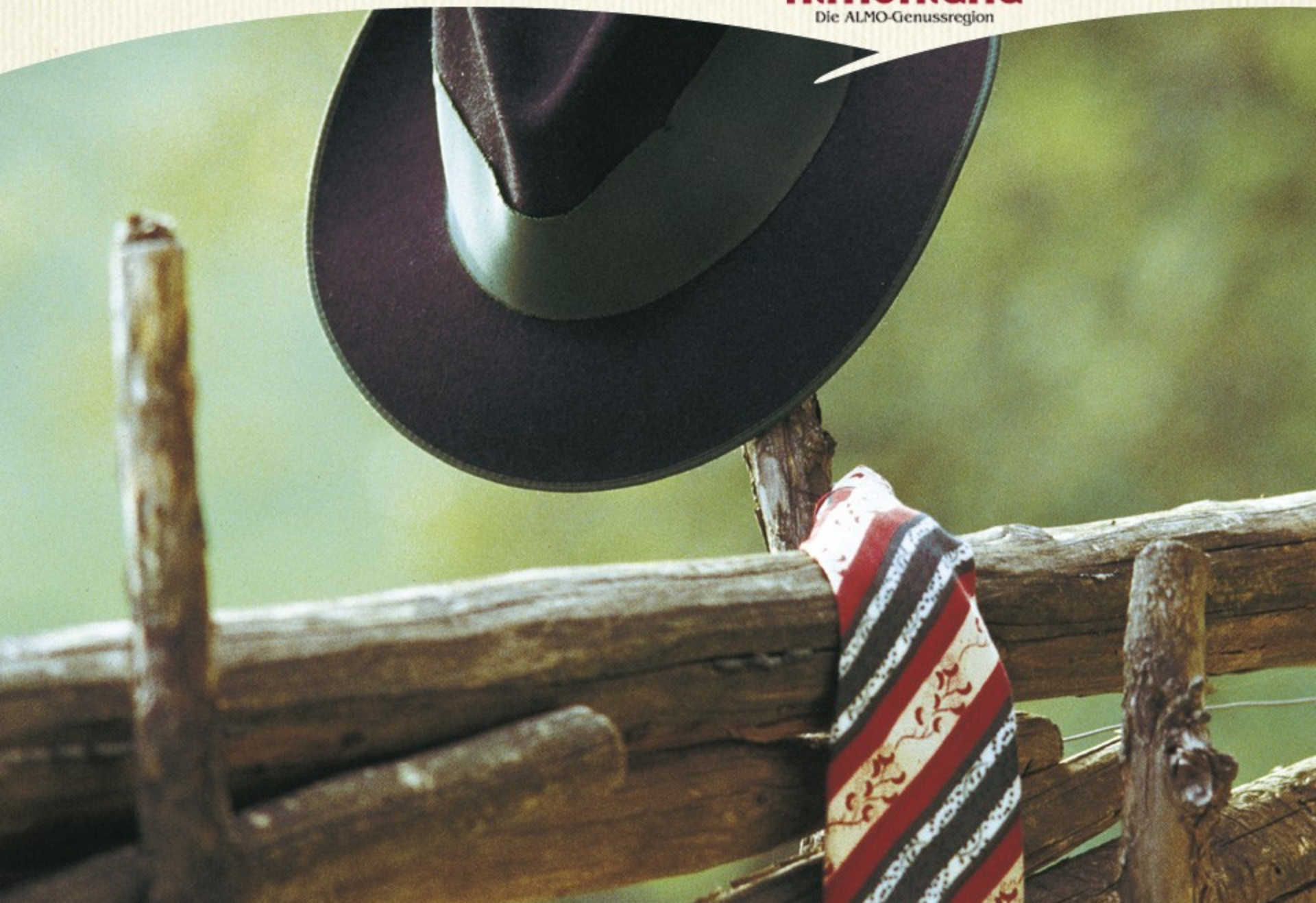


















# The Status Quo 1995 facing LEADER

- 12 communities with 12.500 inhabitants in a high alpine pasture region in eastern styria
- Small scale agriculture and forestry
- High agricultural quota
- Very strong migration in the 80ies and 90ies
- Migration of high quality workforce and „regional knowledge“ out of the region on the peak
- High percentage ( 46%) must work outside the region
- Decline in overnight stays (overall touristic slowdown)
- Very weak financial situation of the 12 communities (only 25 % of the average in styria!!)
- High defizit in the regional balance of trade



## Our strenghts 1995

- Largest interlinked high alpine pasture region in Europe
- Impressive agricultural determined cultural landscape
- High consciousness about traditions and cultural heritage of local people
- Good organisational structure of communities, associations
- Rewarding and well preserved local architecture and housing
- Local craftsmanship



# Implementing the LEADER program : What was important for us also as a basis securing economic viability?

LEADER II (1995 until 2000) :

- Clear conception of regional guidelines, indication and evaluation of targets and the regional branding
- Finding the appropriate organisational structures in the region  
>>broad based and responsibility thriven
- Broad participation of the communities and associations
- Finding new financial concepts e.g. local action funds
- Learning the basic rules of LEADER funding and controlling
- INNER – MARKETING!, INNER – MARKETING!..... :  
>>Motivation and participation of the local people
- Founding of the first LEADER cooperations e.g. gastronomy...
- Founding of the first new regional companies



# Implementing the LEADER program : What was important for us also as a basis securing economic viability?

LEADER plus (2000 until 2007):

- Set the stage for the regional labeling and branding → BRAND SYSTEM
- Find the main economic LEAD partner
- Joint conception (with LEAD partner) of the unique selling position and LEAD projekt: Almenland – The ALMO delight Region
- .....with the LEAD product: ALMO – the Alpine pasture OX
- Target: national and international market development and joint branding of the Almenland (and ALMO) as a „Beef competence Region“ with the highest standards of production and ethics in Europe



# Implementing the LEADER program : What was important for us also as a basis securing economic viability? >>Core Innovation!!

LEADER plus:

- Implementation of a professional regional projekt development and marketing structure: The Almenland Marketing LTD >> Aims:
  - Develop a professional advertisement and regional branding „design“ for the whole region and sectors (agriculture, tourisme, crafts, culture): >>>Corporate Identity (important communication factor for inner marketing too!!)
  - Create an organised financial structure (>>action pool)
  - Be responsible for professional project development for the whole region following the joint guidelines and the development program of the ALMENLAND (>>LEAD projects)



# The Almenland Marketing LTD

Economic LEAD Partner



## LEADER-Organisation LAG):

- 12 communities
- local organisations (culture, agriculture, tourisme, forestry.....)

## Touristic –Organisations & Associations:

- local gastronomy
- touristic companies

60%

20%

20%

## Almenland Marketing LTD:

- development and project management
- marketing, advertising, communications
- Financial management



# The ALMO project: the core principles and contracting

- LEADER plus:
  - bilateral contract and partnership between the company Schirrhofer and the region Almenland (>future contract):
    - manufacturer of meat delicacies with 220 outlets (shop-in-shop) in Austria, and Germany and other international branches
    - trademark-contracts between more than 500 ALMO-farmers, the Almenland-Marketing Ltd and Schirrhofer
    - joint execution of the ALMO quality meat program on highest possible level including an europe wide recognized Quality Managment System, GMO free production is mandatory!!
    - Incorporation of existing marketing and media partnerships as well as building of new joint ventures with institutions such as tourism associations, slow food international, GREENPEACE etc.





**Almo®**  
Almochsenfleisch aus Österreich

NATÜRLICH  
**GEN  
TECHNIK  
FREI**



**ALMO® – Qualität die aus Natur entsteht.**





**ALMO® – Quality from nature**

**Almo®**

Almochsenfleisch aus Österreich

- 100% origin from mountain farmers
- species – appropriate livestock breeding: out at feed in summer, big stables in winter
- species – appropriate feeding: GMO – free, guidelines for the fodder
- average 26 months
- special meat mature system
- contracts for sale



[www.feinkost-schirnhofer.at](http://www.feinkost-schirnhofer.at)





# Core data of the ALMO-Program



- 530 ALMO-contract-farmers
- 4.350 ALMO/year, yearly increase more than +10%
- € 6,3 Mio. gross sales for the 530 ALMO-farmers per year
- contracted extra profit of € 400.000/year for ALMO-farmers
- Contracted regional marketing ALMO-Almenland: approx. € 500.000,-- /year via Schirnhofner and marketing Ltd
- Mandatory investments of € 5 Mio. for the renewal of stables



# The ALMO<sup>®</sup>-brand

## Quality by nature

**Almo**<sup>®</sup>

Almochsenfleisch aus Österreich



530 ALMO-farmers



slaughterhouse



company Schirnhöfer



- 245 Schirnhöfer-outlets in the supermarket chain
- gastronomy in Austria and Germany



customers

## integrated quality assurance system

- quality criteria for all parties concerned
- external and internal controls
- 100% safety of origin



**Obligatory: 150 days out of feed**





## ALMO – stables with wood from the region





# ALMO – alpine oxen program

## Guidelines for a special beef quality:

- handbook for farmers (GMO free, animal health, races, breeding .....)
- handbook for the slaughterhouse (QMS – system)
- handbook for the sellers (QMS – system)
- handbook for marketing (Corporate design)
- external controlsystem
- brand contract





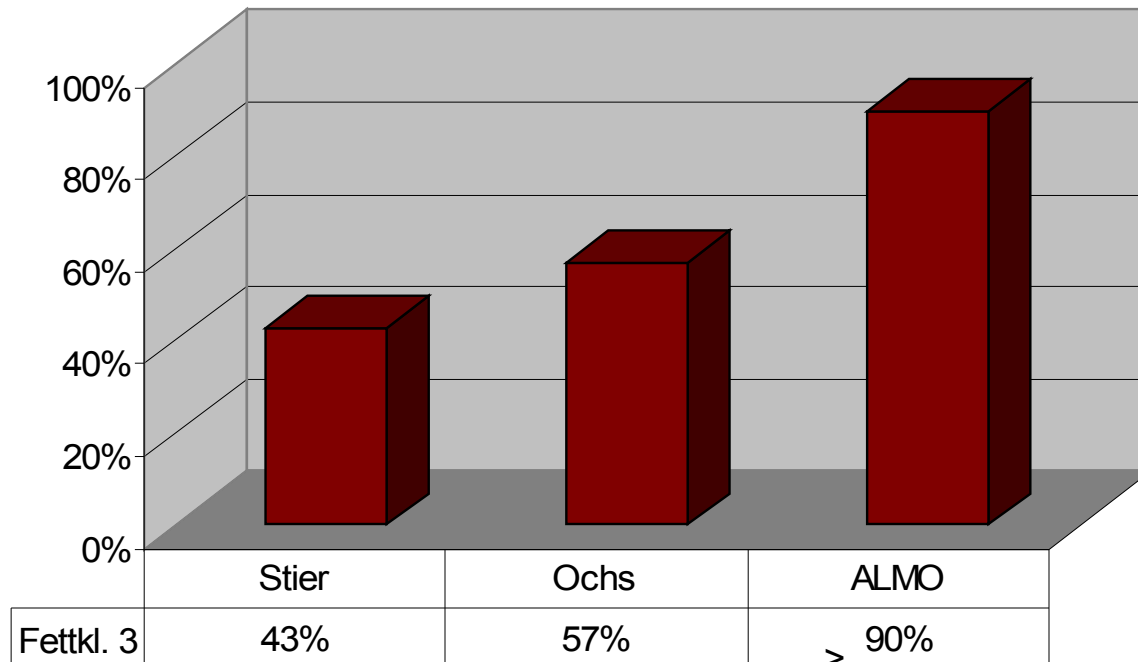


**Almo**<sup>®</sup>



# ALMO-quality: comparison bulls - oxen - ALMO

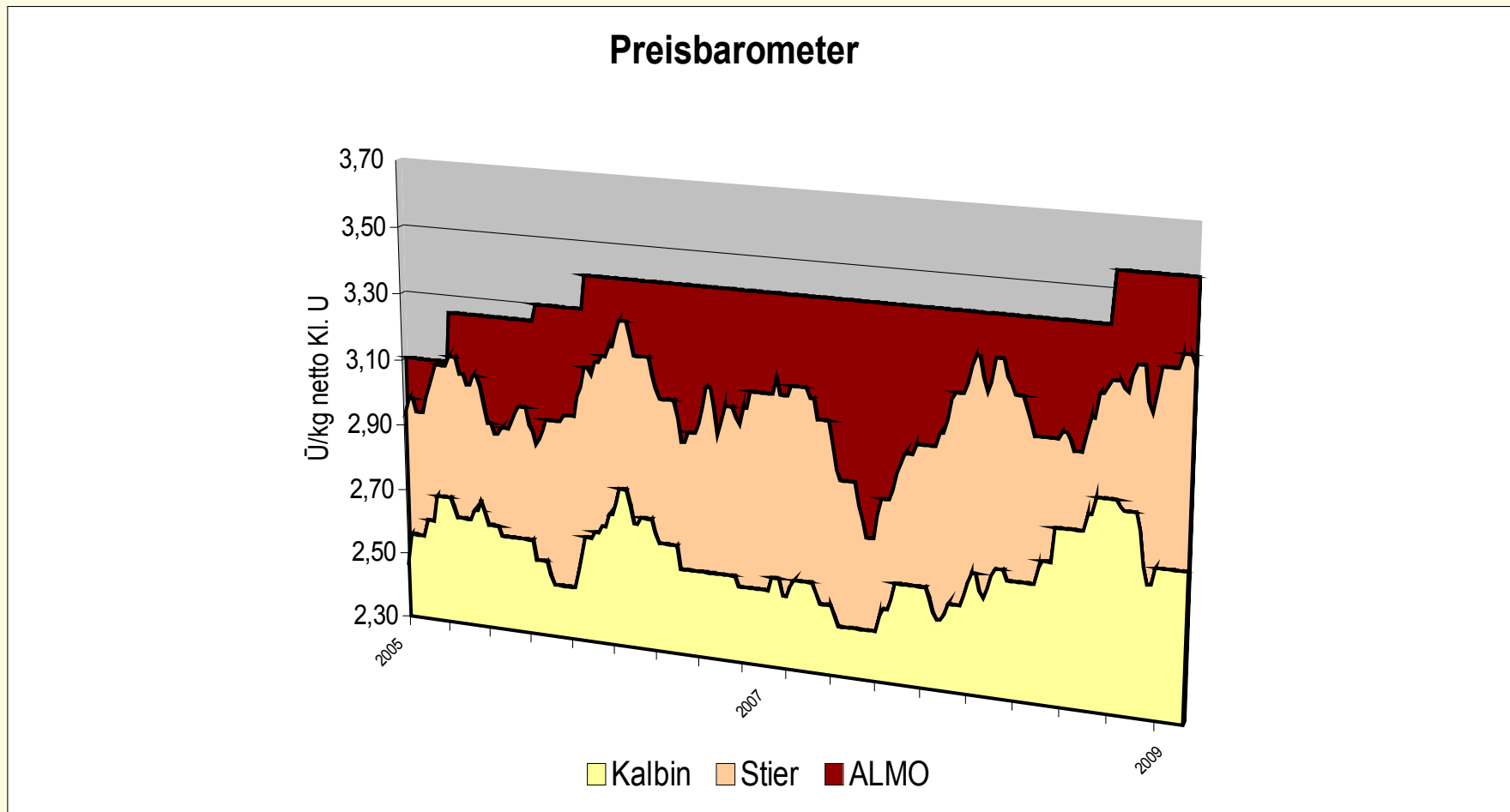
## Fleischqualität (Fettkl. 3)



**Classification for intramuscular fat and tenderness**

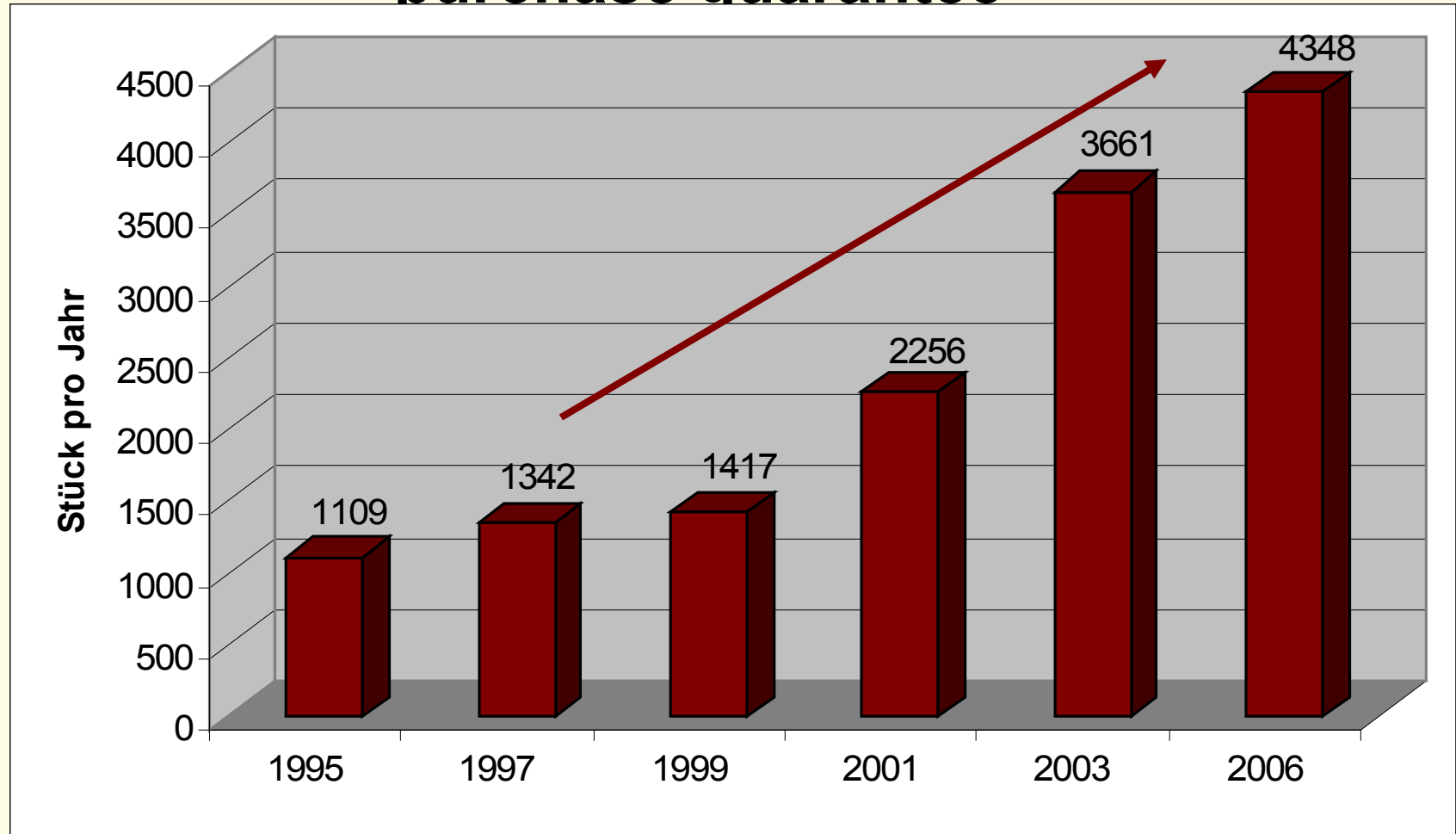


# ALMO: price guarantee





# Market quantities of ALMO/year purchase guarantee





## Branding / packaging



www.almenland.at

# Almo

## Almochsenfleisch aus Österreich

- 100% österreichische Qualität
- Artgerechte Tierhaltung: Alm-Weidehaltung im Sommer, große Freilaufställe im Winter
- Artgerechte Ernährung: Almgräser, Kräuter, Quellwasser, österr. Getreideschrot und Heu

351

### ALMO BEIRIED

zu verbrauchen bis: 15.06.05  
Gekühlt lagern bei: +2°C bis +4°C

Preis/kg €19,99

Nettogewicht 0,214kg

PREIS €4,28

**Schirnhof**  
RICHT STEIRISCH - RICHT GUT

**Almenland**  
Die ALMO-Genussregion

Schirnhof Gesellschaft m.b.H. • www.feinkost-schirnhof.at • Kunden-Hotline: 0800 201 830

Schirnhof Gesellschaft m.b.H. A-8224 KAINDORF 298

AT  
ST 49  
EG

## ALMO BEIRIED

unter Schutzatmosphäre verpackt  
Charg.Nr.:812157, geschlachtet in:Österreich ST11,zerlegt in:Österreich ST49  
Bauer:Sturm Helga, 8831 Niederwölz, Schiltner 37

**bos**

351

Herkunft: Österreich

zu verbrauchen bis: 15.06.05

Preis/kg €19,99

Nettogewicht 0,214kg

Gekühlt lagern bei: +2°C bis +4°C

€4,28

2 300079 004281

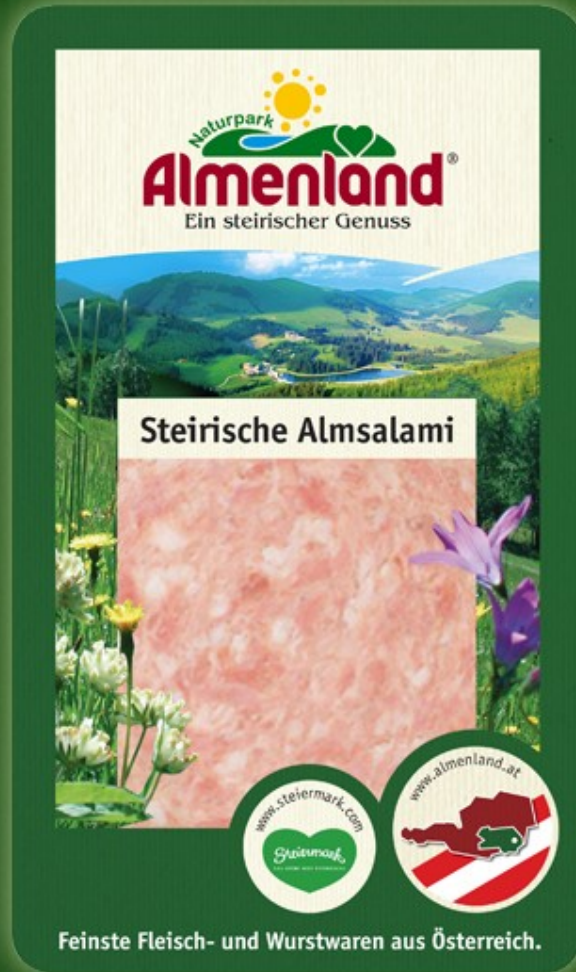




16 Mio. customers/year, >>220 Schirnhöfer-departements



# New products in the Almenland-design



2 Mio. pcs / year



# The presentation





# Almenland hard cheese: 3 Mio. investment: alpine dairy, mine, manufactory rooms





# Almenland hard cheese: 6 months matured in an old silver mine

Naturpark  
**Almenland**<sup>®</sup>  
Käse



**Erzherzog-Johann Stollenkäse 55% F.i.Tr.**

Im Stollen gereift, hergestellt aus silofreier Rohmilch

**Außeres:**  
Glatte durch Rotschmierbakterien bräunliche Rinde, die im Stollen eine dunkle Farbe und durch die hohe Luftfeuchtigkeit eine wellige Oberfläche bekommt.


**Inneres:**  
Hellgelber weichgeschmeidiger cremiger Teig mit vereinzelter erbsengroßer Lochung.

**Geschmack:**  
Durch die optimalen klimatischen Voraussetzungen im Zuge der Reifung bekommt dieser Käse seinen einzigartigen kräftigen vollaromatischen Geschmack. Der höhere Fettgehalt harmonisiert sehr gut mit dem Charakter dieser Käsespezialität für wahre Genießer.

**Reifezeit:** mindestens 6 Monate

Almenland Stollenkäse GmbH • Arzberg 104 • 8162 Passail  
03179/274 72-0 • office@almenland-stollenkaese.at • www.almenland-stollenkaese.at

Naturpark  
**Almenland**<sup>®</sup>  
Käse



**Rochus 55% F.i.Tr.**

Im Stollen gereift, hergestellt aus silofreier Rohmilch

**Außeres:**  
Glatte durch Rotweinpfege dunkle rotbraune Rinde, die im Stollen durch die hohe Luftfeuchtigkeit eine wellige Oberfläche bekommt.

**Inneres:**  
Hellgelber weichgeschmeidiger cremiger Teig mit vereinzelter erbsengroßer Lochung.

**Geschmack:**  
Durch die optimalen klimatischen Voraussetzungen im Zuge der Reifung und durch die Pflege mit Rotwein der Marke Rochus vom Weingut Thaller bekommt dieser Käse seinen einzigartigen kräftigen vollaromatischen Geschmack.

**Reifezeit:** mindestens 6 Monate

Almenland Stollenkäse GmbH • Arzberg 104 • 8162 Passail  
03179/274 72-0 • office@almenland-stollenkaese.at • www.almenland-stollenkaese.at



**Our main brand**



**Almenland – the ALMO Region**



# Brand system

- Ownership of the Almenland Marketing Ltd
- Strictly guidelines/criteria
- Quality and origin of the products
- Contracts with all organisations and companies
- Corporate design
- guidelines for quitting
- controlsystem



# Our sub-brands



## The Almenland-brands





# Our sub-brands



## The Almenland-brands



Almochsenfleisch aus Österreich





# Our sub-brands



## The Almenland-brands





## Almenland brands





## Almenland brands





# Almenland brands





## Why membership of the brand?

- professional marketing >> brand advertising
- the organisations are member of a professional brand which is branded in Austria
- the membership means a lot to them >> regional identity and proudness
- the organisations can help the Almenland brand to become more successfull and stronger
- the organisations have as more success with a known brand as with a no-name product
- the organisations know that the Almenland brand is a registered trademark and only allowed for members of the Almenland
- common Almenland criteria and quality controlsystem



# The results >>> The ALMO CASE STUDY

## LEADER since 1996 bis 2010 – what we have achieved?:

- 60 projects with investment volume € 40 Mio. finalized!!
- > 20 new Almenland companies and/or organisations, associations founded with generated yearly revenue of approx. 15 MIO (golf, almenland wellness, almenland bee-products etc)
- 900 farms secured, 240 new local jobs (full-or parttime) developed
- ALMO-Program with € 6,3 Mio. revenue per year for the contract farmers , 5 MIO for stables appropriate to the species
- 20 Almenland-restaurants for the ALMO gastronomy
- 170 Almenland-guestrooms with high quality level invested (€ 6 Mio.)
- Since 2004 yearly regional branding and ALMO trademark advertising of approx. € 500.000,-
- increase of overnights stays since 2004 yearly + 10%
- 65 companies in the Almenland business organisation

## Our TOP goals for LEADER 2007 - 2015

- The Almenland is seeking for the worldwide initial award as a SLOW REGION under Slow food international criterias! (2013)
- The Almenland is building partnerships with 3 other major economic LEAD partner companies such as Schirnhofer:
  - company Verbund: energy provider for CO<sub>2</sub>- neutral electricity; small hydro electric power stations → Almenland energy Ltd
  - company KWB biomass heating systems
  - trade - company
- Creating another 150 - 200 new permanent jobs for the region
- Realisation of our large scale LEAD project for the Almenland:
  - >> A European Beef Competence center and quality laboratory (in planning status)



## Our TOP goals for LEADER 2007 - 2013

- CO<sub>2</sub>-neutral nature parc Almenland in the year 2020:
  - project biomass heating systems
  - project CO<sub>2</sub>- neutral electricity; small hydro electric power stations
  - project electro mobility
- GMO free Almenland milk (alpine dairy)
- 100.000 tons Almenland hard cheese in the year 2013
- 7000 ALMOs per year in the year 2013
- 100 companies in the Almenland business organisation
- 200.000 overnights stays in the year 2013

# IMPORTANT

We are creating with our partners a prospering and sustainable region providing resources for living, recreation and economy

LEADER is for US, the Almenland people!!

LEADER is a everlasting idea and process, and not a funding instrument for 5 to 10 years!!!





**You can't identify the future,  
you have to create the future.**

*(Stanisław Brzozowski)*

# Contacts

## DI Franz Kneißl

Leiter Marketing, Einkauf, Schirnhofen GmbH, Fleisch- u. Wurstwarenspezialist  
Geschäftsführer Almenland Marketing GmbH

A-8224 Kaindorf 298

[www.feinkost-schirnhofen.at](http://www.feinkost-schirnhofen.at), [franz.kneissl@feinkost-schirnhofen.at](mailto:franz.kneissl@feinkost-schirnhofen.at)

Tel. 0043(0)3334/3131-70

## Jakob Wild

LEADER-Management Almenland

A-8163 Fladnitz/Teichalm 100

[www.almenland.at](http://www.almenland.at), [jakob.wild@almenland.at](mailto:jakob.wild@almenland.at) Tel. 0043(0)3179/23000-15

## Mag. Gerald Gigler

Abteilung 16, Landes- und Gemeindeentwicklung

Raumplanung Steiermark

A-8010 Graz

Stempfergasse 7,

[www.verwaltung.steiermark.at](http://www.verwaltung.steiermark.at) [gerald.gigler@stmk.gv.at](mailto:gerald.gigler@stmk.gv.at)

Tel.0043 (0316) 877 3644





# What did we learn? What is the living legacy of LEADER?

- Understand LEADER not as a funding instrument!
- LEADER will be most successful if You use it for process development with the target to create „regional identity and branding“, „regional structures“ and force „economic chains or clusters“ based on the regional development criterias! Therefore You need.....
- A distinctive and homogenous region.
- A broad based organisational structure also with clear financial responsibility (communities, associations etc.) This is crucial!!
- Your financial baseline must be secured for the whole periode!!
- Have a long long time frame for Your development plans; 15 years is the minimum!! This will contribute with the companies and other economic partners development plans if they are sustainable biased!!

# What did we learn? What is the living legacy of LEADER?

- Clear targets and a clear positioning/labeling of the region are major clues for success (because they attract business partners) and ease project selection
- Create or identify LEAD projects and LEAD products as well as a strong regional branding, which MUST have regional significance (history, landscape, products, social or cultural heritage etc) as soon as possible. Stay clear, don't change more than once!!
- Inner – Marketing is much much more important to establish this corporate identity within the first 5 to 7 years than outer marketing
- You have to take financial risks in time in order to be successful when it is needed >> the ALMO beef project was established on the peak of the BSE crisis
- Common interests are always higher valuable than single interests
- Search for the appropriate partners and LEAD companies and finalize this partnership with „good contracts“



# What did we learn? What is the living legacy of LEADER?

- Build a professional development and marketing structure; incorporate the main regional partners there!
- Establish tools for self evaluation and project controlling from the very beginning
- LEADER is to be understood as a joint „think tank“!!!! This should people be aware when they ask to join;
- LEADER means to have the courage and the common spirit to invest time and money for joint ideas
- LEADER demands, that regions and regional companies work together unforced developing their own future (ignore the funding!!), and thats good enough!!!
- LEADER therefore gives the incentives to establish the appropriate tools for the people to cooperate and for self organisation – and thats definitely wonderfull and was sucessfull indeed!!!!