



BEST PRACTICES

“Nature Park Brunch” (on the farm)

Institutional information

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Summary

Explain your case in one or two sentences

The Nature Park Brunch on the farm offers “home to taste and enjoy”. Farming families open their farms and offer locals and guests a rich and regional breakfast buffet with products from their own farm. They also organise individual programmes on the farms, e.g. a children's programme or farm tours.

The brunch takes place yearly, on the first Sunday in August. Every year, between 20 and 25 farms in the Black Forest Nature Park Central/North participate in the action day. The event takes place in all seven nature parks in Baden-Württemberg.

Background information: How was the situation previous to your actions?

Several farms organised farm days or an open day with guided tours of the farm. The event did not take place in the entire nature park area.

What were the needs you identified?

For some time now, there has been an alienation between society and agriculture. At the same time, the decline of farmsteads is continuing dramatically, especially where the care and preservation of the cultural landscape is concerned. The region needs the farmers who keep the typical Black Forest cultural landscape with its characteristic alternation of forest, pasture and meadow open through cultivation.

The association of nature parks in Baden-Württemberg (seven parks) was looking for an event format that would bring people closer to rural life and inspire guests and locals to agriculture and regional products. A deeper understanding of sustainable cultivation, rural traditions and fair prices for local products should also be achieved.

What solution you found to cover those needs?

The Nature Park Brunch is intended to offer guests of the region, but also locals, an opportunity to get in touch with the farmers of the region and provide an insight into agricultural life. At the same time, the Nature Park Brunch is a special platform for farmers to present their own farm and especially their own products.

What actions did you take to reach the solution?

The brunch is organised centrally by the nature park in cooperation with the farms. The nature park takes over the marketing for the event (flyers, posters, social media, etc.). In addition, the nature park offers an information event for the farmers once a year, where they can get advanced training and receive suggestions on how to arrange an appealing brunch buffet or which dishes are particularly suitable for the brunch.

If any, which partners or other organisations did you involve during the process?

The project involves partners such as countrywomen and regional companies (dairy, mineral springs, brewery, wineries etc.). Furthermore, new farms are sought every year to participate in the project - the administration (agricultural offices) is also involved in the search.

What were the main problems or difficulties you had to face?

Only products that have been produced by the farm itself may be offered at the brunch. Products offered that are not from the own farm, have to be bought from farms within the nature park. Retail products are not admitted (exception: coffee, cocoa, tea).

For the farmers the organisation of the brunch day is a big challenge. Therefore, the nature park takes over the complete marketing for the event day.

What is the situation now, after your actions?

In the meantime, the nature park brunch has become an established event in the region, which contributes greatly to sensitising customers (locals and guests) to purchase regional products from the farmers and to the work involved. Many farms benefit from the brunch and have been able to build up a customer base.

Main lessons learned along the way?

The project is now in its eleventh year and continues to be very successful. The brunch attracts many people to the farms and offers a very good opportunity to sensitise guests to the quality and value of regional products.

Annex:

Brunch on the farm01

Brunch on the farm02