



BEST PRACTICES

“Nature Park Market Barns”

Institutional information

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Summary

Explain your case in one or two sentences

There are currently two market barns in the Nature Park Black Forest Central/North. In the "Naturpark-Marktscheune Berghaupten" (name of the barn) and in the "Geroldsauer Mühle" (name of the barn) in Baden-Baden everything revolves around regional food. The focus is on the market, where visitors can buy exclusively regional products. Seasonal fruit and vegetables, bakery and butcher's products, regional drinks, spirits and much more are offered to the customers.

In addition to the possibility of regional shopping, the second part of the market barn consists of a gastronomic offer (certified as nature park host). The host's menu includes seasonal, regional dishes. Furthermore, guests and locals can inform themselves about the nature park and the touristic offers of the region.

The market barns are open daily all year round.

The two market barns are flagship projects of regional marketing in the nature park.

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

The trend towards regional products continues to increase. There are many smaller farm shops in the nature park - but these only sell their own products. There was no place to go in the nature park where customers could buy the whole variety of regional products.

What were the needs you identified?

The importance of regional agricultural products in society is growing steadily. However, many people have little or no time to shop directly on the farms or would have to travel long distances to

buy all the food they need or even have to visit several farms. At the same time, regional producers are looking for opportunities to sell their products.

What solution you found to cover those needs?

The vision was to create a place where customers can buy as many regional foods as possible in one place.

What actions did you take to reach the solution?

The pilot project, the “Naturpark-Marktscheune in Berghaupten”, started in 2011. The owner of this market barn himself is a very committed farmer and a pioneer in sustainable agriculture. Together with him, the concept of the market barn, which is based on a combination of sales, gastronomy and tourist information, was developed.

Regionality, credibility, authenticity and consistency in the handling and marketing of regional agricultural products are the core elements and absolute prerequisites for the successful implementation of the project.

The second market barn, the “Geroldsauer Mühle”, was developed along the lines of the pilot project and opened its doors in 2015. Here too, the owner is a regional farmer.

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

In addition to a large number of regional farmers and actors such as butchers, hunters, and regional companies such as dairies, mineral springs, breweries, wineries, etc., the nature park is also involved in the project. The respective cities and communities also support the project.

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

Regional supply relationships had to be developed in the course of implementing the markets.

What is the situation now, after your actions?

The two market barns have developed into well-attended and established institutions in the region, which contribute greatly to sensitising customers (locals and guests) to purchase regional products. Both market barns are visited by tourists as well as locals.

At the same time, the market barns offer regional farmers an (additional) marketing and sales platform.

Over the next few years further market barns will be added.

Main lessons learned along the way?

The two market barns are flagship projects of regional marketing in the nature park, have a special exemplary character and an extraordinary radiance, also beyond the nature park frontiers. The project generates added value for regional agricultural enterprises.

Annex:

Market Barn_Berghaupten01

Market Barn_Berghaupten02

Market Barn_Berghaupten03

Market Barn_Geroldsauer Mühle04