

## AUSTRIA

### Diversification of the local economy

**Location**  
Austria

**Programming period**  
2007 – 2013

**Axis / Priority**  
Axis 3

**Funding (EUR)**  
Total budget 312 500  
RDP 250 000  
Private 62 500

**Project duration**  
2012 – 2015

**Project promoter**  
Austrian Chamber of  
Agriculture

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The “Gutes vom Bauernhof” app is an attempt to improve direct marketing in the farm sector in Austria by adding a fun factor.

### Summary

Direct networking activities between direct marketing providers and consumers are very important and should be further developed and promoted. Using the app, consumers learn where it is possible to shop for regional products in their surrounding area.

An app was developed, with which users can easily and conveniently find out where the nearest place is where they can buy “Gutes vom Bauernhof” products in Burgenland, Carinthia, Lower Austria, Upper Austria, Styria and Vienna. This app processes data from a database, which, among other things, contains information about the businesses, their products, opening hours and much more.



### Results

The number of app users is steadily on the rise. Up to now, the app has been downloaded by about 16 000 app users.

In autumn 2013, the “Schmankerl Radar” was nominated for the Austrian Climate Protection Award in the category Climate Protection in Agriculture among 230 projects submitted.

Goods can now be searched within a 2 to 15km range from approximately 1 400 farms with farmgate sales (also Bauer stores), 175 wine taverns, 80 supermarkets with Bauer shelves, 370 farmers’ markets and 1 160 AMA Gastro Seal taverns / pubs.

### Lessons & Recommendations

- ❑ It is essential to have an up-to-date, well-maintained database provided with geo data, business and product data, so that the operations can be located and found.
- ❑ It is also very important to gather feedback from users and provide continuous updates.

## Context

The idea behind the app was and is to encourage commuters, sales representatives or visitors to the area (tourists) towards additional activity when they are driving through rural areas to shop in one of the 1,600 “Gutes vom Bauernhof” operations.

These consist of around 300 farm shops and 90 supermarkets with special shelf space for farm products. Farms belonging to the “Gutes vom Bauernhof” organisation offer a variety of quality farm products

## Objectives

The objective was to develop an app that would have a positive, sustainable effect:

- Providing a sustained boost to domestic agriculture, particularly to direct marketing in the farming sector.
- Securing jobs in agriculture.
- Raising awareness for the consumption of domestic food products.
- Making consumers aware of the fact that there are many ways to buy farm products, whether directly at the farm, at farm shops or from a supermarket with special shelf space for farm products.

A target was set of 10 000 “Gutes vom Bauernhof” app users are to be reached by the end of 2013.

## Activities

An app was developed, with which users can easily and conveniently find out where the nearest place is where they can buy “Gutes vom Bauernhof” products in Burgenland, Carinthia, Lower Austria, Upper Austria, Styria and Vienna. This app processes data from a database, which, among other things, contains information about the businesses, their products, opening hours and much more. The GPS feature “Schmankerl Navi”, which belongs to the innovative “Gutes vom Bauernhof” app, continuously informs users while they are driving if they are anywhere near “Gutes vom Bauernhof” businesses that sell the desired products, and where the next “Gutes vom Bauernhof” businesses are.

Users can set the desired distance and the product group to be searched according to your requirements. As soon as the radar detects something, users can request information about the nearest businesses, the products they sell and the opening times in the surrounding areas at the push of a button. Users can contact the businesses by phone and then let themselves be navigated directly to the business (possible with Android and Apple iOS) – without the trouble of having to make an extra journey or search around for the business for an unnecessarily long time. At the desired destination, consumers can buy their “Gutes vom Bauernhof” products or phone the business.

## Main results

The features offered by the app are wide-ranging and easy to use, and the app has been renamed “Schmankerl Navi”. Ever since the app has been available, a lot of positive feedback has been received from a variety of target audiences. The number of app users is steadily on the rise. Up to now, the app has been downloaded by about 16 000 app users.

The ‘app’ was announced in the course of a press release issued across Austria. The media responded very positively, and there were reports about the GvB app in all federal provinces, including on commercial television. In autumn 2013, the “Schmankerl Radar” was nominated for the Austrian Climate Protection Award in the category Climate Protection in Agriculture among 230 projects submitted.

The success of the project has seen the range extended, and goods can now be searched within a 2 to 15km range from approximately 1,400 farms with farmgate sales (also Bauer stores), 175 wine taverns, 80 supermarkets with Bauer shelves, 370 farmers’ markets and 1,160 AMA Gastro Seal taverns / pubs.

## Key lessons

It is essential to have an up-to-date, well-maintained database provided with geo data, business and product data, so that the operations can be located and found.

It is also very important to gather feedback from users and provide continuous updates.

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## Additional sources of information

n/a