

DENMARK

Local development

Location

Østermarie

Programming period

2014 – 2020

Priority

P6 – Social inclusion and local development

Measure

M19 – CLLD/LEADER

Funding (EUR)

Total budget 265 941

EAFRD 40 839

National/Regional 10 210

Private 214 892

Project duration

2016 – 2017

Project promoter

HallegaardSlagtehus ApS

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A slaughterhouse was established on the island of Bornholm to offer slaughtering facilities in small husbandry farms or larger herds of sheep or cattle.

Summary

This project enabled the establishment of a slaughter house where no such facilities previously existed for small husbandry farms or for larger herds of sheep or cattle. The service makes use of a new slaughter concept: that of stunning and bleeding-out the animal at the farm *before* bringing it to the slaughter house.



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The Hallegaard slaughterhouse contributes to the development of organic, locally-produced, high-value products from small farms that raise varied species. It has been a catalyst for the creation of many associated local business endeavours and partnerships (e.g. a collaboration with a famous Michelin restaurant), and has successfully raised some of its funds through the innovative approach of crowd lending.

Results

Hallegaard Slaughterhouse contributes to the development of several local livestock production businesses.

The Slaughterhouse has created 4-5 jobs. Furthermore, it is estimated that, as a direct result of having access to the facility, 15-20 small organic farms will become certified producers of livestock under the Animal Protection Organisation's "Welfare Delicacies® - from Farmer to Customer" accreditation.

Hallegaard is experiencing an increasing demand for fresh meat, both from within Bornholm and from further afield. Bornholm is already well-known as a region that specialises in locally-produced foods; the Slaughterhouse contributes to strengthening and diversifying that brand.

Lessons & Recommendations

- ❑ According to the Bornholm Local Action Group, Hallegaard Slaughterhouse is a very good example of a successful, business-oriented project that embraces several of the LEADER principles.

Context

Prior to the establishment of Hallegaard Slaughterhouse, the island of Bornholm only offered large-scale slaughtering facilities for pigs from large herds at the “Danish Crown” slaughterhouse. Farmers with small animal husbandries or larger herds of sheep or cattle needed to sail their animals to slaughter over on the Danish mainland. Transportation was expensive and the journey required almost the maximum allowed time for animal transportation. Furthermore, it was an unnecessary strain on the environment and minimized the meat processing business on Bornholm. These factors have caused many small, ecological farms to close down.

At the same time, Hallegard and other local butcher shops needed to import meat from the mainland in order to maintain their processing business and their shops.

Bornholm is famous for its many high-quality, ecological and local products, but the lack of animal slaughtering and processing facilities meant that the reality – the transportation and importing - didn’t really live up to the brand where meat production was concerned.

Objectives

The objective of the project was to reverse the trend of small, organic animal husbandry farms on Bornholm closing down. Instead, the project wished to contribute to the development of organic, locally-produced, high-value products from small farms that raise a variety of species.

Activities

From the outset, the future beneficiary wished to put animal welfare at the heart of the business and therefore entered into collaboration with the Animal Protection Organization (APO). The slaughterhouse was designed to make use of a new slaughter concept developed in conjunction with APO, as well as their certification “Welfare Delicacies® - from Farmer to Customer”. The concept dictated that the animals be stunned and bled-out out at the individual farms and then brought to the slaughter house.

A compact and flexible slaughterhouse of approximately 130 m2 was designed and built to be used in conjunction with the new slaughtering approach and with an emphasis on optimal animal welfare. The on-farm slaughter of the animals is based on an ethical desire to avoid the

transportation of live animals. Establishing the slaughterhouse at the centrally-located premises of Hallegaard means that all of Bornholm can easily make use of the new facilities.

The actual slaughter is followed by the skinning of the animal, so that the energy and water consumption normally associated with slaughter is minimized. The hides of lamb and calf are traditionally of high value, but as something new, Hallegaard wished to start skinning black-haired pigs as well.

The slaughterhouse itself is built of wood, including the bearing structures. The exterior has a vertical cladding made of untreated Douglas wood, grown and processed on Bornholm. The exterior is easy to repair and shouldn’t need to be replaced for 40-50 years. The floor is uninsulated concrete with a high heat conductor, which gives the room a temperature supplement of 5-8 degrees throughout the year. This provides natural cooling in summer and natural warmth in winter.

Prior to the application phase, Hallegaard Slaughterhouse contacted 10 significant players in the Bornholm food industry. They were invited to finance part of the project by investing 10 000 DKK (app. 1 350 EUR), which Hallegaard could subsequently repay in food products. One such investor was the famous Michelin restaurant “Kadeau”.

The timeline of the project was as follows:

Activity	Starting date	End date
Detail planning and regulatory procedures	01-01-2016	01-02-2016
Obtaining construction offers. Offers are submitted to the managing authority for final approval	01-02-2016	12-02-2016
Construction of Slaughterhouse	22-02-2016	01-06-2016
Inauguration during Folkemødet – The People's Political Festival on Bornholm with approximately 100.000 visitors	11-06-2016	11-06-2016
Introduction of slaughter and cutting	01-08-2016	31-08-2016

Main Results

With the completion of the project, a unique micro butchery and visitors farm was established, which offers small-scale slaughter facilities for local animal husbandry businesses including Hallegaard's own food processing business. Hallegaard Slaughterhouse thus produces meat, which Hallegaard Pøsemageri (sausage maker) uses to create local, organic products for private and wholesale customers.

In addition, Hallegaard Slaughterhouse contributes to the development (instead of liquidation) of several local livestock producers and provides a potential for secondary business, i.e. companies that may process and further develop the food and goods produced by the slaughterhouse.

The Slaughterhouse has created 4-5 jobs. Furthermore, it is estimated that, as a direct result of having access to the facility, 15-20 small organic farms will become certified producers of livestock under the Animal Protection Organisation's "Welfare Delicacies® - from Farmer to Customer" accreditation. This estimation is based on the ongoing transformation of several hobby farmers, who aim to expand their herds.

Simultaneously, Hallegaard is experiencing an increasing demand for fresh meat, both from within Bornholm and from further afield. Bornholm is already well-known as a region that specialises in locally-produced foods; the Slaughterhouse contributes to strengthening and diversifying that brand.

Key lessons

According to the Local Action Group responsible for the project - LAG Bornholm - Hallegaard Slaughterhouse is a very good example of a successful business-oriented venture, which they attribute, in part, to the fact that the project embraces several of the LEADER principles:

Local partnerships - Prior to the project, the beneficiary had secured both financing and the project's economic viability by entering into partnership with local product developers and buyers, including the Michelin restaurant Kadeau; known for their first-class cuisine building on the products and soil of Bornholm. This strong, committed partnership ensures that the Slaughterhouse is associated with quality and stability.



Innovation - Apart from the aforementioned slaughter concept, developed in conjunction with the Animal Protection Organization, the project has made use of the innovative "crowd lending" financing model. Kadeau restaurant and nine other actors supported the project by purchasing a so-called "deposit certificate" at a value of DKK 10 000 (1 340 EUR), which Hallegaard Slaughterhouse can pay back in products.

Cross-sectoral cooperation – In what was a mutually beneficial initiative, the Animal Protection Organisation supported the Hallegaard Slaughterhouse project with a 13 422EUR grant and the development of the new slaughter concept, which enables producers to have access to their labelling scheme: "Welfare Delicacies® - from Farmer to Customer". This collaboration has also resulted in the added benefit of free-of-charge, widespread marketing for the Hallegaard project, because the APO publicises examples of its scheme in action.

Area-based approach - The project strongly supports and shares the qualities that characterize the local identity and narrative of Bornholm as a specialist in healthy, organic, high-quality products. This alignment with the local narrative reassures local buyers, creates credibility and increases the likelihood of secondary effects, as other companies operate within the same framework. One example is the Goat Dairy located on the Lykkelund farm. The dairy produces goats cheese from its 70 dairy goats and the farm functions as a café and a farm shop. Hallegaard Slaughterhouse has now provided the Goat Dairy with the opportunity to have their male goat kids slaughtered and sold.

Additional sources of information

<https://slagtehus.dk/>