BioLiebert - organic farm of the Liebert family

1. Einführung

Auf dem Biohof von Familie Liebert dreht sich alles rund um den Ziegenstall in Geratshofen. Die Betriebsleiter haben sich dazu entschlossen, ihre Tiere auf eine neue Art zu präsentieren, da Ziegen noch immer eine Exotenrolle in Deutschland einnehmen.

BioLiebert ist ein Bio-Demonstrationsbetrieb. Transparenz und die Schärfung des Bewusstseins sind den Betriebsleitern wichtig. Da sich nicht pauschal bestimmen lässt, ob das Kriterium „regional“ einen bedenkenlosen Konsum zulässt, wirtschaftet der Hof regional und bio.

2. PROFIL DES PROMOTERS



Vorname
Tobias

Familienname, Nachname
Liebert

Geburtsjahr
1987

Geschlecht

Männlich

Ausbildung

Farmer; technical education

3. Betriebsprofil













Addresse
Dorfstraße 7. 86637 Wertingen/Geratshofen

Land
Deutschland

Fläche des Bauernhofs in ha
41.00

Gründungsdatum des Betriebs

2006

Datum, seit dem der Betriebsleiter den Betrieb führt
So., 01.01.1984 - 12:00

NUMBER OF WORKERS	**FAMILY MEMBERS**	**EXTERNAL WORKERS**
Full time	0	1
Part time	0	2

Betriebsbeschreibung

Since 1984, the farm has been located in rural Geratshofen, a district of Wertingen in the administrative district of Dillingen, in the possession of the Liebert family. It initially started with a horse stable years before, then later the first goats were moved in and the horse stable was closed. The senior enterprise managers identified an interesting niche market here.

After extensive planning, the enterprise managers re-educated themselves, inquiring other enterprise managers about their experiences with the goat farming.

Then the decision was taken in favour of building a modern, species-appropriate stable for a goat herd, in which the animals are fed with a simple methods and grain, straw and hay can be stored easily. Then came a gradual expansion and the organic milk goat farm with EU accredited slaughterhouse, farm shop and conference room were built

The farm contains, besides the spaciously constructed stable, building with milking system as well as an outbuilding for the young animals.

The enterprise produces raw milk, not heat-treated milk. It is not boiled, but exclusively filtered and cooled. It is milked twice a day on-site and regularly transported to the dairy. Direct sale of milk and meat takes place on the farm to a limited extent.

Recently, goat cheese has also been produced and directly sold. This option wasn't explored earlier due to the high workload.

Tobias Liebert now plans the rounding of the farmhouse in a hamlet location and the construction of a residential and commercial complex, in which even more focus can be put on direct sale in the future. Thereby he wants to develop the agricultural enterprise from a side line enterprise into self-sustainable existence.

Website und Social Network-Links
Website

4. Multifunktionale / nachhaltige Landwirtschaft und

europäische Agrarlandschaften (EAL)

Stichwörter: Multifunktionale und Nachhaltige Landwirtschaft
Biodiversity
Direct sales
Quality/Organic/Certified production

Freier Text

The "Westerried nördlich Wertingen" (Western Northern Wertigen) was included in 2007 by the EU as area Nr. DE7329-371 in the European wide biotope network "NATURA 2000". It concerns the last remnants of a formerly extended fen in the Eastern Swabian Donauried between Höchstädt and Wertingen. The biotopes host numerous rare species of flora and fauna, for example bird's eye primula, globeflower, marsh gentian, various orchids, lesser marbled fritillary, *Chrysochraon dispar*and *Chorthippus montanus*. Also, the beavers occurs here.

The enterprise has wide pasture and green fodder directly in front of the stable door and further green areas - in property or leased - will be started with the specially equipped "goat taxi" in order to graze these naturally. For instance, these municipal and privately-owned lands will be made available for the enterprise to graze.

In 2010, further lands were added to the FFH area, and thereby also to cultivation through BioLiebert. On these lands, various planned measures shall be implemented. These measures enable for the pathway of the flood channel systems, shallow water zones, watersides flattening along the ditches as well as the sowing of green areas with the subsequent mowing or grazing.

In the tendering procedure, BioLiebert equipped with an innovative and small scale grazing concept through goats, prevailed in a tough competition of land utilisation. With the henceforth implemented concept, not only the economical objectives with the keeping of the goat herd but also nature conservation and landscape objectives could be reached.

Besides the production of high quality food and marketing the niche, BioLiebert, being a producer and consumer at the same time, follows the objective the rural life closer to the people. The intention is not based on the idea of the pure commercial use. Interested people, associations, kindergarten groups and school classes as well as individuals or families are received at the farm or in the stable. BioLiebert offers regular guided visits and demonstrations. Thus, external persons can also participate in the organic goat milk farm daily life.

Through this kind of agriculture, the enterprise contributes to:

- Preservation and strengthening of the biodiversity;

- Preservation of traditional cultivation techniques;

- Promotion of the value of the landscape;

- Production of high-quality, safe and healthy food;

- Active nature conservation;

- Awareness raising for agriculture - landscape - nutrition.

Rat und Empfehlung

"Think about possibilities of combining the niches and themes of agriculture, nature conservation and landscape. If this project is successful, it will become a great opportunity for approaches in the direct sale of outstanding products!"

"The cultivation of the country is accompanied by great responsibility and also an educative and informative mission!"

5. Einschätzung, notwendige Fähigkeiten, Fragen

Allgemeine Überlegungen

Today, BioLiebert builds on already years long experience in the sector of the goat keeping, processing and marketing.

Besides the technical basic education, this particular experience is indispensable. In particular, the open and concrete exchange with colleagues can help here to master the challenges in practice.

Depending on the type of visitors, BioLiebert offers space to come into contact with agriculture, landscape, food and nature.

Based on the clear basic concept of the regional and biological economies and landscape conservation and maintenance result business opportunities not only in the sector of the direct sale, but also in the pedagogical sector. These possibilities are consequently followed and used by the enterprise.

The holistic concept promotes the enterprise itself, the region and the landscape.

Strengths	**Weaknesses**
• Fester Kundenstamm durch Erlebniskultur und durchgehendes Natur-Konzept. • Stabile Ertragsgrundlagen in der Direktvermarktung.	• Bürokratie. • Führung der Landwirtschaft als Nebenerwerb und nicht als Vollerwerb (Potenzial zur Effizienzsteigerung).