



Local Products

Klemens Pirafelner, 29.09.2009

Importance of local products in Austria

- Foodsafety
- Country of origin is considered as warrantor
- Seals of quality are important for consumer
- Short route of transportation conserves environment



Source: Survey Karmasin Institut, June 2009

Main criteria for Austrian consumers are...



- Retraceable country of origin
- Freshness
- Natural ingredients
- Taste
- Branding
- Treatment

Source: Survey Karmasin Institut, June 2009

Vereinigung Kulinarische Initiativen Österreich (KIÖ) - Association of Culinary Initiatives Austria

- Umbrella Association of all Austrian initiatives of Restaurants
- Founded 2008
- More than 2.800 Restaurants all over Austria
- Sustainable positioning of culinary gastronomic specialities



KIÖ - Goals and Commitments

- Regional provenance
- Local products
- Familiar atmosphere and individuality
- Restaurants as centre of culture and communication
- Regular supervision and consultation of their members



KIÖ - Projects

- Creation of basic criteria for all Austrian initiatives of Restaurants
- Creation of consultant profiles
- Creation of a manual for consultants
- Arrangement of work-shops for consultants
- Assortment and training for consultants
- Training and qualification of restaurants



AMA-Agrarmarkt Austria Marketing GesmbH

- Agricultural marketing in Austria
- Using traditional marketing instruments
- Involved in different quality assurance programmes
- The objective is to draw the public´s attention to:
 - Quality,
 - Freshness and
 - Country of origin of food products

AMA-Gastrosystem



The AMA-Gastrosystem is a system for labelling und documentation with declaration of origin and treatments of agricultural products in the hospitality industry.

Vertices:

- Voluntary membership
- Controlled declaration of country of origin
- Voluntary labelling of gastronomic specialities on menus

AMA-Gastrosystem - Advantages for hospitality industry

- Image improvement and profiling
- Freshness because of regional provenance
- Differentiation to competitors
- Information and training



GENUSS REGION ÖSTERREICH

Regional genießen hat Zukunft



- | | | | |
|-----------------------------------|-------------------------------------|---------------------------------------|---|
| 1 Ländle Apfel | 28 Pinzgauer Rind | 52 Gailtaler Almkäse, Gailtaler Speck | 73 Waldviertler Karpfen |
| 2 Bregenzwälder Alp- und Bergkäse | 29 Innviertler Surspeck | 53 Kärntner Lamm | 74 Retzer Land Kürbis |
| 3 Ländle Kalb | 30 Innviertler Surspeck | 54 Rosentaler Carnica Honig | 75 Weinviertler Erdäpfel |
| 4 Ländle Altpf Schwein | 31 Sauwald Erdäpfel | 55 Jauntaler Salami | 76 Weinviertler Getreide |
| 5 Großwalsertaler Bergkäse | 32 Hansberg Land Hoopfen | 56 Jauntaler Hadn | 77 Laaser Zwiebel |
| 6 Jagdberger Heumilchkäse | 33 Mühlviertler Bergkräuter | 57 Ausseer Land Seesaibling | 78 Weinviertler Wild |
| 7 Montafoner Sura Kees | 34 Mühlviertler Alm Weidegans | 58 Gesäuse Wild | 79 Waldviertler Mohn |
| 8 Paznauner Almkäse | 35 Leondinger Grünspargel | 59 Pöllaer Hirschrinde | 80 Wachauer Marille g.U. |
| 9 Stanzler Zwetschke | 36 Eferdinger Land Gemüse | 60 Oststeirischer Apfel | 81 Wagramer Nuss |
| 10 Oberländer Äpfel | 37 Linz Land Apfel-Birnsaft | 62 Weitzer Berglamm | 82 Traisentaler Fruchtsäfte |
| 11 Oberinntaler Erdäpfel | 38 Buchkirchner-Schartner Edelobst | 63 Almenland Almdorfer | 83 Tullnerfelder Kraut |
| 12 Nordtiroler Gemüse | 39 Nationalpark Kalkalpen Obstsäfte | 64 Murtaler Steirer | 84 Tullnerfelder Schwein |
| 13 Nordtiroler Grauwies Almochs | 40 Mattigtal Forelle | 65 Weststeirisches Turropoljeschwein | 85 Weinviertler Schwein |
| 14 Zillertaler Heumilchkäse | 41 Hainsruck Birn-Apfel-Most | 66 Grazer Krauthäuptel | 86 Waldviertler Weidenrind |
| 15 Alpbachtaler Heumilchkäse | 42 Schlierbacher Käse | 67 Steirisches Täschland - Karpfen | 87 Ybbstal Forelle |
| 16 Wildschönauer Krautgeribbe | 43 Schlierbacher Geflügel | 68 Steirischer Vulkanland Schinken | 88 Mostviertler Birnmost |
| 17 Kaberwinkel Heumilchkäse | 44 Nationalpark Kalkalpen Bio-Rind | 69 Steirischer Kren | 89 Pielachtaler Dirmol |
| 18 Osttiroler Berglamm | 45 Salzammergut Käse | 70 Südststeirische Käferbohne | 90 Mostviertler Schofnas |
| 19 Osttiroler Kartoffel | 46 Mölltal - Glockner Lamm | 71 Waldviertler Erdäpfel | 91 Alpevorland Rind |
| 20 Walser Gemüse | 47 Nockberge Almrind | | |
| 21 Flachgauer Heumilchkäse | 48 Metnitztaler Wild | | |
| 22 Tennengauer Almkäse | 49 Gurktaler Luftgeschelchter Speck | | |
| 23 Salzammergut Reinkanen | 50 Görtschitztaler Milch | | |
| 24 Tennengauer Almkäse | 51 Mittelkärntner Blondvieh | | |
| 25 Bramberger Obstsaft | | | |
| 26 Pinzgauer Bierkäse | | | |
| 27 Pinzgauer Kitz | | | |
| | | | 92 Lilienfelder-Voralpen Wild |
| | | | 93 Schneebergland Jungrind |
| | | | 94 Bucklige Welt Apfelmilch |
| | | | 95 Schneebergland Schwein |
| | | | 96 Wieserwienwald Elsbere |
| | | | 97 Wienerwald Weidenrind |
| | | | 98 Marchfeldspargel |
| | | | 99 Marchfeld Gemüse |
| | | | 100 Wiener Gemüse |
| | | | 101 Kittseeer Marille |
| | | | 102 Neusiedlersee Fische |
| | | | 103 Pannonsches Mangalitzschwein |
| | | | 104 Leithaberger Edelkirsche |
| | | | 105 Seewinkel Gemüse |
| | | | 106 Nationalpark Neusiedlersee |
| | | | 107 Seewinkel Steppenrind |
| | | | 108 Wiesener Ananas Erdbeeren |
| | | | 109 Mittelsburgenländische Kaesten und Nuss |
| | | | 110 Mittelsburgenland Dinkel |
| | | | 111 Südburgenländische Kräuter |
| | | | 112 Zickentaler Moorochse |
| | | | 113 Südburgenländischer Apfel |
| | | | 114 Südburgenländische Weidegans |

www.genuss-region.at

**Thank you
for your attention!**