

## Germany

### Local development

**A CAP-funded project to raise awareness about the role of agriculture in the Bourtanger Moor Nature Park and increase direct sales of regional products.**

### Summary

The 'Kiek moal in' project connects local farms, businesses and sites in the Bourtanger Moor Nature Park through cycling routes that can be followed using digital maps. In addition to supplementing the local tourism and raising awareness about food production, this project enables farms and businesses to introduce themselves and sell their products directly to consumers.

### *Kiek moal in!*

Landwirtschaftliche Betriebe stellen sich vor.



#### Location

Bourtanger Moor Nature Park

#### Programming period

2014 – 2020

#### Priority

P6 – Social inclusion & local development

#### Measure

M19 – LEADER/CLLD

#### Funding

Total budget 116 120.12 (EUR)

RDP contr. 58 038.88 (EUR)

Private 35 540.62 (EUR)

Other 22 540.62

#### Project duration

2020 – 2021

#### Project promoter

Naturpark Bourtanger Moor -  
Veenland e.V.

#### Email

[info@naturpark-moor.de](mailto:info@naturpark-moor.de)

#### Website

[www.naturpark-moor.eu/wissen/projekte/kiek-moal-in](http://www.naturpark-moor.eu/wissen/projekte/kiek-moal-in)

### Project Results

This project was the first time local farms were presented to the public within the context of their relationship to the nature park cross-border region.

Nineteen farms and one processing company feature on the new cycle route.

Cycling routes which use a QR system to direct users to facilities and points of interest increase the visibility of local services and create stronger ties between different sectors of the economy.

### Lessons & Recommendations

- ❑ Digital knowledge transfer via QR codes, film recordings and websites are modern ways of addressing younger people. They are valuable tools for the agricultural sector in communicating its importance to consumers.

## Context

The Bourtanger Moor Nature Park is a nature reserve that spans the western part of Lower Saxony, Germany, and the north-eastern part of the Netherlands. For centuries, agriculture and animal husbandry have played a key role in shaping the landscape of the park on both sides of the German-Dutch border. However, people's understanding of the role that agriculture plays in preserving the park has steadily declined in recent years, partly because of the broader issue of society's disconnection from agriculture and food production.

The role of nature parks is to preserve and maintain rural cultural landscapes and to bring people closer to them in all their diversity, uniqueness and beauty. The Bourtanger Moor Nature Park has a comprehensive tourism infrastructure that includes a network of bicycle hubs. This makes it easy to design and implement new activities, such as thematic cycle routes. From this starting point, the working group 'Kiek moal in' ('take a look') was formed as part of the LEADER process. Comprised of the Emsländisches Landvolk farmers' association, along with agricultural enterprises and the nature park association, the group decided to work together on projects that raise awareness about agriculture and landscape conservation.

## Objectives

This project aimed to increase the visibility of local farms and businesses by integrating them into the Bourtanger Moor Nature Park's themed cycling tours. That way, the tours would raise awareness among the local population and visitors about the key role that regional agriculture plays in the conservation of the nature park.

## Activities

Information panels were integrated into the park's bicycle hub network, helping visitors to navigate to special natural areas, nearby museums and, of course, the local farms.

The information panels that were placed at each farm site provide an overview of the work the farm specialises in, accompanied by photos of the production process and short explanatory texts. QR codes provide access to even more details in the form of short films about the farms, and these are linked to the nature park's route planner ([www.naturpark-routenplaner.de](http://www.naturpark-routenplaner.de)). Through the planner app, visitors can download the GPX files of the cycle route onto their smartphones.

In anticipation of cycle route visitors, most of the farms have created rest areas. A few farms offer guided tours (by appointment), and some also run farm shops where visitors can buy fresh produce.

A bilingual (German and Dutch) information leaflet with a general route map was also produced for the project. It provides information about the development of agriculture in the nature park region as well as about the diverse types of farms. The map indicates the location of each participating farm, the network of bicycle hubs, other places of interest, and places where cyclists can stop for refreshments.

In June 2022, the Emsländisches Landvolk farmers' association organised the Open Farm Gates Day with the support of the nature park. The open day supported the launch of the new thematic cycle route by encouraging people to come and try it out. Four 'Kiek moal in' working group farms delivered a coordinated offer of farm tours, special activities for children and informative stands about agriculture.

In addition, the participating farms were each presented on the nature park's Facebook and Instagram channels as part of a social media campaign in spring/summer 2022.

## Main Results

Cycle routes which use a QR system to direct users to facilities and points of interest increase the visibility of local services and create stronger ties between different sectors of the economy. This project highlighted local farms to the public for the first time due to their position within the nature park cross-border region. Nineteen farms and one processing company feature on the new cycle route.

## Key lessons

A key success factor in this project's implementation was that young farmers were given a new perspective on how they can present their work to the public and market their products via the local tourism infrastructure (bicycle hub network) and by networking with other farms.

Digital knowledge transfer via QR codes, film recordings and websites are modern ways of addressing younger people. They are valuable tools for the agricultural sector to communicate the importance of their work to consumers.

Quote: *"Transparency is key. It is increasingly important that we explain why we do what we do"*.

Helmut Schwering (district chairman of the Emsland Rural People's Association)

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### Additional information

[www.moor-ohne-grenzen.de](http://www.moor-ohne-grenzen.de)  
<https://www.youtube.com/watch?v=-y390Vnh0BI&t=6s>



Funded by  
the European Union