

GERMANY

Local development

Location

Pfalzgrafenweiler-
Kälberbronn

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local
development

Measure

M19 – LEADER/CLLD

Funding (EUR)

Total budget 568 706

EAFRD 84 762

National/Regional 56 508

Private 427 436

Project duration

2015 – 2017

Project promoter

Ziefle Gbr Landwirtschaft

Contact

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Website

[www.hotel-
schwanen.de/schwanenwirts-
kuhstall/erlebnisastronomie/](http://www.hotel-schwanen.de/schwanenwirts-
kuhstall/erlebnisastronomie/)

A new culinary concept for a restaurant which gives diners a clear view of the farm's cattle barn helping them discover the linkages between food and farming.

Summary

In the small Black Forest village of Kälberbronn, for ten generations the Ziefle family has been running a farm with suckler cows and the traditional Hotel Schwanen. In 2014 the farm's cattle barn was destroyed by fire. After the initial shock the family saw this stroke of fate as a unique opportunity to create the Schwanenwirts Kuhstall project.



The family designed a restaurant which is connected to the modern free-range barn by large panorama windows. The guests can now have a clear view the cows in the barn while eating – making interesting discoveries about the life and behaviour of the animals and illustrating the relationship between food and farming.

Results

By supporting sustainable nature-oriented tourism and gastronomy, the project seeks to raise the public's awareness of sustainable agriculture and encourage landscape conservation through a culinary experience.

Four new jobs were created.

The farm is now using its own meat products in their hotel and restaurant. The cattle are slaughtered by a butcher in a neighbouring village, while the Ziefle family itself produces sausages and other products for sale in its restaurant.

The restaurant has become a tourist highlight which is well-known in the region and beyond. The project was nominated by the Baden-Wuerttemberg Ministry for the DVS competition 'Together strong' as the best LEADER-tourism project in the federal state.

Context

Gastronomy and hotels are important economic sectors in the Black Forest region of Baden-Wuerttemberg. In the small Black Forest village of Kälberbronn, for ten generations the Ziefle family has been running a farm with suckler cows, as well as the traditional Hotel Schwanen. In 2014, the farm's cattle stable was completely destroyed by fire due to a technical defect. The family saw this stroke of fate as a unique opportunity and the Schwanenwirts Kuhstall project was born. The concept is a restaurant connected to a modern free-range barn by large panorama windows. The guests can now have a clear view the cows in the barn while eating – making interesting discoveries about the life and behaviour of the animals and illustrating the relationship between food and farming.

Objectives

This project aimed to create a link between food on people's plates and sustainable agriculture. The idea was to raise the public's awareness of agriculture and species-appropriate animal husbandry, while increasing the competitiveness of the family farm and stimulating economic activity in the area.

Activities

The Ziefle family submitted their project idea to the LEADER Local Action Group (LAG) Northern Black Forest in 2015 and the grant was awarded in the same year.

In 2017 the family was able to open the 'Schwanenwirts Kuhstall' - a restaurant with large panoramic windows that open the view onto the new free-range barn next door, where 60 cows are loosely housed. The restaurant itself looks like a barn, accommodating up to 70 guests on two floors. The rooms combine a rustic ambience with modern design. The fact that the building was made predominantly from local silver fir promoted regional added value.

While enjoying regional specialities, visitors can watch cattle and calves, witness animal feeding or even the birth of a calf every now and then. The concept enables clients to see from their table species-appropriate animal husbandry. Combined with culinary enjoyment, the meal becomes a unique experience giving children especially, a clearer idea of how food production and consumption are connected.



Main results

By supporting sustainable nature-oriented tourism and gastronomy, the project improves the quality of life in the region.

It raises public awareness of sustainable agriculture and encourages landscape conservation through a unique culinary experience.

It also strengthens regional economic cycles, as regional products are processed and used in the restaurant kitchen. It also created four new jobs.

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Additional sources of information

www.leader-nordschwarzwald.de/schwerpunkte/lebensqualitaet/schwanenwirts_kuhstalls/