

# Innovation Project

Food and Agriculture Cluster



## Bakenhus Biofleisch GmbH: Climate Adaptation Strategies for the Food Industry in the Butcher's Trade

Bakenhus Biofleisch GmbH is an organic meat processor and marketer which obtains its meat from its own and from other organic farms. All products – beef, pork, lamb and poultry – are produced according to the strict guidelines of organic food associations and in the traditions of the trade. Thus, Bakenhus Biofleisch GmbH is certified under the Naturland, Bioland and Demeter guidelines. Climate adaptation possibilities in the butcher's trade are being developed in the context of the **nordwest2050** Research Project.



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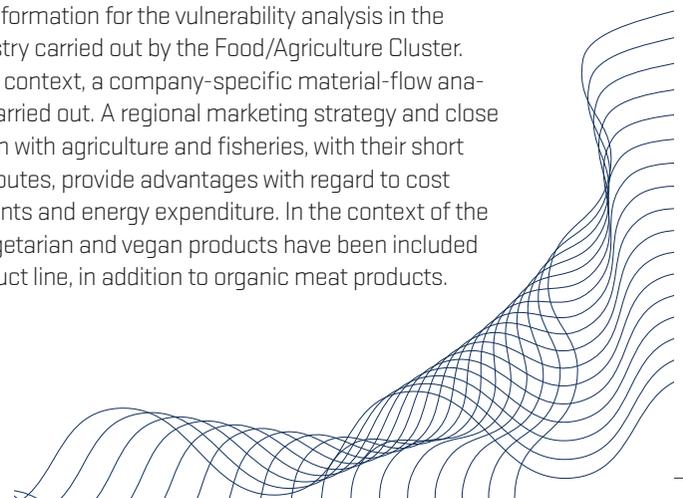
### The Need for Climate Adaptation

**nordwest2050**'s vulnerability analysis has shown that the value-added chains in the food industry generally show vulnerability levels from minimal to medium. The possible dangers include increased risks of delivery delays or interruptions for such reasons as more frequent extreme weather events. In the specific analysis of the meat industry, it has been shown that especially in the area of preproduction (for example, feed) and production (for example, fattening), higher impacts are present. In the area of processing, changes in the cooling processes are to be expected in order to avoid uneven quality. The global increase in meat consumption is a serious problem for the development of the climate, since it leads to an increase in resource consumption.

The goal of Bakenhus Biofleisch GmbH is to support a food culture based on reduced meat consumption, and reduced impact on the land, by means of climate adaptation measures.

### Implemented Measures

An initial measure was the participation and provision of data and information for the vulnerability analysis in the meat industry carried out by the Food/Agriculture Cluster. Also in this context, a company-specific material-flow analysis was carried out. A regional marketing strategy and close cooperation with agriculture and fisheries, with their short transport routes, provide advantages with regard to cost developments and energy expenditure. In the context of the project, vegetarian and vegan products have been included in the product line, in addition to organic meat products.



**Practical Partner:** Rainer Breuer | Bakenhus Biofleisch GmbH

Bakenhuser Esch 8 | 26197 Großenkneten | Germany | Phone +49 (0)4435 95111 | biofleisch@bakenhus.de

**Science Partner:** Prof. Dr. Reinhard Pfriem | Carl von Ossietzky University Oldenburg

Ammerländer Heerstraße 114-118 | 26129 Oldenburg | Germany | Phone +49 (0)441 798- 4184 | reinhard.pfriem@uni-oldenburg.de

### Method and State of Implementation

The implementation and evaluation of a consumer survey by Bakenhus Biofleisch GmbH at the Hanse Life Trade Fair in 2009 showed on the one hand that consumers – in all age groups, from young people to the generation 60+ – would prefer a »lighter range of products« in the context of climate change, and on the other, had a high level of climate awareness, and a high level of willingness to change their consumption habits for this reason.

As a basis for a new, »climate-adapted« product range, Bakenhus Biofleisch GmbH first of all developed an innovative product, air-dried ham and air-dried bacon. These products were processed according to a traditional Italian recipe. In the course of the tasting campaigns, it became clear that consumers were in favor of buying even entirely new product innovations of the butcher's trade, such as the establishment of a non-meat additional range of products. With this new product range, Bakenhus Biofleisch GmbH is not only contributing to climate protection, but it is also sending a message – for instance, regarding preventative drinking water protection – to many consumers who, due to their vegetarian or vegan consumption habits, have not yet been part of the company's clientele.

### Results

Bakenhus Biofleisch GmbH's production will, due to its orientation toward regional value-added chains, remain independent of global changes over the long term. One unexpected stumbling block has turned out to be consumer behavior. Unlike what was predicted in market analysis, no sustained significant change in consumer behavior due to climate change can be ascertained in the sales volume of the climate-adapted product range to date. Nonetheless, the developed product innovations have been successfully introduced into the market.

### Transferability

In order to communicate the issue of climate change to an interested public in the future, the curriculum on preventative drinking water protection of the Oldenburg-East Frisian Water Association has now been supplemented by a jointly developed teaching emblem and also a climate game on this practical project.



The products which were created during the course of this project have been successfully placed on the market. The product ranges will be expanded in the coming months, with at least three new items to be added.

**nordwest2050** is one of a total of seven projects funded by the Federal Ministry of Education and Research (BMBWF) in the context of the KLIMZUG Program (for Klimawandel in Regionen zukunftsfähig gestalten – Creating Climate Change-Ready Regions). In 2012 **nordwest2050** was awarded as an official project of the United Nations' World Decade on Education for Sustainable Development. The goal of the adaptation research is to develop strategies and measures by means of which regions and industries can be better prepared for life and business under the conditions of climate change. This is on the one hand designed to strengthen future competitiveness, and on the other to promote the development and use of new technologies and procedures for adaptation to climate change.

