**Directorate General for Agriculture and Rural Development**

Preparatory action

EU plant and animal genetic resources in agriculture

AGRI-2015-EVAL-09

**Implementation plan for project:**

**Development & promotion of the original Filderkraut/Filderspitzkraut**

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Table of contents

[1 General objective(s) of the project 3](#_Toc490658029)

[2 Activities 3](#_Toc490658030)

[2.1 Product development 4](#_Toc490658031)

[2.1.1 Identification of the growers interested by the Project 4](#_Toc490658032)

[2.1.2 Development of the production scheme 4](#_Toc490658033)

[2.1.3 Regulatory needs 5](#_Toc490658034)

[2.2 Marketing approach 6](#_Toc490658035)

[2.2.1 Market analysis and demand analysis 6](#_Toc490658036)

[2.2.2 Marketing plan 6](#_Toc490658037)

[2.3 Communication plan 7](#_Toc490658038)

[3 Data gaps and remedies 8](#_Toc490658039)

[4 Monitoring plan 9](#_Toc490658040)

[4.1 Identification of indicators 9](#_Toc490658041)

[5 Organisational structure of the project 11](#_Toc490658042)

[6 Support to the project – Role of the Support Team 11](#_Toc490658043)

[7 GANTT 12](#_Toc490658044)

The present Implementation Plan for the Project “Development & promotion of the original Filderkraut/Filderspitzkraut” (from now on: “the project”) identifies and describes the foreseen activities for the proper execution of the project, i.e. the increase of cultivation of the native breeds of Fiderkraut/Filderspitzkraut cabbage in the Filder region in Germany.

While the main activities identified here are not expected to be subject to relevant changes during the implementation period, it is worth noting that some adjustments could occur in terms of timing (starting or ending month) or sequence in which the activities will take place.

The Implementation Plan is based on what already described by the relative *ex-ante* analysis (“Strategy for project”) which already identified the priority objectives of the project itself.

# General objective(s) of the project

The general objective of this project is **to increase cultivation of old varieties and landraces of the Filderkraut cabbage by local farmers** with the aim to contribute to a sustainable conservation and use of these varieties in its area of origin, avoiding the risks already mentioned of loss of biodiversity and erosion of local heritage. Both in the trade and in common language, “Filderkraut” means a pointed white cabbage grown in the Filder area in South-West Germany. “Filderkraut” is also referred to as “Filderspitzkraut”. “Filderkraut/Filderspitzkraut” is a very tasty sub-variety of white cabbage with a characteristic “point” which has become a rarity. It belongs to the *Brassicaceae* family and has fewer and finer leaf ribs than the round cabbage. During the last 20 years, traditional varieties (landraces and populations) have been replaced by F1 hybrids developed by the modern plant breeding industry. Therefore these landraces, which constitutes an important heritage and cultural resource, are in danger of extinction.

On this basis, a number of specific valorisation objectives are identified which are deemed necessary for the achievement of the overall one; these are:

* Objective 1: To **secure production and support cultivation of old varieties cabbages by local farmers** to avoid extinction of production. This would lead to conservation of landraces, populations and old varieties;
* Objective 2: To **secure access to the market of these landraces via registration** on the conservation varieties catalogue or the catalogue of vegetables with no intrinsic value; and
* Objective 3: To **set up a coordinated and integrated communication and marketing strategy for all members of the Consortium so as to develop commercial activities**. This includes the creation of new marketing channels (e.g. sales on local markets) for fresh cabbages.

It should be noticed that Filderkraut has already been granted a protection of geographical indications (PGI) and designations of origin for agricultural products and foodstuffs activities in 2012 under reference: EC No: DE-PGI-0005-0822-09.09.2010. All pointed cabbages grown in the Filder area, being F1 hybrids or landraces/populations benefit from this PGI.

# Activities

According to the objectives mentioned above, the foreseen activities can be grouped under three main areas, and namely: product development, marketing approach, and communication plan. These main areas of activities include a number of sub-activities, and should be considered strictly related to each other for the overall achievement of the project objectives as presented in the introduction of this chapter.

This said Table 2.1 below provides a schematic description of the linkages between activities and objectives.

Table 2.1 – Linkages between areas of activity and specific objectives

|  |  |
| --- | --- |
| **Areas of activity** | **Specific valorisation objectives** |
| Product development | Obj. 1 and 2 |
| Marketing approach | Obj. 3 |
| Communication plan |

## Product development

### Identification of the growers interested by the Project

It is estimated that about 20-25 farmers are maintaining landraces of Filderkraut on their farms. They produce seed in open-pollinated fields based on plants they select in their production fields. This process takes two years.

This number of seed multipliers and savers is an estimation as no inventory has been performed to date.

At present the Consortium through the BEF organisation (Bäuerliche Erzeugergemeinschaft Filder (UG) (haftungsbeschränkt) - Farmers Cooperation Filder/Growers Cooperation Filder Ltd) includes only 9 farmers. This number may increase in the coming years.

### Development of the production scheme

The current main issue for growers is the poor quality of the available seed. In the majority of cases, growers are not using regular techniques for multiplying their seed. In addition, they do not all necessary equipment for an optimal storage and maintenance of the seed (e.g. no cold storage capacities). There seed quality (e.g. germination) decreases. In order to, partly, overcome this issue short term, the Consortium wants to set-up a seedlings production plant. Farmers will be invited to use this new infrastructure that will be located at the SfG-BW research station by providing their own seed to the research station. Then the research station will produce seedlings in its greenhouses on the behalf of the growers. Plants will be sent back to farmers for planting in the fields. Farmers will pay EUR 0.04 per seedling leading to a cost of EUR 800 per ha (corresponding to 20,000 plants per ha).

Cultivation of Filderkraut is well known. Agronomy applied to these plants coming from native varieties is similar than the one applied for F1 hybrids. Therefore there is no need to further improve the cropping conditions. Growers of old varieties are either conventional or organic farmers. There is no clear intention to move all production to organic production.

The SfG-BW research station, together with the newly established BEF, has already started to set-up this seedlings production plant. Investment in machinery for seeding is necessary. The research station is currently investigating whether the regional government could fund this investment. The other equipment (trays, growing media, etc.) are already available at the research station.

The objective is to produce about 100,000 seedlings in April 2017 for planting in farmer fields in May. This corresponds to about 5 ha of production.

Planning for next years will depend on how successful 2017 season will be. A 2018 to 2020 production plan (e.g. number of seedlings to be produced each year) will be defined in early 2018.

Consortium members consider that using the SfG-BW research facilities for producing the seedlings is a short term solution (2-5 years) and a dedicated professional seedlings production plant will have to be established when volumes start to grow.

In addition a seed QA scheme will have to be developed to secure the production of high quality seed. This QA scheme will be initiated during this Preparatory Action and further developed when production and volumes start to be significant.

### Regulatory needs

At the moment, Filderkraut is not registered in any official catalogues in Germany. The PGI protection doesn’t allow the placing on the market to such varieties. Therefore farmers can multiply their own seed but seed cannot be exchanged between farmers. The seedlings production scheme which is described above consists for the research station to produce seedlings on behalf of the farmers who have provided the seed. Therefore it can be considered that these are not seed marketing activities as no exchange takes place.

However the current situation may create issues when production increases. Therefore it is important to search for legal certainty.

In agreement with the Consortium, the Study team will investigate with the German national authorities in charge of seed legislation on the best approach to get these landraces listed in either the German conservation varieties catalogue or the German catalogue of vegetables varieties with no intrinsic value. In addition as the cabbages are processed for making sauerkraut, one could argue that this entire process is industrial and therefore that these landraces will not be subject to authorisation (i.e. listing in catalogues) before their placing on the market (industrial crops are not of the scope of the EU *acquis* on seed: the seed marketing directives). However getting the status of being an industrial crop may lead to important burden. Therefore this option is not the preferred one.

On the basis of the first contacts taken with the German Plant Variety Office (Bundessortenamt), registration of these varieties in either the conservation varieties catalogue or the catalogue of varieties with no intrinsic values should not create any issue.

Table 2.2 - Product development phase: tools and approaches

| **Activity** | **Tools and approaches** |
| --- | --- |
| Collection of seed from farmers by SfG-BW | * Direct communication through the BEF Consortium |
| Production of seedlings at SfG-BW research station | * Production of 100,000 seedlings in greenhouse in April 2017. |
| Distribution of seedlings to farmers | * Farmers who have provided seed to SfG-BW research station will receive back the corresponding seedlings at the price of EUR 0.04 per seedling for planting in May 2017 (about 5 ha of production). |

As far as the product development phase is concerned, some communication activities are foreseen, mainly consisting in internal communication, aiming at sharing among producers information on activities which are carried out.

The following table provides the main communications activities planned for the product development phase.

Table 2.3 - Product development phase: Communication activities

| **Phase** | **Main communication targets** | **Tools and approaches** |
| --- | --- | --- |
| Product development | Members of the Consortium (BEF and SfG-BW) | * Regular meetings and continuative sharing of the main issues and steps of the project. * Preparation of short documents with updates on the activities in place and next steps. |
| Other farmers which are conserving Filderkraut landraces seed. | * Preparation and distribution of short documents with updates on the activities in place and next steps. |

## Marketing approach

### Market analysis and demand analysis

Market analysis will be carried out with two complementary objectives:

1. To understand the motivations of farmers to grow the landraces. This phase will also identify the main obstacles for farmers to grow these landraces. As the project is still in an infantile stage this initial analysis will remain rather simple but with the objective to further develop it as cultivation grows; and
2. To analyse market potential for fresh cabbages on local market.

The approach to carry out this analysis is to involve marketing students from the University of Hohenheim who will be in charge of designing and implementing this market analysis, as well as the marketing plan and the communication strategy, together with the Study Team and the Consortium.

### Marketing plan

The main objective of the marketing plan will be to identify approaches that would lead to differentiate cabbages produce with landraces from cabbages produce with F1 hybrid seed in order to make it more attractive to the two concerned target markets (processing and fresh market).

This differentiation could take variate forms (e.g. dedicated label, niche branding, packaging, trademark, etc.).

The major potential sources of differentiation are as follows:

* Differences in quality which are usually accompanied by differences in price;
* Ignorance by buyers regarding the essential characteristics and qualities of goods they are purchasing;
* Differences in availability (e.g. fresh local markets); and
* Heritage and cultural dimension of the product.

The implication of differentiation may lead to the possibility of charging a price premium. This possibility has to be analysed during the study.

More particularly the approach as regards labelling and communication will be analysed, also on the basis of results from the market analysis and on consumers’ feedbacks. This may also include the definition and creation of a new label for the Consortium and/or for BEF.

In parallel with the marketing plan, and based on information coming from the different types of activities that are foreseen, a business plan for the project will be drafted with the objective to analyse and consequently grant the sustainability of the project also after the Preparatory Action.

## Communication plan

The main needs that have been expressed by the members of the Consortium during the initial meetings in preparation to this implementation plan are towards communication. For the Consortium it is critical to “*build the story*” and start “*selling it*” to consumers and other stakeholders. Therefore communication activities will be foreseen throughout the whole project, including mainly external communication initiatives.

As regards communication, one of the main objectives of the Consortium is to set-up an information centre that ideally will be located at the SfG-BW research station.

SfG-BW will provide on the research station:

* Guided field tours to explain all about the Filderkraut/Filderspitzkraut from seed, seedling, cabbage in the field to sauerkraut;
* Test-tasting of different cabbage varieties;
* Practical information about the use (by a cook) and nutritional value of Filderkraut/Filderspitzkraut; and
* Special offers for schools (e.g. education days).

The SfG-BW will need a special greenhouse for these activities. The research station is located next to the German Agriculture Museum, an additional advantage for the Filderkraut/Filderspitzkraut information centre.

Table 2.5 - Communication plan: tools and approaches

| **Phase** | **Main communication targets** | **Tools and approaches** |
| --- | --- | --- |
| Marketing approach | All | * Dedicated website providing information on Filderkraut, its history and origin, its quality and properties, as well as on the Consortium and its objectives and activities. * Preparation of leaflets and other communication materials. |
| Consumers and consumer associations | * Roadshows (4) * Preparation of other communication materials and sensitisation of press/specialised press (including the video clip) * Creation of an information centre |
| Public administration | * Follow up for the registration process of the landraces |

# Data gaps and remedies

Potential data gaps will be identified in the course of the preliminary activities that will be implemented in the coming months with the objective to prevent and/or properly manage possible delays in the completion of the foreseen activities.

Generally speaking, in case of relevant data gaps, the approach will be based on a judgment of the gap in terms of importance for the completion of the current activity and for the preparation of the following ones:

* + In case of limited importance: continuation with the planned activities and agreement of the necessary remedies to address the problem (alternative sources, primary and/or secondary data, etc.);
  + In case of high importance: prompt coordination between the contractor/ST and the Consortium/Core Team in order to set up effective solutions, and consequent adjustment of the timetable of activities.

Generally speaking, potential data gaps might occur in all the planned activities; despite this, two specific threats have already been identified in the context of the project and possible solutions have been envisaged.

Table 3.1 – Project’s potential issues and relative planned solutions

| **Potential issues** | **Envisaged solutions** |
| --- | --- |
| Difficulty in setting-up the seedlings production plant (no equipment). | * Hand planting of seeds in trays * Reducing the number of seedlings to be produced |
| Difficulty in getting marketing students from the University of Hohenheim. | * Expert inquiry by farmers (not the preferred option) |

# Monitoring plan

## Identification of indicators

A monitoring plan will be mainly based on time performance indicators, namely consisting in checking the actual completion of activities with the deadlines already foreseen by the project GANTT, as provided under Section 7.

In addition, a number of indicators have been identified with the objective to monitor not only the timely completion of activities within the foreseen deadlines, but also the quantity and the quality of the obtained results in each relevant phase. A preliminary list of these indicators is provided in Table 4.1.

Table 4.1 – List of indicators to measure progress of the project during the Preparatory Action

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Indicator** | **Type** | **Relation to project objectives** | ***Ex ante* situation** | **Description and indicative target at the end of the project (May 2018) as compared to the current situation** |
| Evolution of number of seedlings produced collectively | Economic | 1 | Zero | 10,000 in 2017.  70,000 in 2018. |
| Evolution of number of farmers involved in the Project | Economic, social | All | 9 | 12-15. |
| Evolution of the number of landraces under Project | Economic, environmental | 1, 2 | Number of landraces, first, to be estimated, if possible. | |
| Evolution of number of hectares planted with seedlings produced collectively | Economic, environmental |  | Zero | Up to 5 ha (2018) |
| Evolution of tonnages of cabbages sold via local markets | Economic, |  | Not known | To be established by end of the Project |
| Evolution of tonnages of cabbages sold as sauerkraut with a specific label |  |  | Zero | 5 tons (end of 2018) |
| Number of meetings organised with external stakeholders (including number of participants) | Social, economic | All |  | Up to 5 (with 15 participants in each meeting). |
| Number of times fresh Filderkraut has been sold on local markets. Number of local markets concerned. Number of farmers concerned. | Economic, social, environmental | 2, 3 | Not known | To be identified and estimated in 2018. |
| Percentage of farms using traditional/low input breeding practices | Economic, environmental | 1, 2, 4 | Not known | The long term objective is to move to 100% of the members of the Consortium that are organic farmers. However this is not a short term priority. |

# Organisational structure of the project

Figure 5.1 provides a schematic description of how the project team will be organised and work for the purpose of the project itself.

Figure 5.1 – Current organisational structure

Support team

**Consortium**

SfG-DW

Research station

BEF (cooperation between farmers

The Consortium is led by Jörg Kemmich who is leading the BEF organisation and also includes Dr. Michael Ernst, head of the SfG-BW research station.

The Consortium will be responsible for the whole implementation of the project and for the assistance to the Support Team in data collection and in review and feedbacks for the activities listed under chapters 6 and 7 (GANTT chart).

The Support Team – coordinated by Daniel Traon – will lead the consulting and research activities and will support the Core Team in the management and in the coordination of the project. For a more detailed definition of roles and responsibilities please refer to GANTT (see Chapter 7).

# Support to the project – Role of the Support Team

Support to the project for the above activities will be primarily provided in the form of consulting services both on horizontal aspects as well as on specific sub-activities. With respect to the horizontal aspects, the role will mainly consist in project coordination activities and support in the organisation of agenda, selection and finalisation of priority activities and monitoring of the planned timing/reaching of milestones.

As for specific activities, which will be mainly supported by the Support Team, these might be modified/extended on the basis of the outcomes of the first steps during the development of the project.

A dedicated support will take the form of regulatory support for registration of the landraces on the German catalogues.

Table 6.1 summarises the expected level of involvement of the Support Team in the different envisaged activities.

Table 6.1 – Level of involvement of the Support Team

|  |  |  |
| --- | --- | --- |
| **Activity** | **Level of involvement from support team** | **Description** |
| New products development | Low |  |
| Regulatory support | High | Support to get market authorisation of the landraces via registration in one of the German catalogues (conservation varieties or varieties without any intrinsic value) |
| Market analysis | Medium - High | Thanks to its expertise in this field, the support team will support on market analysis that will be done by marketing students |
| Marketing plan | Medium - High | The support team will provide recommendations to the marketing students through meetings and discussion on the marketing strategy. |

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# GANTT

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