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it's all about innovation





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# Beef from natural grass land – sustainable for the farmer while fulfilling consumer expectations

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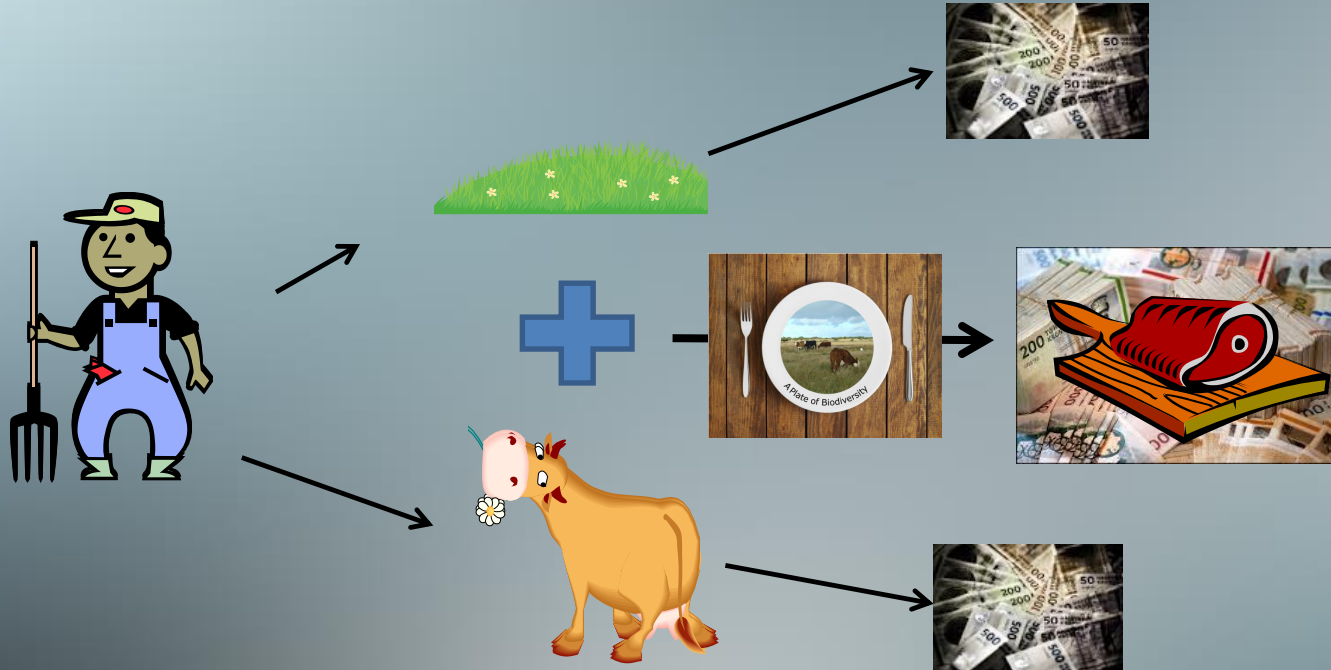
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# Background – Value chain



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# Vision – 2020 plan

## Increased biodiversity on valuable nature areas by

- Grazing animals
- A sustainable production for the farmer
- A concept for selling “nature conservation meat”
- Consumers know the concept and have access to the products



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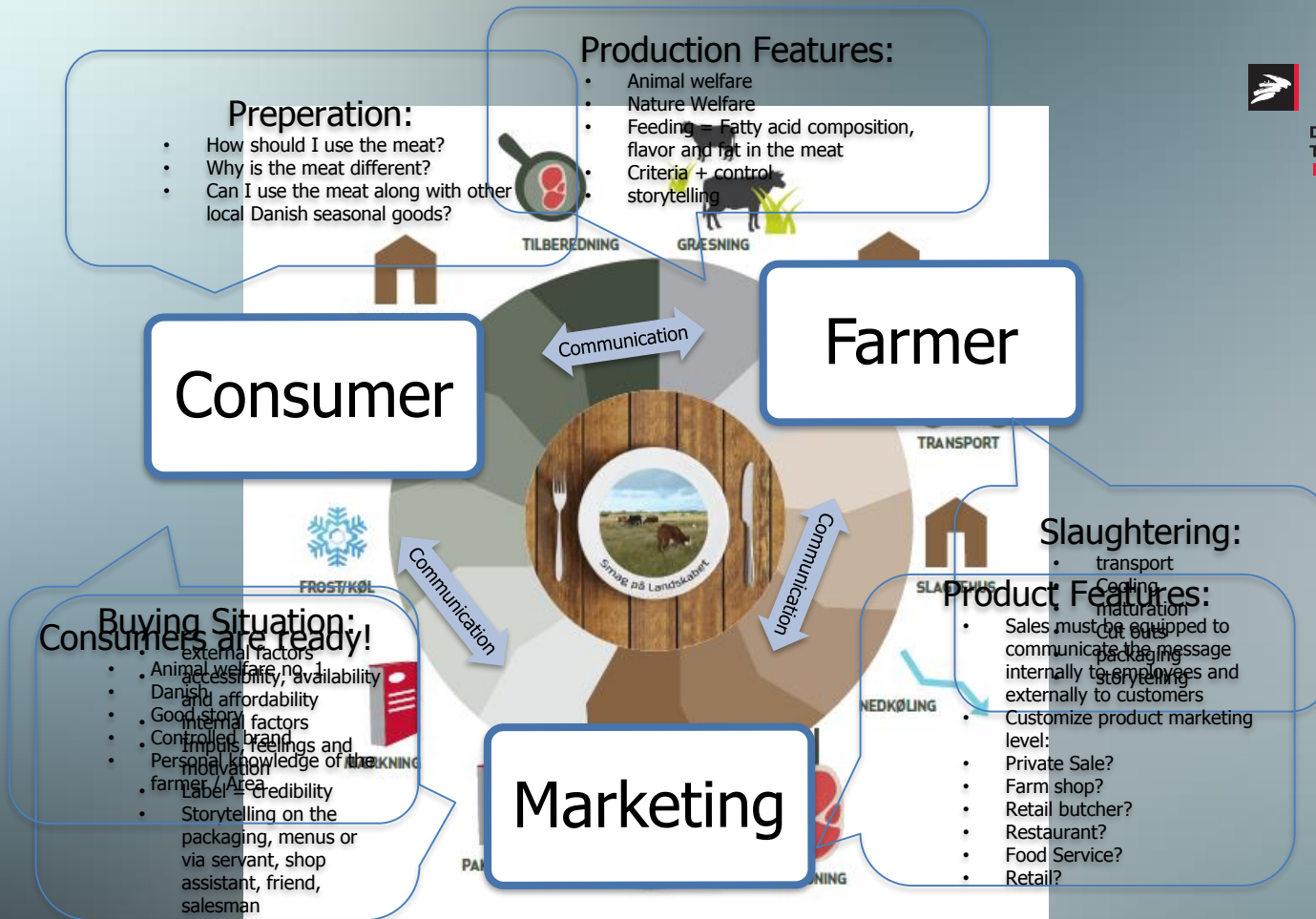
## **Aim**

To develop a concept for nature grazing and nature meat

## Activities

- Nature grazing
- Legislation
- Information
- Networking
- Meat quality
- Concept











# Consumer's expectations



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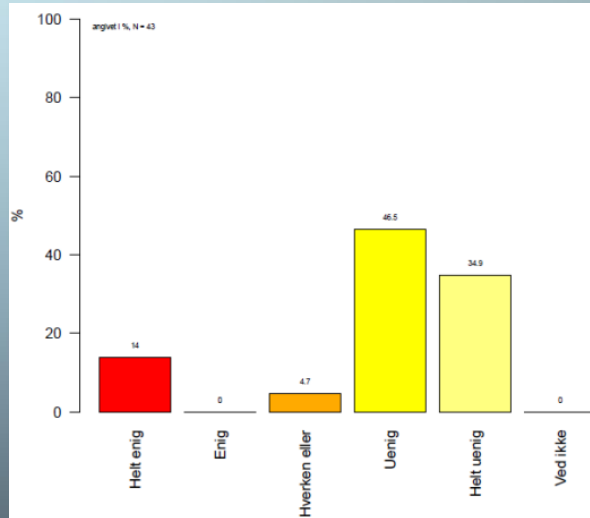
- Animal welfare
- Local
- Natural
- Label=credibility
- Healthy meat
- Good meat quality
- (Organic)

# "Nature meat cannot cost more than normal meat"

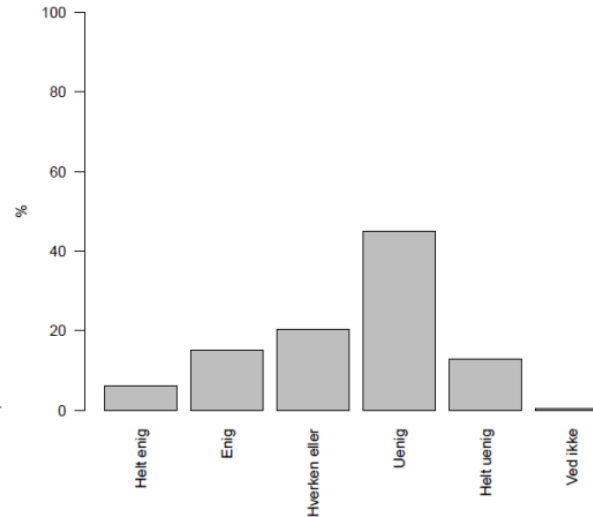


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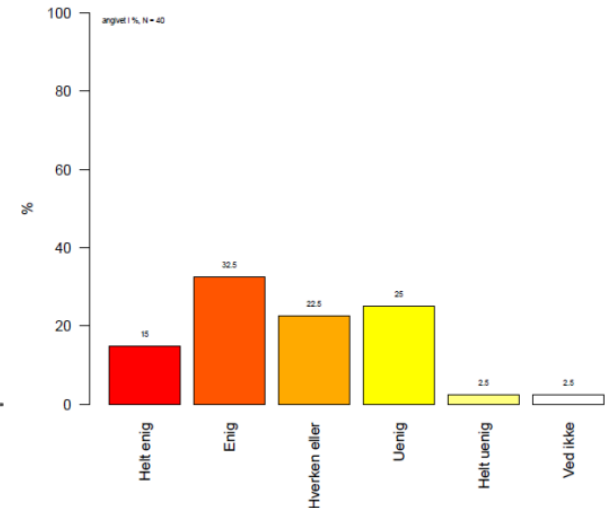
## Farmers



## Consumers



## Marketing



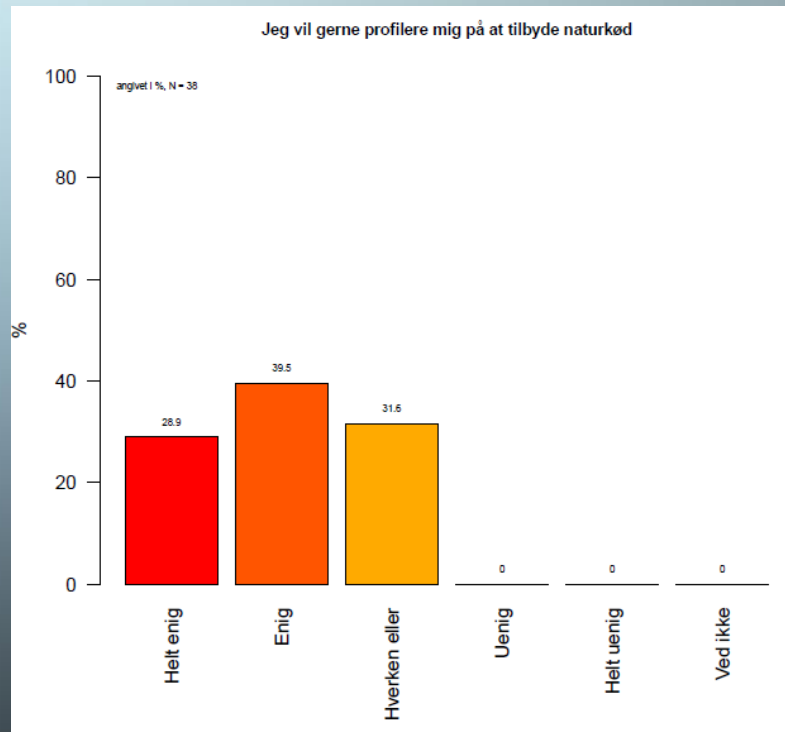
☐ Totally Agree   ☐ Agree   ☐ Neither / Nor   ☐ Disagree   ☐ Totally Disagree   ☐ Do Not Know

# Marketing

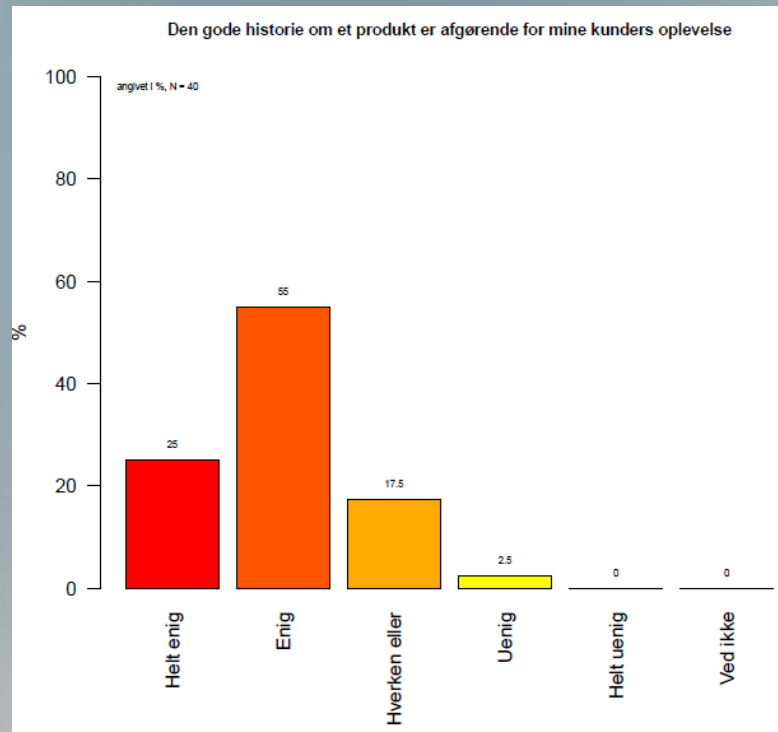


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" I would like to profile my business on selling Nature meat"



" The good story about a product is essential for the customer experience"



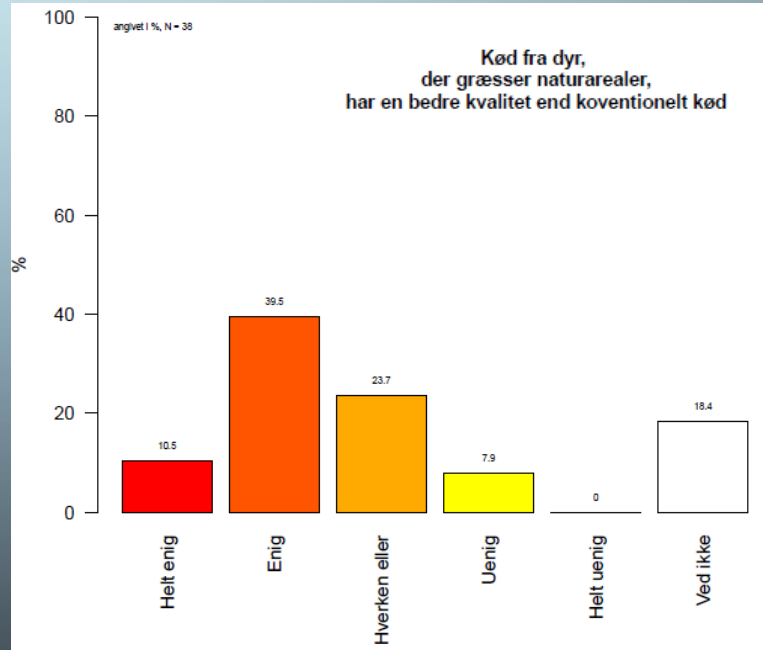


# Marketing



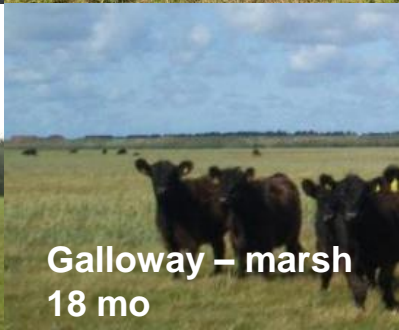
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" Meat from animals that are grazing natural grass land  
has a better quality than conventional meat"



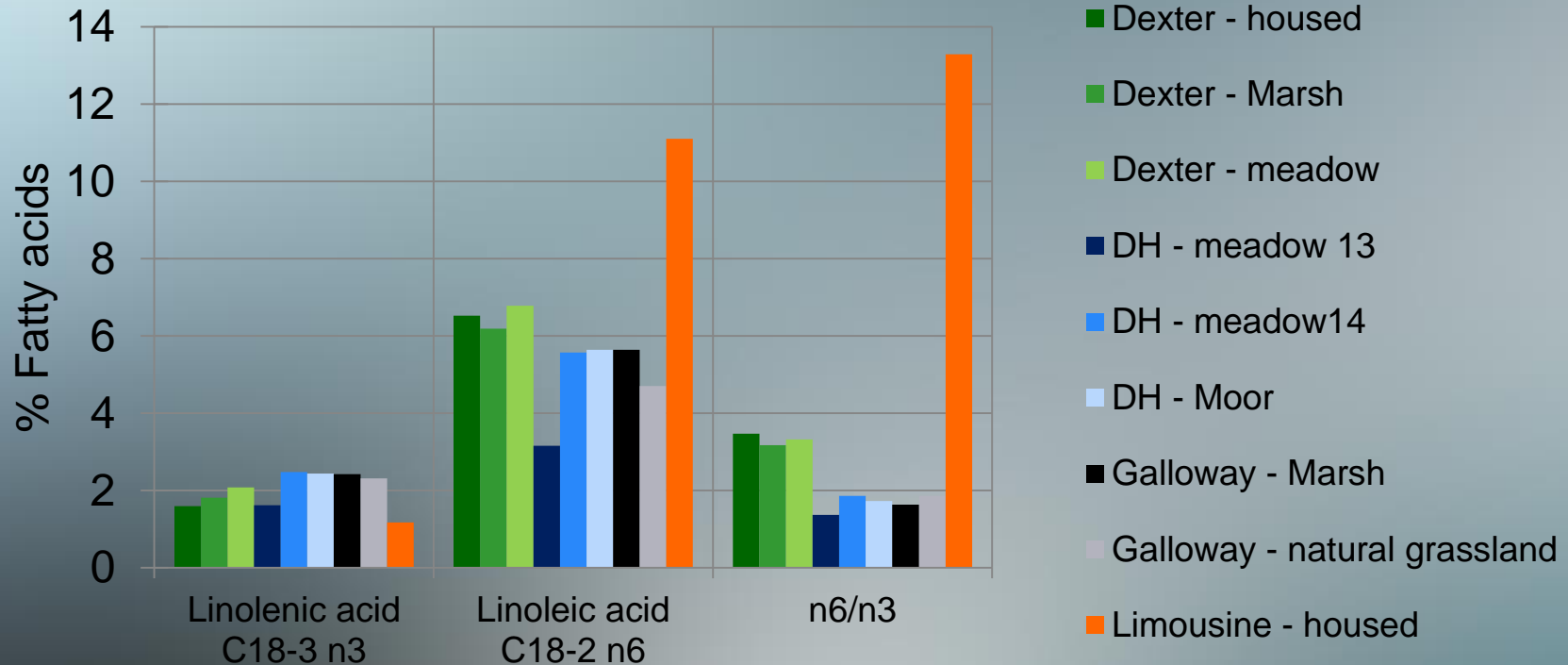


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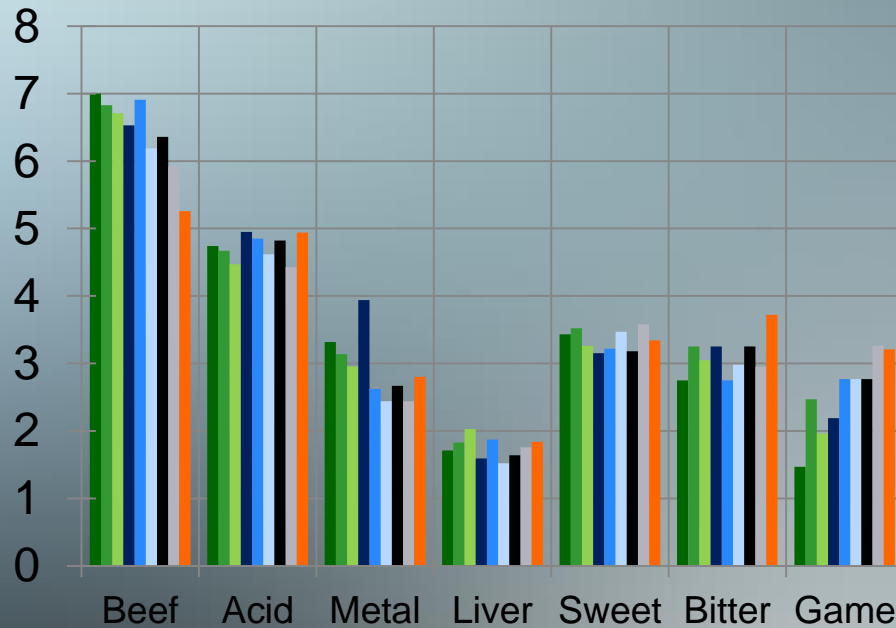
## Linolenic acid and linoleic acid







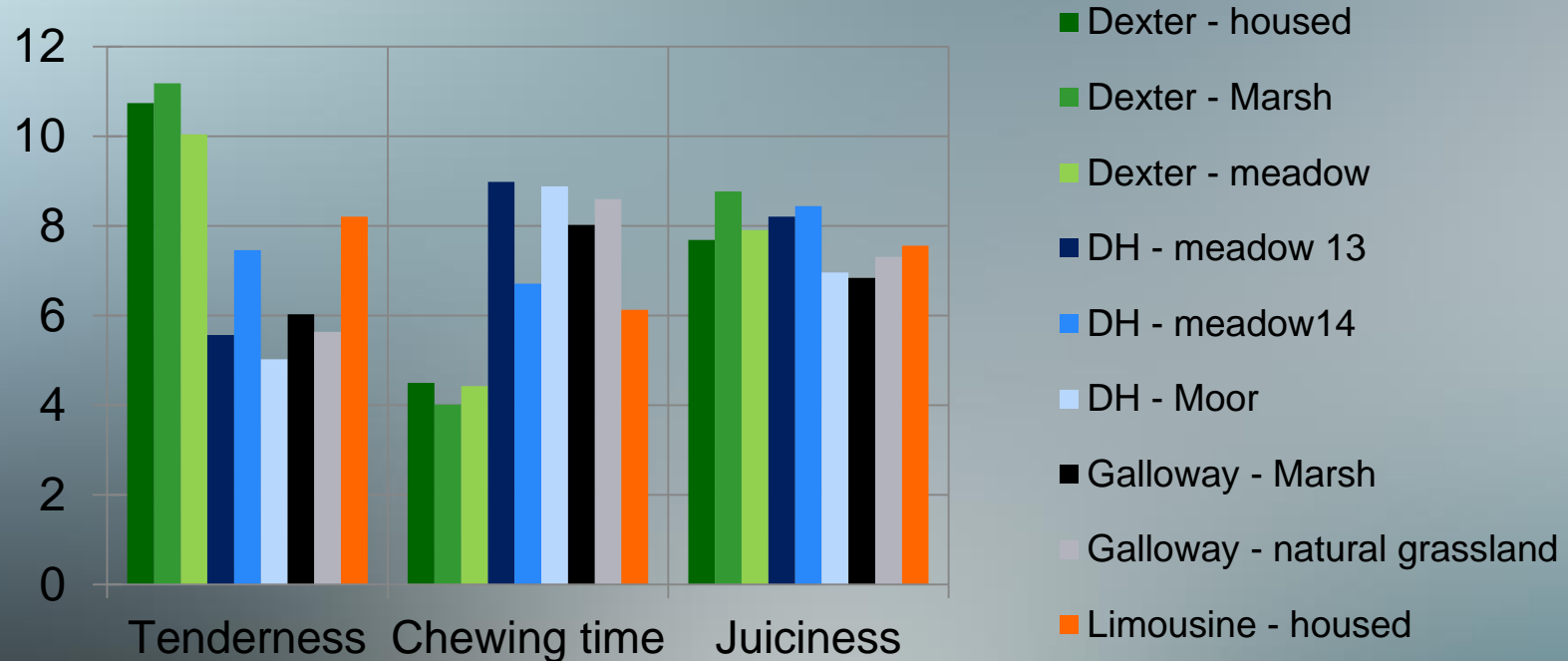
# Taste – scale 0-15



- Dexter - housed
- Dexter - Marsh
- Dexter - meadow
- DH - meadow 13
- DH - meadow14
- DH - Moor
- Galloway - Marsh
- Galloway - natural grassland
- Limousine - housed



# Sensory evaluation of texture



# Storytelling



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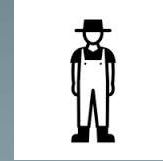
**"On work"**



**Country living**



**Healthy meat**



**Knowing the farmer**



**Biodiversity**



**Short transport**



**Meat quality**



**Dining Experience**



**Animal welfare**



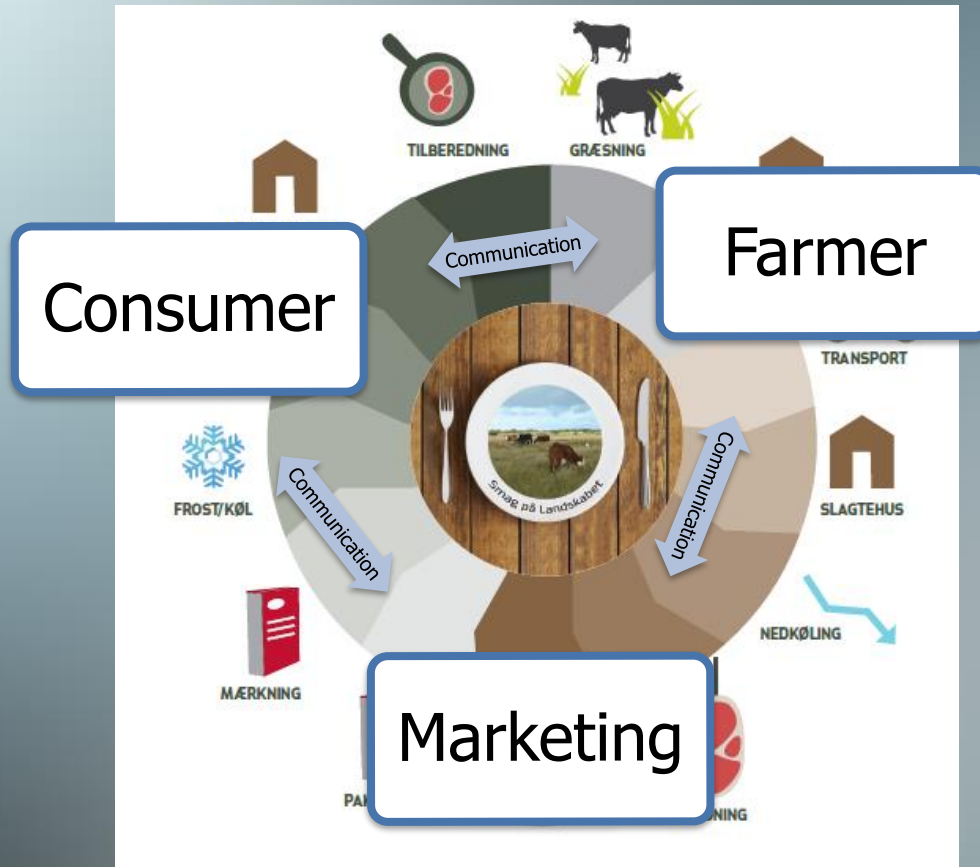
**Craftsmanship**

## Why Storytelling?

We are often driven by emotions which stores in the brain and body.

A good story speaks to our emotions and dreams and is therefore crucial in purchase and usage situation

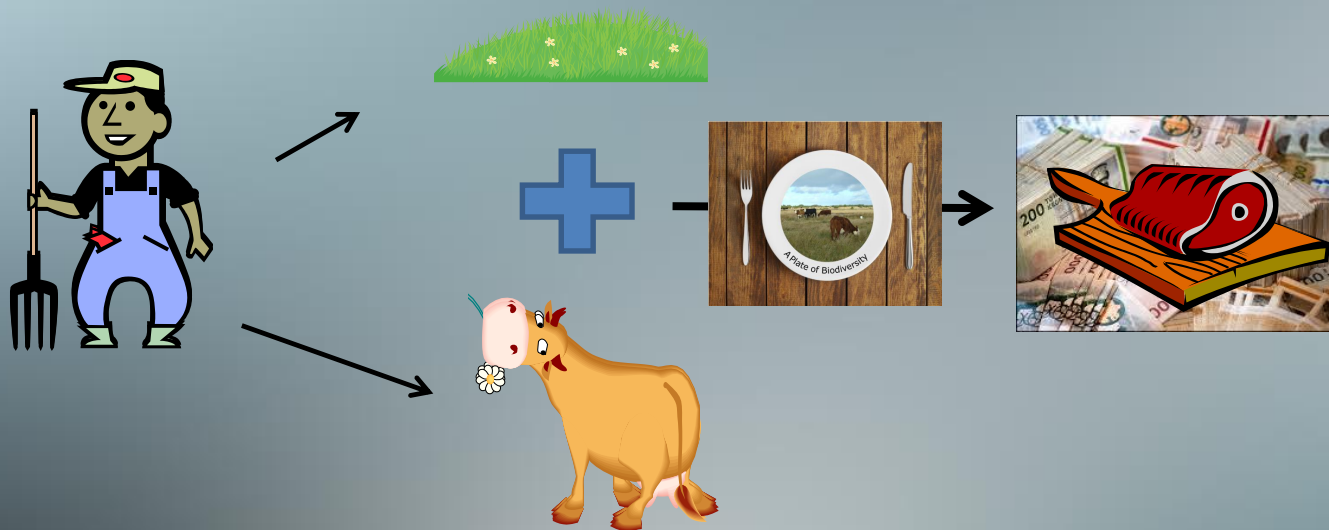




# Conclusion



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Thank you! Questions?