



EU4Shepherds – Innovative Training for Sustainable Shepherds

University College of Agricultural and Environmental Pedagogics Vienna (UCAEP)



Team:
Veronika Hager
Silke Schaumberger

EU4Shepherds – Innovative Training for Sustainable Shepherds



About us...

University College of Agricultural and Environmental Pedagogics

- Bachelor Studies
 - Agrarian Pedagogy and Advisory service
 - Environmental Pedagogy and Advisory service
- Master Studies
 - Agrarian Pedagogy and Advisory service
 - Environmental Pedagogy and Advisory service



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SWOT Part 1: Strengths and Opportunities

STRENGTHS	OPPORTUNITIES
varied training offers and advisory support	use of sheep in landscape and nature conservation
No food competitors with Human nutrition (grassland converters)	Increasing interest in lamb-meat and dairy products
Few restrictions on sheep farming, low costs for housing (compared to other Austrian livestock)	increasing demand for sheep meat due to religion/culture (halal, kosher)
wide range of possibilities , according to frame conditions of farmers (intensive/extensive, different breeds, ...)	developing/revitalizing new markets (wool, etc.)
sheep cause positive emotions in general society	Increasing acceptance of sheep farming
easy entrance in livestock breeding/owning for beginners/ hoppy animal keepers	more shepherds will be needed in future due to increasing numbers of predators
very active associations for rare breeds	more publicity due to incidents with predators

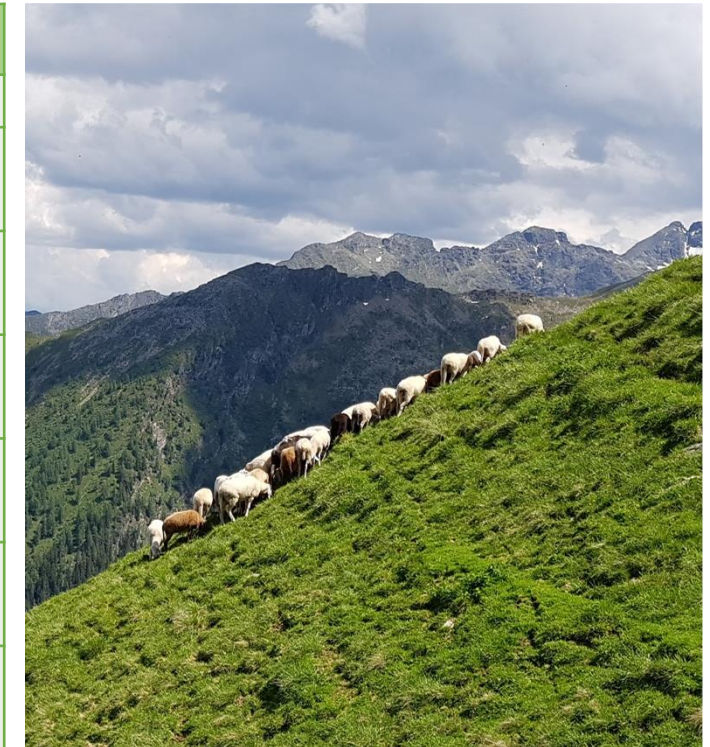


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SWOT Part 2: Weaknesses and Threats

WEAKNESSES	THREATS
no official professional education for shepherds	Predators are increasing
small scale sheep farming, often side businesses	Increasing intensification of agriculture (e.g. dairy sheep)
Most farms are inherited, difficult for career changers	rising land prices
low margin (compared to other livestock)	seasonality of products makes marketing more difficult
only few specialized training offers (small niche)	low competitiveness with the global market due to high production costs
sheep meat has only small tradition in Austrian kitchen	Getting dependent on subsidies
few specialised veterinarians	Changes in production due to climate change



Challenges are also opportunities 😊

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Multiplier Event 1: Herd Protection Day 29 April 2023

(Cooperation with AREC Raumberg-Gumpenstein)

- EU4Shepherds was presented within this event, connected with EU-Project LifeStock Protect
- 19 participants, mainly sheep owners, partly multipliers (agricultural chamber, head of sheep breeding association)
- Were interested in possibility to get access to information regarding several topics at one platform



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Multiplier Event 2: Chamber Training Days 26 May 2023

- 18 participants, all working as multipliers in different agricultural chambers
- Highly interested as they saw the potential to also recommend the platform to non-sheep farmers as some aspects are interesting for e.g. dairy farmers, too (grassland management, communication skills, etc.)



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