


CORENET Good SFSC Practice No 10:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	"Eis Greissler" - Transforming from Dairy Farm to Ice Cream Success Story
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	The dairy farm started engaging in direct sales of milk to schools and kindergartens, along with supplying yogurt and whipped cream to nearby restaurants and local stores. As the summer season led to a decrease in milk sales, the concept of crafting ice cream took shape. By consistently and sustainably evolving through a process of trial and error, external advisory support and strong collaboration within their regional network, the farm successfully established a thriving ice cream venture.
b Distribution and logistics:	Distribution of ice cream from production at the farm to 10 ice cream stores in major cities, as well as restaurants, through a combination of own fleet and external logistics companies
c Regulatory compliance:	taxes, hygiene, food processing, food safety, visitor regulations
d Better partnering:	The business places a strong emphasis on collaboration and building a robust regional network, partnering with local operations.
e Technology:	
f Production & processing:	
g Packaging:	
h Branding and marketing:	Due to professional branding and marketing the brand has become a symbol of innovation and connection between producer and consumer, 3 marketing employees and strong Social Media presence

<p>Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.</p>	<p>In the beginning the public Chamber of Agriculture provided guidance on investment funding and legal matters and crucial was the professional exchange about milk procession in the marketing association for dairy milk farmers. For the opening and authorisation of the first ice cream store a business and project consulting company (Ik-projekt) supported in calculations and authorization for the first ice cream store. Private consultants were tapped for advertising and tax consultation. Important is nowadays the professional exchanges with peers and other food processing companies in Austria facilitated the sharing of knowledge and insights, ensuring efficient production and mutual support.</p>
<p>*See <i>The CORENET SFSC Charter 14. C SFSC ADVISING.</i></p>	
<p>Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i></p> <p>This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Behind "Eis Greissler" stands a farmer who transformed his dairy farm in Krumbach, Austria, into a successful ice cream enterprise. Starting with 50 cows, the journey led not only to the production of extraordinary ice cream but also for a model of direct selling. Due to seasonal fluctuation in milk sales to schools and kindergartens the farmer came up with the solution of producing ice cream during summer break. The core principle of "Eis Greissler" was to craft ice cream using fresh, regional ingredients and that reflect the Austrian landscapes. "Eis Greissler" has grown into a significant presence in Austria's culinary landscape. With 10 stores spread across the country's capital cities, as well as an experience ice cream center that offers guided tours, ice cream production insights, an adventure park, and more, the brand has become a symbol of innovation and connection between producer and consumer. The experience ice cream world allows consumers to reconnect with the farmer, the livestock, and the journey of ice cream production. During the success story "Eis Greissler" leaned on various sources of advisory support such as the Chamber of Agriculture provided guidance on investment funding and legal matters during the initial stages. As the ice cream venture expanded, a business consulting company offered support in calculations and authorization for the first ice cream store. Private consultants were tapped for advertising and tax consultation. Additionally, professional exchanges with peers and other food processing companies in Austria facilitated the sharing of knowledge and insights, ensuring efficient production and mutual support.</p>
	<p>Main results/outcomes of the activity (expected or final)</p>
	<p>A dairy farm which was continuously scaling up its business and sales in whole Austria without losing the agricultural background and providing income for the family and employees in the region. The show ice cream centre allows consumers to reconnect with the farmer, the livestock, and the journey of ice cream production.</p>
	<p>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</p>

	<p>"Eisgreissler" is a role model, when it comes to direct selling, product innovation, marketing/representation of local produce and small scale farming. It also shows how important it is to have a good regional network and agricultural structures to establish this type of concept. Consumers benefit from the companies philosophy the most - the show ice cream centre enables them to reconnect with farmers and their livestock, learn about ice cream production and their natural ingredients.</p>
	Further information/references:
Actors, stakeholders	Farmer and CEO of Eis Greissler + family, advisors public and private, consumers, government (regulations), regional network and community
Region, Country	Krumbach, Austria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	www.eis-greissler.at
Short title in <u>native language</u>	"Eis Greissler" - Vom Milchviehbetrieb zur Erfolgsgeschichte der Eiscreme
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	<p>"Eis Greissler" begann als landwirtschaftlicher Betrieb in Krumbach, Österreich, und wandelte sich von einem Milchviehbetrieb mit ursprünglich 50 Kühen zu einem erfolgreichen Speiseeis Hersteller. Der Schritt zur Produktion außergewöhnlichen Speiseeises während der Sommerpause entstand als Antwort auf saisonale Schwankungen beim Milchverkauf an Schulen und Kindergärten. Die Idee dahinter war die Verwendung frischer, regionaler Zutaten, um ein Eis herzustellen, das die österreichische Landschaft widerspiegelt.</p> <p>Heute ist "Eis Greissler" ein fester Bestandteil der österreichischen kulinarischen Szene. Die Marke betreibt zehn Filialen in den Hauptstädten des Landes und verfügt über ein Eis-Erlebniszentrum. Dieses Zentrum bietet nicht nur Führungen und Einblicke in die Eisproduktion, sondern auch einen Erlebnispark und andere Aktivitäten. Dadurch können Verbraucher eine enge Verbindung zum Herstellungsprozess und zur Landwirtschaft selbst aufbauen. In der Anfangsphase wurde "Eis Greissler" von der Landwirtschaftskammer unterstützt, sowohl bei der Investitionsförderung als auch in rechtlichen Angelegenheiten. Später, als das Unternehmen wuchs, wurde eine Unternehmensberatungsfirma hinzugezogen, um bei Kalkulationen und der Genehmigung des ersten Eisladens zu helfen. Private Berater übernahmen Aufgaben im Marketing und der Steuerberatung. Ein wesentlicher Faktor für den Erfolg war der Wissensaustausch mit Gleichgesinnten und anderen Lebensmittelproduzenten in Österreich. Dieser Austausch förderte eine effiziente Produktion und gegenseitige Unterstützung.</p>