



## Öko-Valuation – Norms and values for a societal transformation to strengthen organic agriculture

The social debate about the future of agriculture revolves around the question of how food production can become more ecological without endangering farmers' livelihoods. Its emotional charge is an indication that something important is at stake for all concerned. Such conflicts cannot be resolved by mere "objectification." Rather, the needs, interests and moral concepts underlying different positions must be explicitly addressed. This is where the project comes in. It aims to facilitate understanding of values and norms in various event and participation formats so that they can be made fruitful for pragmatic cooperation. The project pursues the scientific goal of understanding the ethical dimensions of social transformations and the practical goal of networking the actors, strengthening mutual understanding and promoting cooperation.

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## WertKalb – Innovative strategies for an ethical added value of calves from organic dairy farming

The specialization of milk production in conventional and organic farming is associated with the production of "surplus" calves, which do not experience any value or benefit, neither from an ethical nor an economic point of view. ethical and economic aspects. This "calf problem" exemplifies the complexity of technological, economic and social developments. The goal of the project is to participatively evaluate the adoption and market potential of the following innovative and value-added solution strategies:

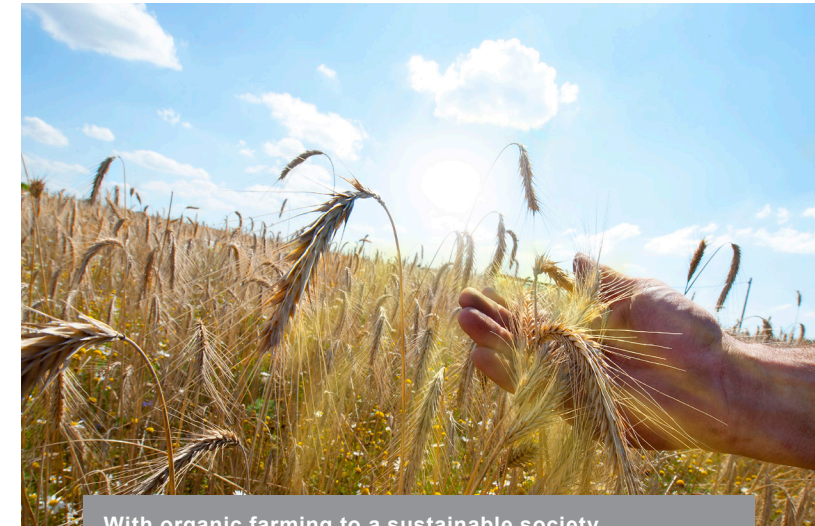
- Reducing calf numbers through extended calving interval and semen sexing.
- Development and promotion of species-appropriate cow-calf Systems and of organic calf fattening farms.
- Increasing meat yield through the selection and breeding of suitable provenances.
- Eliminating the transportation problem by promoting regionality and mobile farm slaughtering.
- Increasing demand for organic veal and beef through value-mediated marketing concepts.

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**ÖKOLANDBAU  
 FORSCHUNG  
 BADEN-WÜRTTEMBERG**



With organic farming to a sustainable society

## Organic Farming Research Program Baden-Württemberg

Funded by



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### Aims of the research program

To strengthen organic farming in Baden-Württemberg, the Ministry of Science, Research and the Arts has launched the "Organic Farming" research program. The bundling of research on organic farming and the further development of research activities with non-academic stakeholders are the focus of the research program.

Today, organic agriculture enjoys great trust in society and is perceived as an important part of the transformation towards a more sustainable food system. However, it is also subject to societal transformation processes such as digitalization, change in population structure, increasing technologization of the living environment. How these societal changes affect organic agriculture, what opportunities and risks they offer for the organic sector, is so far unclear. The research program therefore aims to address these challenges together with stakeholders in the organic sector, to develop and address research questions on the current transformation processes in order to achieve a concrete practical benefit for the organic sector in Baden-Württemberg.

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### AgroBioDiv – Organic varieties for biodiversity and climate protection

The agricultural landscape offers the opportunity to develop a landscape area with a great diversity of plants and insects. Yet, due to many factors, not only has biodiversity declined dramatically in recent decades, but no new model has been developed for this part of our cultural landscape.

The interdisciplinary project AgroBioDiv brings together biological and political science expertise to exploit the potential of mapping data as a planning assessment and monitoring basis to further develop concepts for promoting biodiversity in larger contiguous landscape areas. In addition to a participatory approach that incorporates organic and conventional farming, a particular focus will also be on crop diversity and the role of organic seeds. The goal of the project is to develop ideas for promoting biodiversity that are easy to communicate and integrated into a politically defined incentive structure to maximize their impact.

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### ÖkoTrans – Organic agriculture in the context of societal, economic and ecological transformation processes

Baden-Württemberg has set itself the goal of promoting and further developing organic farming, which includes not only the production of organic products but also their marketing/sales. The project ÖkoTrans focuses on the regional-organic production of food and the plannable sales market through out-of-home catering. The goal is to sustainably support and expand organic agriculture by building holistic, regional value chains. For this purpose, regional value chains of organic agriculture and out-of-home catering are modeled in order to analyze the potential of out-of-home catering in Baden-Württemberg as a sales market for regionally produced organic food and the complex interaction of the stakeholders involved (including farms, distribution and logistics partners, processing companies, and canteens/canteens in public hands).

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