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Bauernherbst" (otoño de los contadinos). Es un proyecto de la zona rural muy exitoso desde hace algunos años. Son eventos, festivales, teatros.... muy variados de toda la población como contadinos, grupos folklóricos, restaurantes, museos... en un período definido del fin de agosto hasta fin de octubre. La meta era vivificar las zonas rurales justamente en este período que es temporada baja. La idea era: festejar juntos con nacionales y huéspedes y así vivificar la zona. Consiguieron con mucho éxito: en este otoño teníamos más de 2000 festivales, presentaciones, fiestas culinarias (combinación contadinos con restaurantes, hotels etc.), etc. con un aumento enorme de huéspedes en las regiones. Las cifras exactas te dará Christian en detalle el lunes. El "otoño de los contadinos" es un proyecto entretanto muy conocido y famoso en los países adyacente a Austria y muchos nos envidian este proyecto. Mientras tanto el título es patentado, porque habían empezado a copiarlo en el extranjero. Christian te escribiría los factos, detalles del desarrollo del proyecto así como el desarrollo de las cifras (lunes).

Mag. Christian Wörister

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please find enclosed two cultural subjects I would like to present on the International Congress on Rural Tourism of Navarra in February: "Farmers Autumn" and "Ja! Natürlich"

"Alm Summer & Farmers Autumn": The National Park as a Savoury Organic World

Discover intoxicating nature worlds, breathe healthy mountain air, enjoy peace and harvest the fruits of nature: The Hohe Tauern National Park Holiday Region is an **"Adventurous and Savoury Organic World"** in all facets. Here where pristine nature landscapes, powerful mountain giants and wide Alm meadows are impressive, the first **European Organic Model Region** was developed in co-operation with the Pinzgau organic farmers and has been working for years. Until today, this is a unique project in the European Union and has a close connection to the regional brand, **"Ja! Natürlich"**. In the summer we offer a **"Ja! Natürlich" Alm Summer Holiday Programme**: The

guest lives on the farm, participates in the production of products such as “Pinzgau cheese”, roasts a delicious pig roast in a wood oven together with the farmer's wife or enjoys a marvellous Alm day. A **tasty meal** provided by a **national park host** with delicious food from the pan and beef is included. Therefore, the best recipes on the table come from Pinzgau beef to Tauern lamb, wild game and fish. Similar to the hotel business, there is also a **holiday on a farm** categorisation. Depending upon the offer and facilities there are **three or four daisies** as a distinction. Shower or bath and WC in the rooms are standard in both cases, with four daisies one can expect an extraordinary stay and additional service. The **Farmers Autumn** is an annual time of enjoyment which cooks-up for locals and guests in all directions starting in the End of August. Farmer's bacon, Alm cheese, sweet farmer donuts and shredded pancakes with blueberries (Moosbeernocken) are only some of the typical delicious foods. Whoever, looks over the edge of their plate, can also become acquainted and appreciate old handicraft, customs and folk music. All of this promises relaxation, which also tastes good to the children. Does such a holiday have a lasting effect for large and small for a long time? “Ja! Natürlich.”

Famers Autum: Experience customs and earthy culture

The harvest is brought in and the cows, calves, sheep and pigs have been driven from the alms into the valley. Enough reason to celebrate the Farmers Autumn between the End of August and the End of October in the towns in the Hohe Tauern National Park HolidayRegion. The farming and village culture can be experienced in original form. An extensive Farmer's Autumn programme awaits the visitors. So one can become acquainted with Musikkapellen (traditional brass bands), Trachtengruppen (traditional costume groups), traditional culture and farming life as well as typical regional products at the farmers markets. Out of joy from being spared from misfortune the alm folk decorate their cattle with flowers and bells for the march to their winter quarters in the valley. Farmers Autumn is harvest time and therefore culinary dishes cannot be missing. Farmer Autumn hosts, national park hosts and the hosts of the Hohe Tauern Genussweg (enjoyment path) offer traditional delicacies, Kaspressknödel (cheese dumplings), Kasnocken (cheese noodles) or Erdäpfelnidei (potato noodles) are on the menu here. Additionally, homemade distilled Vogelbeerschnaps (rowan berry schnapps).

During “Farmers Autumn” (Bauernherbst) the SalzburgerLand celebrates more than 2.000 events. Tradition, customs and ancient craft are being revived.

Key Data Farmers Autumn:

existing since 15 years

1996: 497.500 overnight stays

2010: 713.000 overnight stays

additional turnover in last 15 years: 142 Million Euros

Salzburger Volkskultur (cultural heritage): 1.000 customs associations

Ja! Natürlich

Guests can have a unique and extraordinary experience with the Ja! Natürlich holiday programme. They take part in the authentic earth solidarity of the organic farmers, with the pure taste of the regional delicacies. The guests start the day with a plentiful breakfast with fresh homegrown fresh organic products and spend an incomparable day on the alm. The freedom for children is almost infinite when playing in nature, with the animals on the farm or at the Ferleiten Wild Animal Park. One can visit a world, which lets you forget the hectic pace and city noise. A world where the time does not run away but moves exactly at your pace. The Austrian organic brand, “Ja! Natürlich”, has its roots in the Hohe Tauern National Park Holiday Region. In collaboration with the Pinzgau organic farmers the first organic model-region of the European Union was developed here years ago. And for some years one can also spend a “Ja! Natürlich Holiday” in the Hohe Tauern National Park and enjoy the organic farmers world.