



Großstadt und Landwirtschaft – was vielerorts unvereinbar scheint, ist in Wien alltäglich.

*Denn Wien lebt Stadtlandwirtschaft.*

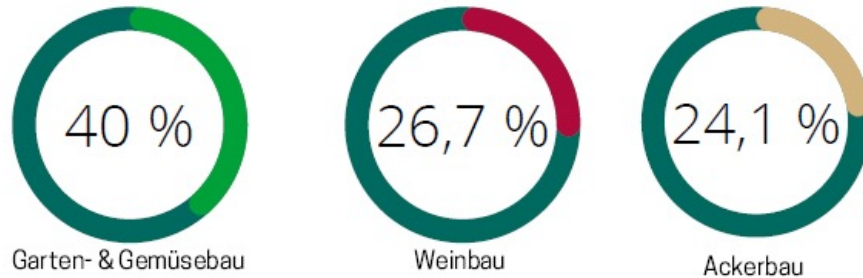
## Strategy “Future of Urban Agriculture in Vienna”

Organic Cities Network Europe Conference, 9 November 2021

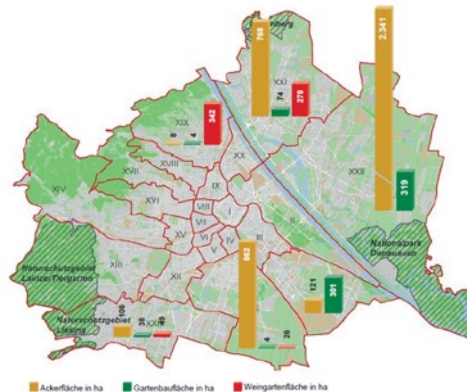
President Franz Windisch

# Vienna's urban agriculture – Facts and figures


- 577 agricultural and forestry enterprises



- 5,700 hectares of cultivated land = 15% of Vienna's total municipal area



Quelle: MA 18, Realnutzungskartierung 2014, vorläufiges Ergebnis

- 73,402 tonnes of vegetables in 2020  
Self-sufficiency rate for vegetables: 30.6% (for cucumbers: 251%!)
 

- € 89.7 million economic output in 2020 (economic account for agriculture for Vienna)



- 2,788 agricultural workers in Vienna





# Strategic process “Future of Urban Agriculture in Vienna 2025”

## 3 strategic objectives for Vienna’s urban agriculture



### BRAND DEVELOPMENT

By 2025, “Urban Agriculture of Vienna” has established itself as a **strong brand!**

### LOCATION DEVELOPMENT

**Land for agriculture** as well as green spaces in Vienna **are safeguarded** by 2025 and the regional **agricultural production value** has markedly **increased!**

### ORGANIC FARMING

By 2050, Vienna is No. 1 in Austria as **THE organic hub** regarding production and consumption!



# ORGANIC TRANSITION of Vienna's urban agriculture Measures



## PRODUCTION

- Share of organically cultivated land in Austria: **26.5%**
- Share of organically cultivated land in Vienna: **35.1%**  
(3rd federal province after Salzburg and Burgenland)

1.886 ha werden biologisch bewirtschaftet =



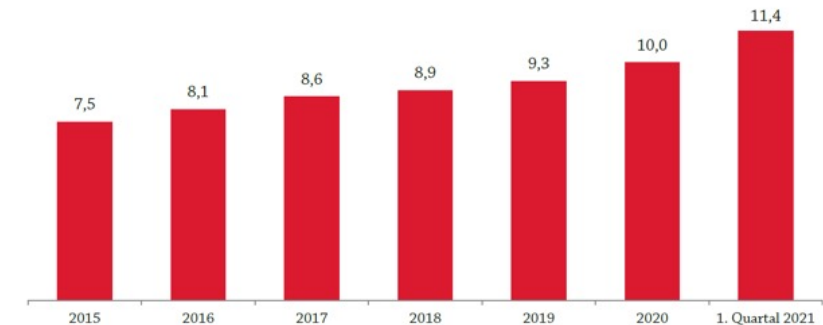
- € 15,000 subsidy since 2018 (for switch to organic production)
- Development of provincial subsidy for organic production “**Bio Action Programme New**” from 2022 together with City of Vienna, with 4 focuses:
  - Production
  - Marketing
  - Counselling and education
  - Supportive framework conditions

## CONSUMPTION

- Increasing consumption of and demand for organic products

### Vom stetigen Wachstum zum Bioboom

wertmäßige Bio-Anteile der Einkäufe im LEH in Prozent



\* Alle RollAMA-Warengruppen: Weiße und Bunte Palette, Käse, Gelbe Fette, Fleisch & Geflügel, Wurst & Schinken, Frisch-/TK-/Sterilobst & -gemüse, Eier, Fertiggerichte, exkl. Brot

**RollAMA**  
RELLIERENDE AGARWIRTSCHAFTS-ANALYSE

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- Increasing the share of organic products used in communal catering
- “**ÖkoKauf**” (EcoBuy) procurement programme of the City of Vienna
- Designation of origin “**Gut zu wissen!**” (Good to Know!)

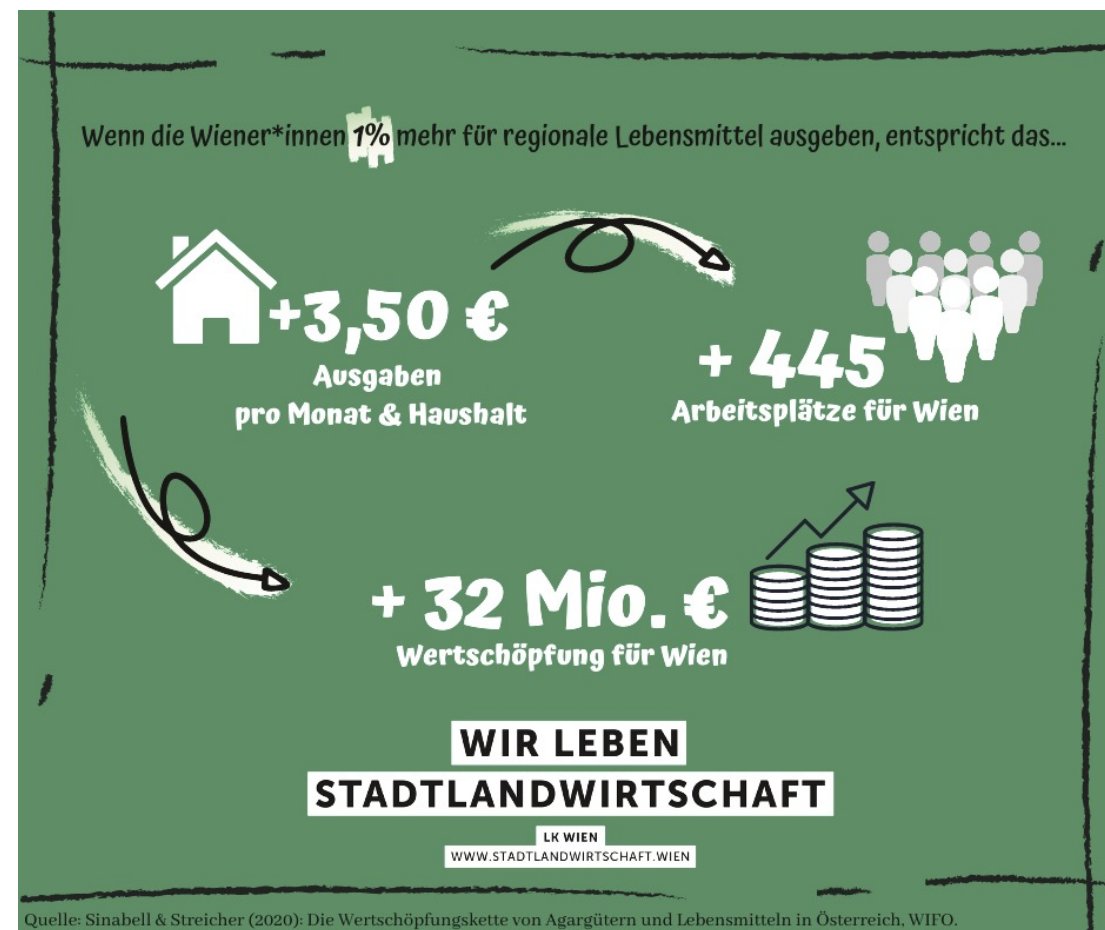
# Umbrella brand “Stadternte Wien” (Urban Harvest Vienna), [www.stadtlandwirtschaft.wien](http://www.stadtlandwirtschaft.wien)



# Stadternte

## WIEN

*So nah, so gut.*





# Establishing regional value chains in Vienna



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**"WIENER BIER"**  
KOOPERATION MIT  
OTTAKRINGER BRAUEREI &  
STADLAUER MALZFABRIK  
105 HEKTAR BRAUGERSTE =  
CA. 8 MILLIONEN SEIDL



© <https://felzl.at/backwaren/>

**"WIENER  
HANDSEMMEL"**  
KOOPERATION MIT  
BÄCKEREI FELZL  
76,53 HA =  
200 TONNEN WEIZEN



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**"WIENER  
BIO-SOJATOFU"**  
KOOPERATION MIT FIRMA  
BIO-AGRAR-SERVICE  
32 HA



The overall trend favours **individuality** in a unified, globalised market (climate protection & origin, quality & transparency). It is becoming increasingly important to ensure that products are recognised as **regional at all stages of the value chain**.

# Further initiatives for urban agriculture



AMA school fruit and vegetable programme

Federal Province of Vienna 2019/2020:  
945 excursions with  
15,160 children



Schule am Bauernhof



School at the Farm & After Work at the Farm



“Ethical information signage” campaign

Children and young people are the consumers of tomorrow.  
Through their own actions, they gather experiences that foster greater awareness in dealing with nature, food and animals and sensitise children and young people to take an interest in the origin and quality of our food.



## Contact

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