

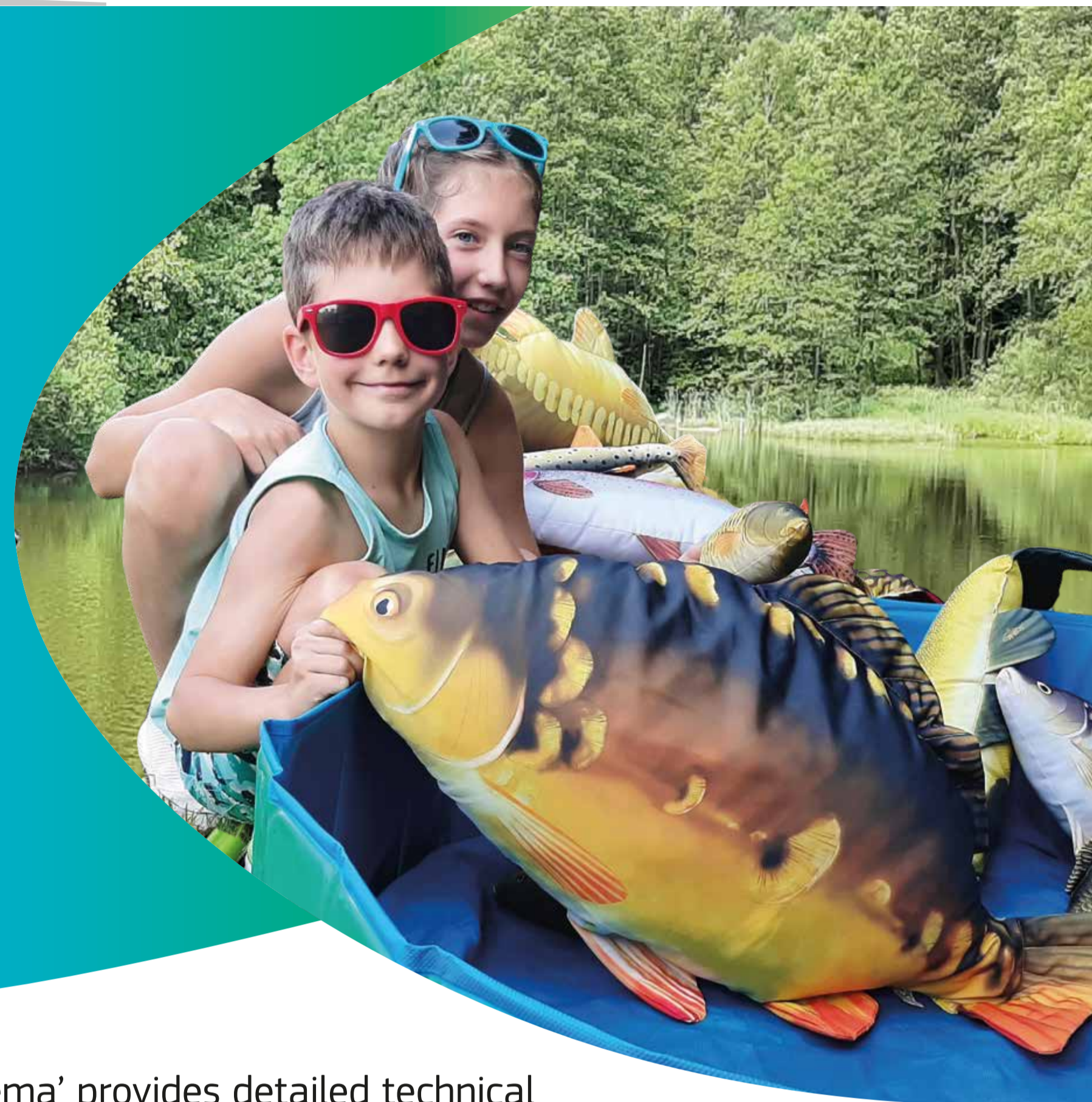


European Commission

Innovative marketing for traditional carp pond farming:

- Innovative and interactive information boards
- ‘CarpTrails’ – guided bike tours around carp ponds

(Austria – mainly Lower Austria ‘Waldviertel’ region)



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DESCRIPTION OF THE PROJECT

In Austria, there is an overall lack of public awareness of the importance of the nation’s carp farming sector to local history, regional food supplies, and climate change adaptation.

In the ‘Waldviertel’ region of lower Austria, EMFF support is being focused towards several projects aimed at innovative marketing of traditional carp pond farming.

The Lower Austrian association of carp pond farmers, in cooperation with the Styrian association of pond farmers and fish breeders, has set up **innovative and interactive information boards** on the subject of carp pond farming, with a total of 72 boards installed throughout Austria. The aim is to inform the broad public about carp pond farming in all its facets. The locations are very diverse, ranging from individual forest ponds to ponds centrally located in towns.

The boards were designed in a way that they offer general as well as more pond-specific information on four sides. QR-codes link to additional information available online (e.g. cookbook, children’s book). The lower section of each board is especially dedicated to children and includes games for the youngest, because they are the pond keepers and consumers of the future.

CarpTrails: This project in the area of knowledge transfer aims to attract people to explore the ‘Waldviertel’ pond region of Lower Austria by bike on a guided tour. Accompanied by experts from the Lower Austrian association of carp pond farmers (NÖ Teichwirteverband) and pond farmers they are provided interesting facts about carp pond farming, its history in the region as well as culinary delights.

The tour also incorporates four e-bikes, a ‘carp cinema’, a ‘carp kitchen’, a ‘carp carriage’ and a ‘carp box’ and stops at different locations (ponds) on a stretch of about 10 km.



The ‘carp cinema’ provides detailed technical information about pond farming in the ‘Waldviertel’ pond region while the ‘carp box’ encourages participants to engage in a guessing game about pond fish.

Additionally, there is the possibility to taste innovative carp products in the ‘carp kitchen’ or to join the Lower Austrian Carp Queen and Princess on a ‘queen’s ride’ in the carp carriage.

MAIN OUTCOMES OF THE PROJECT

- **Increased Awareness:** The project raises awareness about traditional carp pond farming and the high-value, locally produced food it generates.
- **Cultural Preservation:** The project preserves and promotes the cultural heritage of carp farming in the region.
- **Economic Development:** The project enhances the economic prospects of local farmers and related businesses by marketing carp farming in an innovative way.
- **Environmental Education:** The project informs the public about sustainable practices in traditional carp farming, using new and interactive ways of imparting knowledge engaging all senses – on-site and ‘on the move’ with bicycles and e-bikes.

FACTS AND FIGURES

Project implementation	2016–2022
Project budget	approx. 358 000 €
Funding	100 % (~ 45 % EMFF)
Beneficiary	Lower Austrian association of carp pond farmers (NÖ Teichwirteverband)

LINKS

Info-boards:

<https://www.teichwirteverband-noe.at/teich-infotafeln>

CarpTrails:

<https://www.teichwirteverband-noe.at/carp-trailse-bikes>



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