

# An agricultural business innovation: The Digital Farm Shop as a functional facilitation for the agritourism businesses

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# Problemstatement and Relevance

- **increasing importance of regionality and sustainability** (Kibala, 2022)
- **growth** in demand for **local food** (Kibala, 2022)
- **cooperation** between tourism and agriculture offers **advantages**
  - increase in **competitiveness** (McComb et al., 2017)
  - increase in **quality** (Haid, Albrecht & Finkler, 2021)

⇒ (digital) interfaces to **expand communication and solve problems** (Haid et al., 2021)

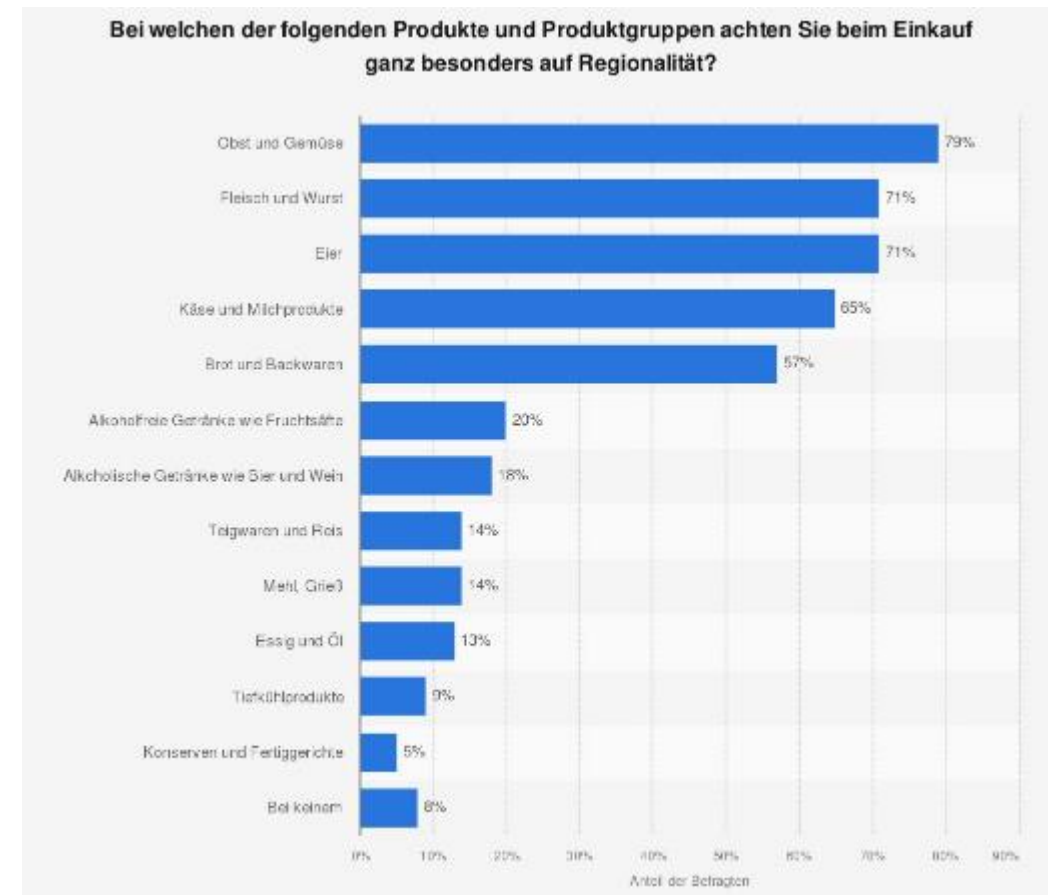


Figure 1: Demand for regional products and product groups in Austria  
Source: Statista (2020)

# Theoretical background of the study I

- **direct marketing of farm products:** additional income, maintenance of agriculture (Plaikner et al., 2022)
- **limitations of physical sales:** poor accessibility, difficult provision of information, time-consuming exchange, limited networking (O'Hara & Low, 2020)
- **opportunity:** new sales channels (e.g., digital farm shop) (Sturiale & Scuderi, 2019)
  - online grocery shopping is an important additional service (Zheng et al., 2019)
  - new and indispensable shopping experiences (Ben Arfi & Hukkerova, 2021), e.g., through convenience or free delivery (Sturiale & Scuderi, 2019)

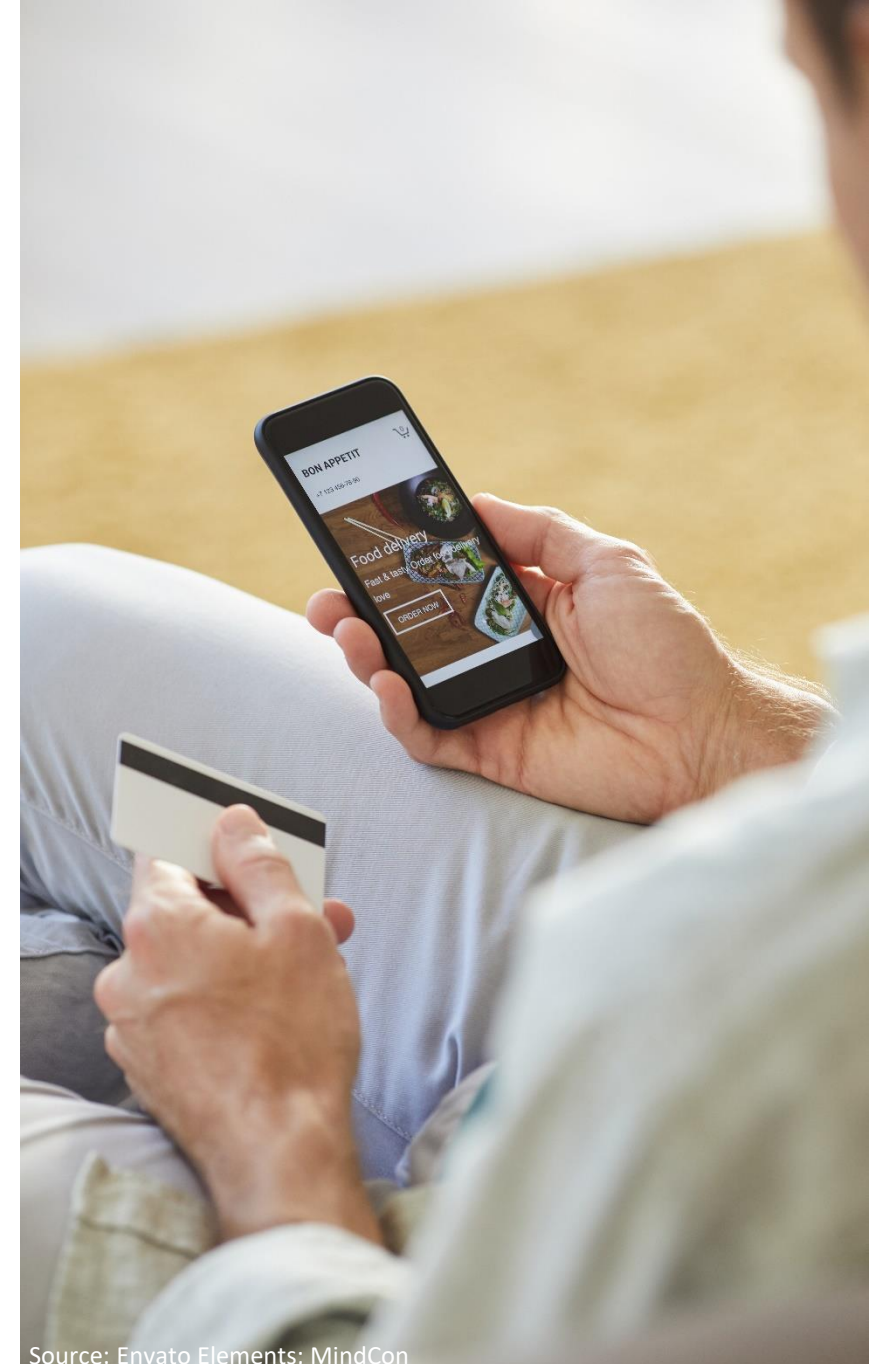


Source: Envato Elements; MindCon

# Theoretical background of the study II

## Digital sales channels

- **access to information** (Sturiale & Scuderi, 2019) and **easier product and price comparisons** (O'Hara & Low, 2020)
- bringing products to customers **regardless of time and place** (O'Hara & Low, 2020)
- **potential:** higher sales volumes and more visibility (Knollseisen, 2022), greater customer coverage and market penetration (Barska & Wojciechowska-Solis, 2020)
- **challenges:** logistics and administrative effort (Bachman et al., 2021; Han et al. 2021)



Source: Envato Elements; MindCon

# Aim of the study

## Qualitative research:

- 49 semi-structured interviews
- 5 focus groups with 41 participants

in Vorarlberg, Tyrol and South Tyrol  
between 2022 and 2023

The **research question** is:

Can time-consuming tasks on a farm (e.g., breakfast service, catering) be outsourced through a digitally supported service and delivery offer?

The **aim** of this study is:

- (1) to outline the possibilities of digital platforms and
- (2) to identify and analyze the requirements for the digital farm shop as well as the challenges and potentials

# Coding tree and Key statements

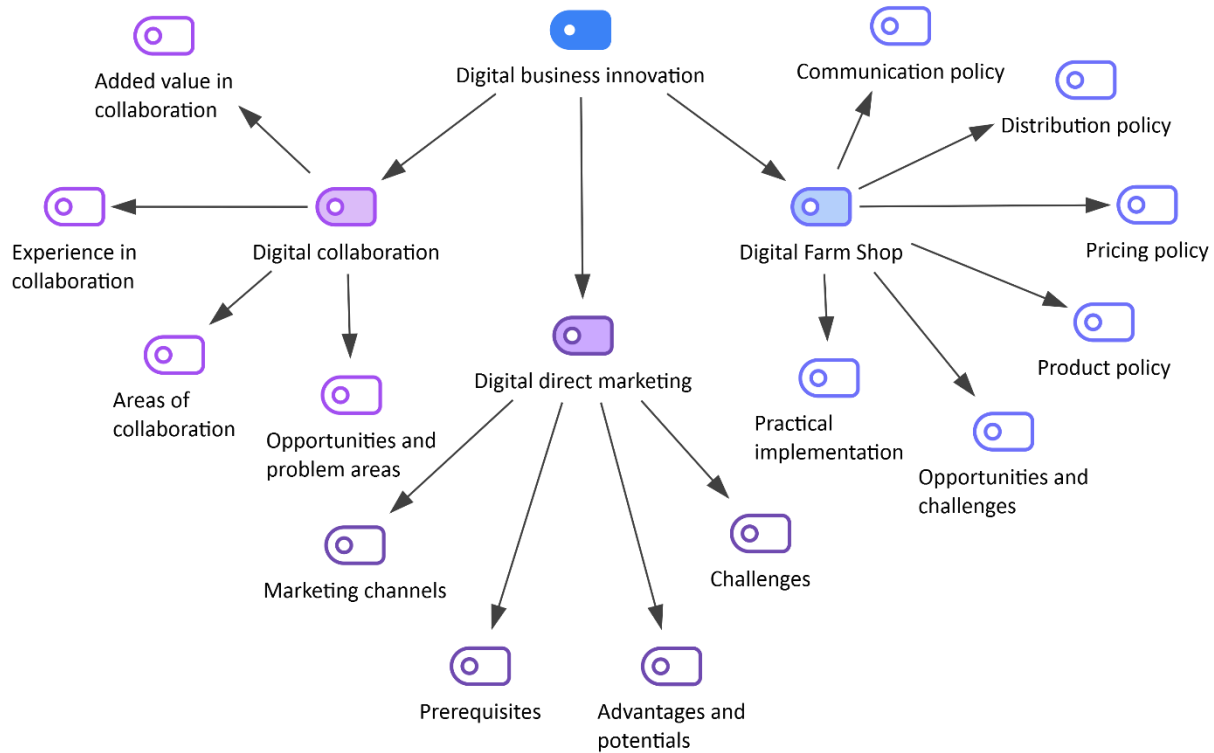


Figure 2: Coding tree of digital business innovation (created with MAXQDA-2024)

"[...] it is cooked from regional products [...]. So that's a trend now anyway and that's also part of this collaboration." (Ex6)

"Until [..] [communication] doesn't work, I don't need to worry about it. It's like an empty store because nobody can find me." (EX1)

"The biggest advantage is that you can order when you have time. That means you don't have to call a supplier in a rush and place your order over the phone, but you can do it at eight in the evening, pre-feed the computer at ten and then just send it off. I think that's the biggest advantage of ordering online." (EXG2)

# Main results I

## Digital collaboration

- digitalization beneficial for collaboration (e.g., broader exchange of information)
- supporting function for the marketing of regional products, for example
- common interfaces to improve cooperation

## Digital direct marketing

- increasing income
- prerequisite: will and sufficient patience
- challenges: logistics, hygiene regulations



Source: Envato Elements, MindCon

## Main results II

### Digital Farm Shop

- increasing yields
- great potential in the B2C and B2B area
- sufficient expertise for implementation
- sales, data management and maintenance as a challenge
- price depends on production and sales volume
- (personal) communication with partners and customers as an essential component



Source: Envato Elements; MindCon

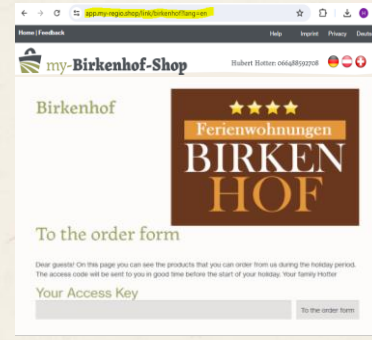


CUSTOMER VARIANTS



guest (direct order)

company / inn / hotel



guest (about the landlord)

landlord

private customer



producer with offers only for its own guests

producer with farm shop / pickup location

supplier (dealer)

producer A

producer B

producer & supplier



SELLER VARIANTS

## Analysis for Travel from 17.02.2024 to 24.02.2024

for Bergchalet Alpenrose, Chalets & Apartments Wachterhof

Sander, Teggeler Bergchalet Alpenrose Chalets & Apartments Wachterhof  Äußere Embergstraße 30 6272 Kaltenbach	Chalets & Apartments Wachterhof Wachterhof GmbH Stefan Schwemberger Äußere Embergstraße 30 6272 Kaltenbach Tel.: +43 6605493700
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Quantity	Name	Price	Total
25	Roll 1 piece	0,55 €	13,75 €
	Delivery Surcharge		1,00 €
36	Roll 1 piece	0,55 €	19,80 €
6	chocolate croissant 1 piece	2,90 €	17,40 €
6	Croissant 1 piece	2,25 €	13,50 €
2	Baguette 500 g	4,35 €	8,70 €
<b>= 75</b>	<b>5 Kinds at Bäckerei Wurm GmbH - Dorfbäck</b>	<b>Ø 2,12 €</b>	<b>= 74,15 €</b>
4	Breakfast service for 4 days / adult 4 piece	72,00 €	288,00 €
4	Breakfast service (children up to 14 years) for 4 days / child 4 piece	48,00 €	192,00 €
10	Intenso 1 piece	0,55 €	5,50 €
<b>= 18</b>	<b>3 Kinds at "Verwöhn-Leistungen" Wachterhof</b>	<b>Ø 40,18 €</b>	<b>= 485,50 €</b>
<b>= 93</b>	<b>2 Supplier</b>	<b>Ø 65,58 €</b>	<b>= 559,65 €</b>

# Orders from guests

- **Landlords** get their own **link address** and **shop name**
- **Individual information** for guests, **the logo** and **products are displayed** to guests when they receive an **offer or a booking confirmation**.
- Each guest receives **individual check-in information with a QR code**. This means that **every guest in the same apartment can place the order**.
- **Before departure**, the landlord and guests receive a **list of the ordered products**. **The guests pay the landlord** for the delivered products and the landlord pays the supplier for the products every month.

# Cooperation with Urlaub am Bauernhof

- **Data of guests in the landlord app** (name, mail, travel period, unit) **are synchronized with my-Regio.shop**, so there is no need to create a new one on my-Regio.shop
- Via **automated pre-stay e-mails**, guests are given the opportunity to **buy products for their stay**.
- **Members of UaB with direct marketing can offer their products** for sale to their own guests via my-Regio.shop.

**Reise**

**Reisedaten**

Anreise:\*  Abreise:\*

Bestellung darf auch noch am letzten Tag vor der Abreise aufgegeben werden.  
Letzter Tag, um Bestellungen aufzugeben: Freitag, 10.05.2024

Es können nur Artikel bestellt werden, die planmäßig geliefert werden bis einschließlich Samstag, 11.05.2024 um 08:00 Uhr

Einheit:\*

Zugangs-Schlüssel:\*

**Bestell-Erinnerung**

tägliche Bestell-Erinnerung per Mail

Der Gast erhält an jedem Tag mit Bestellschluss eine E-Mail zur Erinnerung.

**Daten zum Gast**

Sprache:

deutsch

englisch

Anrede:

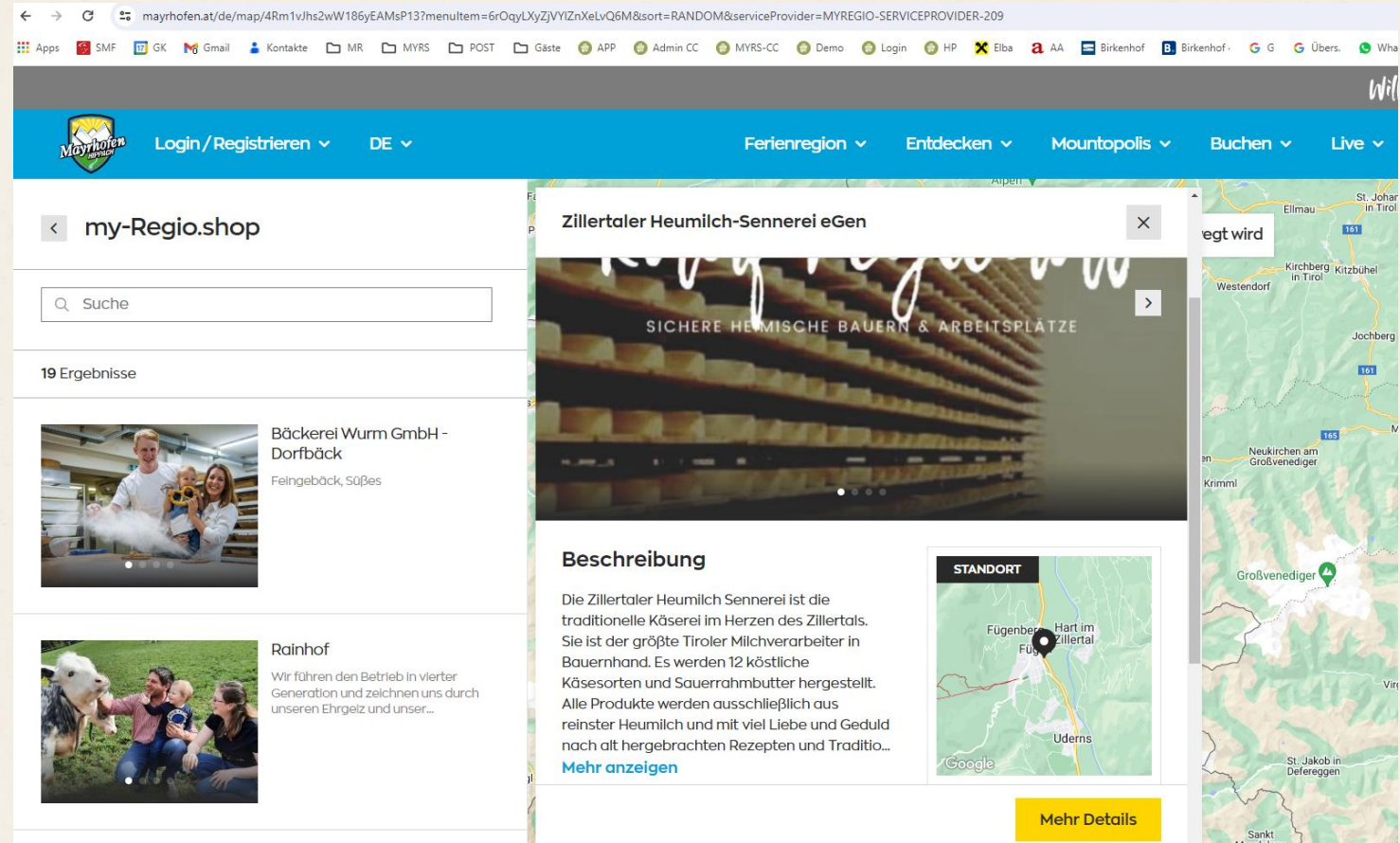
Vorname:  Name:\*

E-Mail-Adresse:\*

## Cooperation with the TVB Mayrhofen-Hippach

my-Regio.shop provides the data:

- Producers/Suppliers – Information (Pictures, Description, Address Data)
- Categories
- Products (pictures, description, price)
- <https://www.mayrhofen.at/de/map/4Rm1vJhs2wW186yEAMsP13?menultem=6rOqyLXyZjVYIZnXeLvQ6M&sort=RANDOM>



The screenshot shows a web browser displaying the my-Regio.shop website. The search bar contains 'my-Regio.shop' and the search results show 19 results. The first result is 'Bäckerei Wurm GmbH - Dorfbäck' with a picture of a bakery and the description 'Feingeback, Süßes'. The second result is 'Rainhof' with a picture of a cow and the description 'Wir führen den Betrieb in vierter Generation und zeichnen uns durch unseren Ehrgeiz und unser...'. A detailed view of 'Zillertaler Heumilch-Sennerei eGen' is shown on the right, featuring a large image of cheese wheels and a description: 'Die Zillertaler Heumilch Sennerei ist die traditionelle Käserei im Herzen des Zillertals. Sie ist der größte Tiroler Milchverarbeiter in Bauernhand. Es werden 12 köstliche Käsesorten und Sauerrahmbutter hergestellt. Alle Produkte werden ausschließlich aus reinster Heumilch und mit viel Liebe und Geduld nach alt hergebrachten Rezepten und Traditio...'. A map shows the location in the Zillertal region. A 'Mehr Details' button is visible at the bottom right of the detailed view.

## Special features of the my-Regio.shop:

- **One brand, all suppliers benefit from marketing measures**
- **Customers of my-Regio.shop can buy from all suppliers with just one registration and choose whether the delivery should come to their home or to a pick-up location.**
- **Producers deliver their products in the regional area** (defined postal code areas) or send them to customers with packages. Products can be defined as **delivery products (fresh products)** or a **package products (long-life products)**.
- **Several suppliers can deliver the products to one pick-up location**, which makes an order more interesting for customers and suppliers.
- **Weighted items can be sold, because the exact weight is corrected before the package is sent and paid.**
- **Packaging material can be managed, and deposit goods can be booked back**
- **With the conflict system, incorrect deliveries can be corrected before payment.**
- **Guests can order regional products during the holiday period.** Billing is done by the landlord.



### ehrllich.tirol BIO Rind - Rostbraten/Beiried tiefgekühlt

€ 4,29/100 g

€ 30,00/700 g

Mengen-Abweichung ±15%

Rostbraten/Beiried tiefgekühlt vom ehrllich.TIROL BIO Rind. Das Fleisch von der Kalbin oder vom Ochsen ist schmackhaft und zart.

**i** Bedingt durch die handwerkliche Herstellung und die Verwendung eines natürlichen Lebensmittels kann es zu Schwankungen im Ausmaß von +- 15 % des Gewichtes kommen.

**👤** Rinderzucht Tirol eGen (Zum Profil)

**👤** Rinderzucht Tirol eGen (Zum Profil)

**📅** Dienstag, 14.05.

**📅** Donnerstag, 16.05. bis 17:00 Uhr

-  +

Bestellen Sie maximal 3 x 700 g "ehrllich.tirol BIO Rind - Rostbraten/Beiried tiefgekühlt"!



# Conclusion

- significant role of **direct marketing and direct sales** (e.g., farm shops, farmers' markets)
- use of **digital interfaces** promotes the sale of **regional products**
- strengthening digital (regional) **cooperation** through the **platform my-Regio.shop**
- **digital platform**
  - be easy to use
  - make day-to-day work easier



Source: Envato Elements; MindCon

Funding body:



**ALTUROS**  
destinations



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Does the digital farm shop provide a solid foundation for business innovation towards sustainable destination development?

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research  
Regional Development