

# Collective farmers marketing of bioenergy – NAWARO Wetterau, Germany

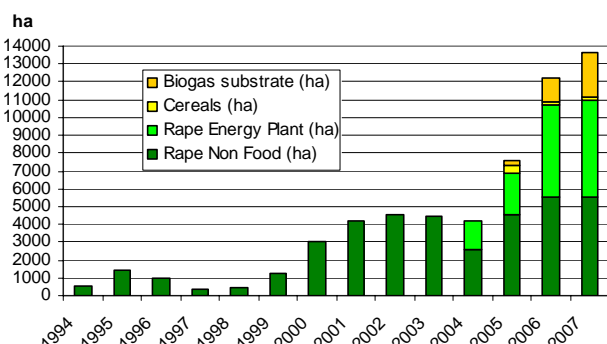


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## Aims of the initiative and members

The NAWARO initiative – *Hessische Erzeugergemeinschaft für nachwachsende Rohstoffe w.V.* – was founded in the Hessian district of Wetterau in 1994. Its main aim is to support its members in the positioning themselves in the **newly developing markets for renewable primary products**, in particular bioenergy.



In its first year the initiative had 500 ha of rape from set-aside-areas and 150 members. The initiative grew up to more than 1,500 members, a hectare of 10,800 ha of rape, 1.300 ha crops for biogas and ethyl alcohol and a sales volume of bio-diesel of 45 Mio. litres in 2006.

**The initiative unites 1,650 farmers with farm sizes from 10 – 1,000 ha.**

An average rape area of a member farm is about 10 ha corresponding to approx. 35 t of rape

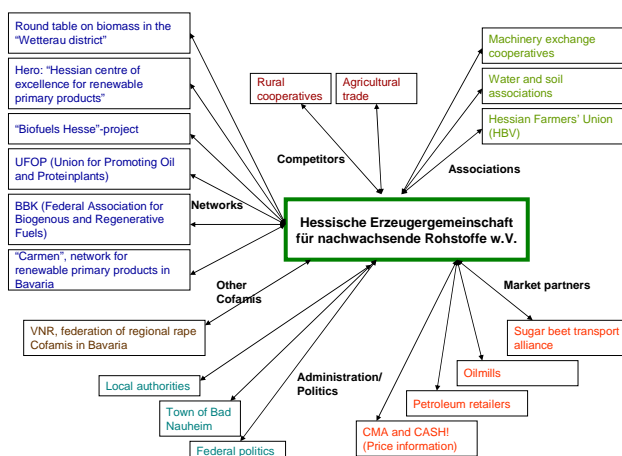


## The particular strengths of the initiative

- Effective minimization of transaction costs** based on a long tradition of collective action among farmers in the area (e.g. machinery ring) and related management skills.
- Continuous exploration of new marketing possibilities** and flexible use of different marketing channels. Whole chain perspective and successful collaboration with sugar beet transport alliance, oilmills, regional petroleum retailers, etc. marketing of by-products.
- Positive broader political climate concerning renewable energies**; a) federal support programmes and b) the state of Hessen wants to increase the share of renewables up to 15% of total energy; the setup of oilseed rape processing and biogas plants are actively supported. Close relations of initiative with and support received from regional farmers' union (HBV) and state and district council administrations.

## The initiative's main activities

- representing the interests of its member farmers**, e.g. through the joint marketing of biodiesel or the provision of planning data for production, processing and marketing
- contributing to the organization of more favourable supply chains**: contracting farmers for cultivation and supply of renewable primary products and concluding marketing contracts with its customers; the oilseed rape is processed in different oilmills; the by-products are also used, e.g. grist and forage glycerine, which is again marketed through the initiative
- providing information** on current topics concerning renewable primary products via farmers' journals, information stands at trade fairs, field days, conferences and meetings
- organizing specialist advisory services**, training and information on biomass cropping, biogas plants etc.
- representing members in different networks**: e.g. representing the farmers' interests in the Hessian Non-Food Competence Centre
- lobbying** related to renewable primary products in political arenas, often in cooperation with partners from other networks



## Contacts for more information

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