



PRESS RELEASE

Mountain pasture life

There are around 8,000 mountain pastures in the Land of the Alps. These are mountain landscapes with managed grasslands, which are farmed in the summer months. Mountain pastures reach right up into the alpine region of the mountains. They shape the landscape and provide special ways to keep animals. Around 300,000 cattle, of which 50,000 are dairy cows, are taken up onto the Alps every year. In addition, there are 130,000 sheep and goats.

The animals move around freely on the alpine grazing areas. They graze the entire pasture area. This is like altitude training for athletes: sunlight, fresh air, lots of exercise and the high altitude for more red blood cells to transport oxygen. The diverse grasses and herbs of the alpine flora provide the necessary supply of nutrients.

Farming of the mountain pastures is diverse. Shepherds keep watch on more than half of the mountain pastures in summer. Some pastures are only grazed by youngstock, others by dairy cows as well. Around 60,000 tonnes of milk are produced each alpine summer. In many cases, the milk is even processed into cheese right there on the mountain pasture.

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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