

Green care - where people flourish

Green Care in agriculture and forestry

The association “Green Care Austria” initiated Green Care – where people flourish. Since March 2011 Austrian farmers’ nutritional and environmental expertise has been broadened by a social component: Green Care. This new range of products comprises four areas: pedagogy, therapy, nursing & care, and social work. It represents a wealth of products and services that are offered directly in agricultural and/or silvicultural businesses in cooperation with charities and institutions.

Green Care constitutes an additional source of income for farmers in the context of diversification, alongside tourism opportunities such as “Holiday on the Farm” and direct marketing by farms “Good Things from the Farm”. In this way, farms are able to survive: it provides a wonderful opportunity for the country’s agricultural family businesses, from which not only individual customers but also the entire health, education and social system profits. Consequently, Green Care – where people flourish comprises a perfect bridge between agriculture and forestry and the general population, between people, animals and nature.

There are manifold opportunities for farmers to participate actively in Green Care projects: whether by using the infrastructure farm (“green arena”) in cooperation with charities and institutions or by contributing their pre-existing qualifications as nursery school teachers, occupational health nurses, occupational therapists and/or social workers together with the infrastructure-setting. As a result, employment at the farm is ensured for the long term and the farming family’s quality of life is increased. New sources of income as well as additional job opportunities are created, which in turn result in an improved rural economy and in rural areas being vitalised.

For further information on *Green Care – where people flourish*, visit www.greencare-oe.at