



Elisabeth Köstinger
Federal Minister of Agriculture,
Regions and Tourism

” It is extremely important to me that we maintain the good relationship between farming and tourism on Austria’s mountain pastures. Farmers care for our countryside and guests make an important contribution to the local economy. By setting out clear rules to keep visitors safe, we can strengthen this relationship for the future. “



Josef Moosbrugger
President of the Austrian
Chamber of Agriculture

” The unique holiday experience that can be enjoyed in the Austrian Alps is based on the hard work and traditions of our mountain farmers. Ten clear rules can improve safety and help to avoid conflicts. We want to ensure that farmers and their families can earn a living and that guests can enjoy their holidays. “



Martha Schultz
Vice President of the Austrian
Federal Economic Chamber

” Tourism is a key pillar of the Austrian economy. Traditional hospitality, excellent cuisine and breath-taking countryside are Austria’s unique selling points as a holiday destination. The ten safety rules for mountain pastures make an important contribution to keeping things this way. “



Andreas Ermacora
President of Alpenverein
Österreich

” Mountains and alpine pastures are unique spaces where locals and tourists alike can enjoy outdoor activities and adventures. The aim of this campaign is to raise countryside awareness among hikers and provide information about how to behave around grazing cattle. Education and self-responsibility play a key role here. “

In harmony with Austria’s mountain pastures and meadows.

There are some 8,000 managed alpine pastures and meadows in Austria. They are an amazing combination of pristine countryside, much-loved holiday destinations and important economic spaces. This is all down to our farmers who care for this beautiful countryside and preserve centuries-old traditions of driving their cattle up summer pastures. Austria’s mountain pastures and meadows shape the character of our cultural landscape, our regional foods and natural diversity. But they are also an important factor for tourism.

Agriculture and tourism—better together

The relationship between tourism and traditional patterns of mountain farming is a proven recipe for success: Guests enjoy a superb leisure experience that brings them close to nature, while tourism boosts the local economy

Many mountain pastures boast a log cabin offering tasty seasonal refreshments. Some mountain pastures also provide accommodation so that visitors can stay the night.

In winter, the most popular log cabins are those dotted along the ski slopes and cross-country trails. Increasing visitor numbers underline the importance of actively managed mountain pastures—both as a space for tourism and for recreation.

However, Austria’s unique cultural landscape can only be preserved and kept accessible if cattle are driven up the mountains in summer and farmers continue to manage the alpine pastures. We therefore invite you to support us in maintaining a strong and sustainable partnership between Austria’s tourism industry and farming communities.

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Mind the Cows

TEN RULES FOR A SAFE AND ENJOYABLE HOLIDAY AROUND CATTLE



 Federal Ministry
Republic of Austria
Agriculture, Regions
and Tourism

 Landwirtschaftskammer
Österreich

 **WKO**
WIRTSCHAFTSKAMMER ÖSTERREICH

 **alpenverein**
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10 Rules

for a safe holiday around cattle

Austria's farmers make an important contribution to preserving our alpine countryside. As a visitor you can show your appreciation for the countryside by behaving appropriately and with respect.

Following these ten simple rules will ensure you have a memorable experience, while keeping everyone's best interests on mountain pastures and meadows in mind.

1



Avoid contact with grazing animals.
Do not feed the animals,
maintain a safe distance at all times!

2



Try not to be loud.
Do not startle cattle!

3



Mother cows protect their calves.
Avoid cows with calves, especially if
you have a dog with you!

4



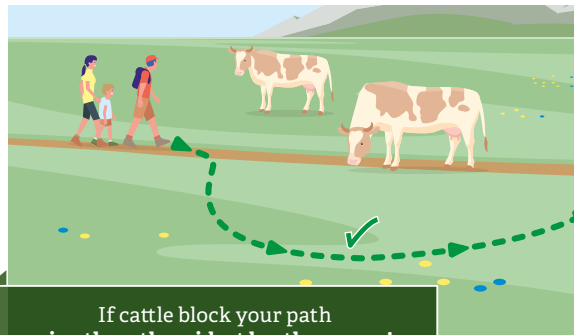
Always keep dogs under control and
on a short leash. If it becomes clear that
a cow is going to attack: **Let your**
dog off the lead immediately!

5



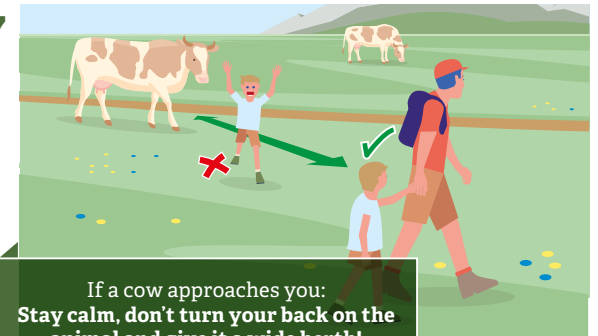
Do not stray from the path!

6



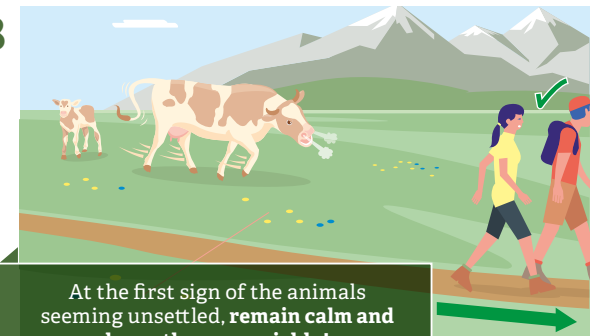
If cattle block your path
give them the widest berth you can!

7



If a cow approaches you:
Stay calm, don't turn your back on the
animal and give it a wide berth!

8



At the first sign of the animals
seeming unsettled, **remain calm and**
leave the area quickly!

9



Respect fences! If there is a gate,
please use it and close it afterwards,
then cross the meadow swiftly!

10

Treat the people who
work here, the country-
side and the animals
with respect!