

“Besenwirtschaften” in Germany: A case study in Baden-Württemberg

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Abstract The term “Besen” is a colloquial short form of “Besenwirtschaft”, which is a special form of distribution of wine in Germany, especially in Baden-Württemberg. The wine-growers place a broom (“Besen” in German) in front of their doors. This tradition started around 800 with a decree from Karl the Great which permitted wine-growers to serve their wine in their own private homes.

In this paper the focus is laid on the basis of the production and consumption of wine in Württemberg, especially on the historical development and the change of the function of the “Besenwirtschaften” till today, and after having carried out some “Besen” - case studies, on the attempt to find the keys to the success of the “Besen” and the characteristics of the traditional culture as a social location in Württemberg.

The historical development of the “Besen” has changed in the last centuries. In the beginning the “Besen” symbolized poverty and poor quality of the wine. Now we are confronted with the new meaning of the “Besen” and its dealing with globalisation.

Nowadays the “Besen” has more or less the function of a social location of communication and is still a strategy of direct marketing and an important method of selling one's own wine directly at the farm, managed by the whole family in a special, cosy atmosphere. In this paper, from the historical development and the changing of the function of “Besen”, we can point out the factors of the continuance of “Besen” up to today. The “Besen” have changed in form and function, having passed through different periods and conditions after some schemes of compromises that have taken place. “Besen” today has the new meaning as a traditional culture and the method of direct selling marketing. Moreover, the modern “Besen” version is in the opposite standpoint to globalisation. That means that “Besen” is not only the compromise between tradition and modern, local and global. Finally you can say that nowadays the situation of the “Besen” culminates in the tradition as a new style. It inspires some ideas with the time of globalisation of agriculture for all farmers, even those in Japan. The knowledge about the traditional, folkloristic and local background of the “Besen” could help to establish successful and sustainable farmers' restaurants in Japan in their local areas.

Key words “Besenwirtschaften,” wine-grower, self-marketing of wine, social location of communication, globalisation

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Introduction

The influence of globalisation on agriculture has increased in the last decades. Many countries in the world have started new movements, e. g. organic farming or green tourism. Localism gets more and more important as a kind of counterbalance against globalisation. In Germany the agricultural products cover about 90% of the self-sufficiency ratio; this is more than double, compared to the ratio in Japan. On the other hand the prospect of the people working in agriculture is less optimistic. The income is decreasing. It is more and more difficult to live with the money earned by agriculture. The sales market is becoming more difficult, too. Stock-breeding and grain farming e. g. are in the same difficult situation and the agricultural production could not be increased as expected.

In this context it is interesting to realize that the production of wine in Germany, which is fairly low compared to other European countries, is slightly increasing in contrast to the weak position of the general agriculture.

The wine production per ha is limited to avoid an overproduction and to improve the quality. Simultaneously the selling strategy seems to be respected to keep a good price for a good wine, mainly consumed in the local area. The mainstream is to sell wine in shops, department stores or at discounters. Therefore the direct selling marketing of the wine-growers in Baden-Württemberg is really remarkable and the special style, selling wine in "Besenwirtschaften", notable.

In this paper the focus is laid on the basis of the production and consumption of wine in Württemberg,

- a) especially on the historical development and the change of the function of the "Besenwirtschaften" till today, and after having carried out some "Besen" - case studies
- b) on the attempt to find the key to the success of the "Besen"
- c) And the characteristics of the traditional culture as a social location in Württemberg.
- d) The new meaning of the "Besen" and its dealing with globalisation
- e) Furthermore which ideas about running a "Besenwirtschaft" in Württemberg can be transferred to similar items in Japan.

This research was started in spring 2005, when I obtained the opportunity to work as a guest professor at University Stuttgart-Hohenheim. There I could do scientific research and soon continued with case studies in the winegrowing-area of Heilbronn (I interviewed wine-growers in Neckarsulm, Erlenbach und Offenau) . Further interviews with managers of associations like "Weinbauverband" and the wine cooperatives of Heilbronn and Neckarsulm helped to finish this paper in summer 2008.

2. The meaning of "Besen"



(photo1 Source : <http://www.stgt.com/stuttgart/besend.htm>. homepage "Stuttgart Information")

The term “Besen” is a colloquial short form of “Besenwirtschaft”. “Besen” are a special form of distribution of wine in Germany, especially in Baden-Württemberg. The expression of this form of wine serving and selling differs from region to region: it is called “Buschenschank” in Austria and Hungary. “Straußenwirtschaft” or “Kranzwirtschaft” in the Swabian region (South-Württemberg), “Rad- and Fasswirtschaft” in the Alamanian region (Baden) and “Besenwirtschaft” in the “Franken”-region around Heilbronn (North-Württemberg and North-Bavaria).

The economical importance of the “Besenwirtschaften” can be shown that in the Heilbronn area 13.6% to 40% of all wine was consumed there in the years 1880 to 1903; in the Neckarsulm area the figure was 5.7% in the period from 1969 to 1975⁽¹⁾.

It seems that nowadays another aspect is becoming more and more important: the cultural tradition of this form of serving and selling wine and its embedding in the awareness of the people living in this area. The “Besenwirtschaft” is described as a “social location” and symbolizes in the wine-growing areas a so-called sub-cultural institution, where the desires of the customers for contact and communication get transported and supported by the medium of the wine.

“Besenwirtschaften”, which translates literally as “broom taverns,” are traditional Swabian (people living in the Stuttgart area are called “Schwaben” – Swabians) wine houses where wine-growers serve and sell their own wine. They are operated by the families that own the vineyards. The wine-growers place a broom (“Besen” in German, see the Photo 1) in front of their doors to indicate that their homes are now open for visitors. Today it is common sense that the “Besenwirtschaft” - tradition started around the year 800 with a decree from Karl the Great which permitted wine-growers to serve their wine in their own private homes⁽²⁾. The tradition continues today with wine-growers serving wine and simple, traditional Swabian food in their living rooms, side rooms or sometimes even in rebuilt stables. The atmosphere is always cosy, warm and jovial.

By law⁽³⁾, wine-growers may operate an original “Besen” without full restaurant permission in their own home, but they are only allowed to be open for four months out of the year. Often they coordinate their open periods with other “Besenwirtschaften” in the same village so that when one is open, the others are closed.

3. The historical development of the “Besenwirtschaften”

a) “Besenwirtschaft”, a location of social poverty

The right of the wine-grower, to sell the own wine directly to consumers, is fairly old. The oldest scripts of similar forms of selling wine can be found at Pubilius Syrus, ca. 45 BC. In the document “Capitulare de villis” the emperor “Karl der Große” gave order that three taverns – indicated by crowns made out of wine-leaves and by grapes (“Corona de racemes”) – had to be established for the ordinary people on each of his vineyards, and the wine-growers got the right to sell directly these wines that were not needed at the court of the “Carolingian” emperor. These “Kranzwirtschaften” (crown taverns) were the first “Besenwirtschaften”.

In the 13th and 14th century the wine-growers were liable to taxation to their lords of the manor and

they did not have any cellar or pressing facility. The wine-grower was more or less a serf who had to take most of the production to the cellars of the feudal lords. And with the rest of the wine that the wine-growers could keep they had to compete with the so-called "Bannwein" of the feudal lords (this was wine the wine-growers had to buy back from the feudal lords). Then the feudal lords published regulations that the wine-growers were allowed the serving of self produced wine in their "Besen", but only feudal lords and burghers were allowed to be wine dealers. The "Besen", symbolized by the broom, had to compete with the regular, licensed bars and they were mostly not allowed to serve warm food.

The motive of the feudal lords to allow the wine-growers the serving of wine in the "Besen" is clearly to be seen: bad quality wine, difficult to offer for wine dealers, was sold quickly and both feudal lord and wine-grower had a profit.

The decline of the feudal system and the gradual end of the liability to taxation by the feudal lords, the "Besenwirtschaften" became legalized and had to pay tax to the local community. In the 15th century, e. g. , in Esslinger (town near Stuttgart) each citizen got the right to serve wine by showing a barrel-ring or a bundle of vine in front of the house. The price of the wine had to be made public and food was not allowed to be sold. Nevertheless the regular bars protested furthermore against the "Besenwirtschaften", which, because of extremely low overhead costs ("Besen" in the own living room, own wine in the cellar, low expenses) were able to offer their products at extremely cheap prices.

After the "Reichsdeputationshauptschluss" in 1803 ("Principal Conclusion of the Extraordinary Imperial Delegation" was a resolution passed by the Reichstag (Imperial Diet) of the Holy Roman Empire) further laws were passed to protect the regular pubs, because they were a far bigger source of income for the state than the "Besenwirtschaften", which hardly paid any tax. So laws in Württemberg, 1815 and 1855 about the right to serve wine and in 1900 about the economic tax, regulated definitively the serving of wine. Later laws, such as the "Gaststättengesetz"⁵⁾ or the "Gaststättenverordnung" (see note 3) of the government of Baden-Württemberg, differ marginally.

The regulations are:

- self-produced wine can be served for four months per year in maximum two periods without permission
- the seats are limited to 40
- the location must be on the wine-growers estate
- simple food is allowed to be served
- the opening of the "Besen" must be announced two weeks in advance, including duration, cultivated area and the location of the press
- and the serving of wine is completely restricted to the own production of the wine-grower.

b) The change of function

The situation for the wine-growers up to the 19th century was that small vineyards were possessed by many poor owners and there were only a few big wine estates. Therefore the majority of the wine-

growers cultivated about 10 ar and could hardly earn their living. Further the yield of the mostly bad and delicate vines was very low because of wars, frosts, insects, etc. , and because of the industrialization one fourth of the wine-growing area disappeared. The selling of one's own produced wine that was mostly not sellable by wine dealers because of its bad quality, was a necessary way out for the wine-growers to improve their financial situation a little bit. In that period the broom signalled absolute poverty: “The more brooms hanging at houses, the greater was the poverty of the wine-growers.” In the middle of the 19th century the amount of “Besenwirtschaften” in Württemberg swelled finally up to 5000.

The situation improved gradually with the beginning of the wine cooperatives in the middle of the 19th century. “The purpose of the conclusion in a cooperative is the common sales of the products and the improvement of the sales conditions. The grapes are delivered to the cooperative by the members, are classified, and sold by the organization. The proceeds, minus the cost, are distributed among the wine-growers depending on their quantity of grapes.” But the wine-growers had to wait sometimes for a year or two to get their money, because of the increase in the trading time and distribution cost. Therefore many wine-growers tried to become both, a member of a cooperative and simultaneously to make quick profits by selling their own wine in the “Besenwirtschaft” . In Heilbronn this led to a compromise in which the wine-growers had to deliver 60% of the yield to the cooperative and 40% could be sold or served in the own “Besenwirtschaft”. The financial situation of the wine-growers gradually improved. The “Besenwirtschaft”, originally a product of poverty, became more and more a “symbol of good and fresh spiritual drinks”. The “Besen” no longer symbolized poverty, it incorporated in the end only its aesthetic - folkloric glorification, a quaint original location of a social gathering.

The tax for the “Besen” were next to nothing, therefore the “Besen” -farmers gained double profit in comparison to the wine trading by the cooperative. The “Besen” -business became more and more attractive that – like in Tübingen (famous university town south of Stuttgart) - wine-growers reactivated fallow vineyards to produce more wine and to increase their income. Problems with the regular bar-owners was the logical result and as a compromise in the early 20th century wine-growers stopped enlarging their viniculture areas and the bar-owners promised to serve more local wines. These regulations were in favour of the cooperatives which needed reliable sales channels and gradually prohibited their members serving their own wine privately. This strict regulation led to an extreme reduction of the “Besenwirtschaften”.

Up to the 1960s mainly living- and sleeping-rooms were used for serving wine as a “Besen”. Private family rooms were opened to the public. But predominantly the wives of the wine-growers did not want to accept the permanent moving to alternative rooms – mostly under the attic – and the damage to furniture any longer. Therefore “Besenwirtschaften” mostly were no longer run as a provisional arrangement. Special rooms had to be built and equipped and furnished in a farmhouse style to offer the guests the familiarity and comfortableness of the old times.

In the 1970s the number of “Besenwirtschaften” – especially in the Stuttgart and Heilbronn areas – was increasing again (Stuttgart 18, Heilbronn city 8. Heilbronn area 75 in 1975) and have become – together with the city-feasts and wine-feasts – an important factor of “mehr Lebensqualität” (more quality of life) in their regions.

Another change can be stated in the way of serving the wine in the "Besen". Formerly the wine-grower served the wine in a flagon directly out of the barrel. The advantage was that the wine was cellar-fresh and always had the correct temperature. On the other hand the taste of the wine changed a bit after a while, because of the influence of the air. Only the serving of the wine in bottles could guarantee the guests the regular quality in their glasses and allowed the wine-grower to offer a wide range of wines from different years, vineyard locations and quality levels.

The food in the original "Besen" (they do not need a license) still has to be simple cold and warm dishes. But in contrast to former times the food being served mostly is no longer homemade.

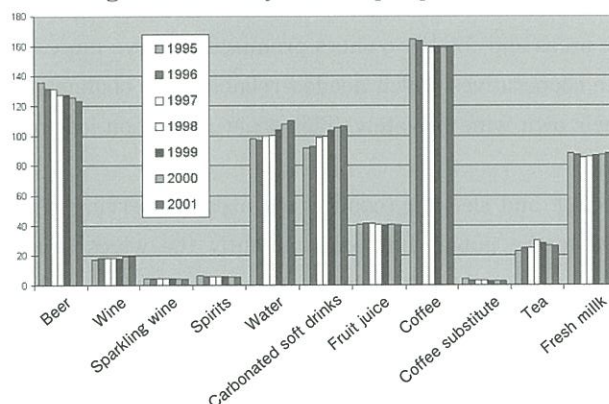
It can basically be seen that many "Besen" have developed into a kind of event gastronomy, where good wines, good, traditional food is served in a cosy atmosphere.

The cultural traditions as those of the "Besenwirtschaften" seem to gain special emphasis by somebody getting to believe that each drop of wine you drink there is like "Urlaub vom Alltag" (leisure time from everyday life) : "communicative security and interhuman closeness in a mostly rather fragmented living- and identity-correlation with reference to working-life". "Volkskultur" (culture of the ordinary people) "seems to realize diverse needs of the audience for more contrast, for more colourful and more sensible increase in the form of life and because of that to win a certain social regulating and accentuating function" (see note 1) (4).

4. Wine areas and the general condition of the wine production in Württemberg

Beer is considered to be the typical alcoholic drink for the Germans, and that is true. Although the consumption is decreasing, it is still six times higher than that of wine. But the consumption of wine is increasing (Graph 1).

Graph 1 Consumption of beverages in Germany (litre / per person)



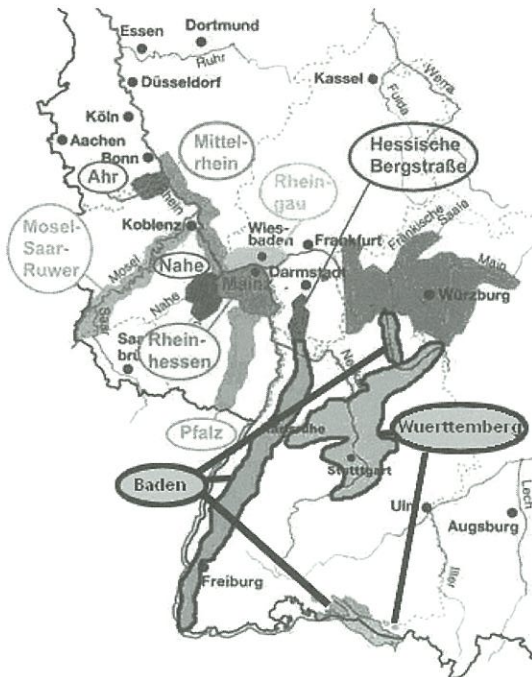
Source: Einführung, 1.3 Statistik 1.3.3. Getränkekonsum in Deutschland/Consumption of beverages in Germany, 2008.

<http://www.wzw.tum.de/blm/alt/bmeier/index.html>

(Meiers Wein-seite, Dr.-Ing. Bernhard Meier).

In Germany wine is mainly produced in four states (Bundesländer, Map 1).

Map1 German wine-growing areas



Source: Einführung, 1.3 Statistik 1.3.3. Die 13 deutschen Anbaugebiete / The 13 German wine-growing areas, 2008.

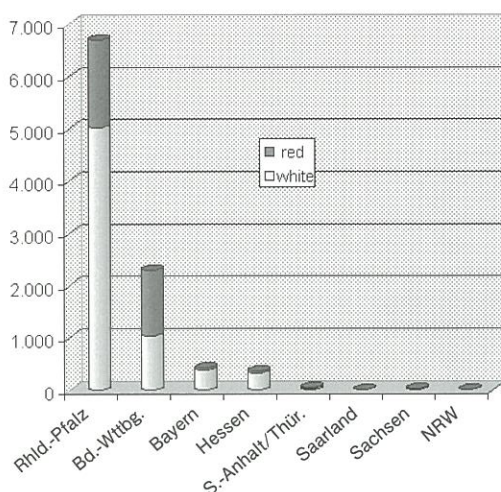
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(Meiers Wein-seite, Dr.-Ing. Bernhard Meier).

The typical wine in Germany is white wine (Graph 2) and most wine is produced in Rheinland-Pfalz (68% of all wine in Germany, Graph 3). Baden-Württemberg is the second biggest wine-producing region (24%) and the characteristic is not white, but red wine. In all Baden-Württemberg 23,923 ha of vineyards are cultivated. Compared to the end of the 1970s this is an increase of nearly 17%. Table 1). On the other hand wine-growers cultivate only 1.7% of all the agricultural used land (Table 2). In Table 3 it can be seen that the number of farmers had a sharp decrease. In particular, the full-time farmers are getting less and less. In contrast the average cultivated acreage had more than doubled in the same period of time (Table 3, wine-growers are included in that figures). In other words, the wine-growers had the same situation as the regular farmers.

Graph2 Production of red wine and white wine in the principalities of Germany

(in hecto litres / 1.000 hl = 100.000 litres) 7.000 = 700.000.000 litres or 7 million hecto litres

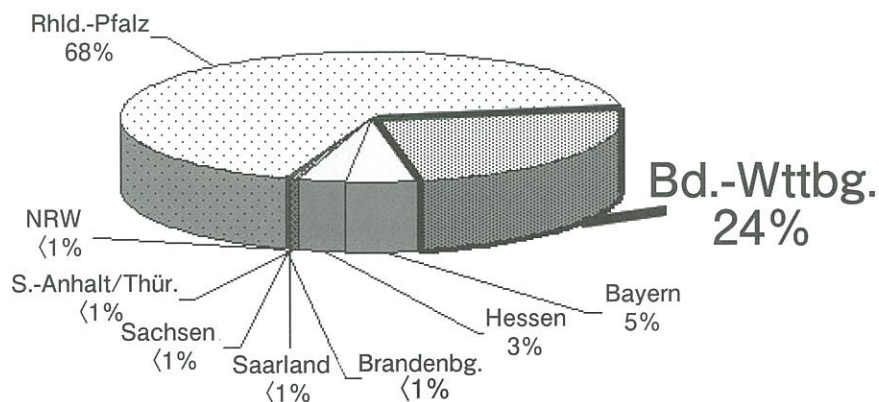


Source: Einführung, 1.3 Statistik 1.3.3. Anteil Weißwein/Rotwein (1,000 hl) /percentage of white wine and red wine in the principalities of Germany.

<http://www.wzw.tum.de/blm/alt/bmeier/index.html>

(Meiers Wein-seite, Dr.-Ing. Bernhard Meier).

Graph3 Percentage of the wine production by each of the 9 principalities in Germany (2000)



Source: Einführung, 1.3 Statistik 1.3.3. Percentage of the wine production by each of the 9 principalities in Germany (2000)

<http://www.wzw.tum.de/blm/alt/bmeier/index.html>

(Meiers Wein-seite, Dr.-Ing. Bernhard Meier).

Table 1 Land utilization (vineyards) in Baden-Wuerttemberg (unit:ha)

Area	1979	1991	1999	2003	2005	2007
Baden-Wuerttemberg	20,502	23,477	23,615	23,987	23,902	23,923
Stuttgart area	8,713	10,112	10,275	10,475	10,433	10,437
Stuttgart city	348	367	362	370	360	358
Heilbronn area	4,094	4,832	4,925	5,070	5,050	5,049
Heilbronn city	543	592	622	606	631	626
Erlenbach	186	217	204	212	204	190
Neckarsulm	63	79	89	94	96	95
Gundelsheim	18	35	44	47	43	33

Sources: Statistische Berichte Baden-Wuerttemberg 2000

Statistische Berichte Baden-Wuerttemberg 2008

Table2 Agriculture in Baden-Wuerttemberg (Unit:1,000ha)

Land utilization and cultivation	1979	1991	1999	2003	2007	proportion
Agricultural used land	1503.7	1448.5	1473.1	1452.7	1435.7	100%
fallow land	2.6	36.2	49.7	52.6	39.9	2.8%
permanent greenland	628.3	572.1	573.7	565.1	551.4	38.4%
vineyards	20.5	23.5	23.6	24	23.9	1.7%
arable land	830.6	829.2	849.5	837.3	834.5	58.1%
grain1)	577.9	525.4	538.6	554.6	541.0	
wheat2)	217.7	202.5	210.6	206.4	224.6	
rye	18.2	15.5	10.5	6.7	9.4	
winter barley	56.4	88.1	96.5	100.8	103.9	
summer barley	128.7	110	102.5	100.8	83.7	
oats	92.5	58.9	40.3	44.3	30.1	
peas and beans	4.3	6.7	8.6	7.2	3.9	
oil crops	11.7	81.8	83.1	72.1	73.1	
rape plant	11.3	67.2	76.5	70.1	71.8	
root crops vegetables	70.2	38.2	32.5	28.7	24.9	
potatoes	25.1	9.8	8.1	6.8	5.9	
sugar beets	22.5	23.5	22.7	20.6	18.4	
forage crops	152.3	126.4	120.1	105.2	133.9	
silo corn	82.6	78.9	72.7	68.8	89.1	

Notes 1) including corn seeds

2) including durum and dinkel wheat

Source:Statistisches Landesamt Baden-Wuerttemberg 2008

Table3 Agricultural structure in Baden-Wuerttemberg (Unit:1,000%.ha)

Agricultural structure	1979	1991	1999	2003	2007
all of the farmers	131.8	99.1	75.9	65.8	57
farmers (not cooperatives) 1)	130.6	98.3	73	61.6	52.8
full-time farmers	55.9	36.9	25.2	22	19.3
%	42.8	37.5	34.5	35.8	36.5
part-time farmers	74.7	61.4	47.8	39.6	33.6
%	57.2	62.5	65.5	64.2	63.5
average cultivated acreage	11.4	14.6	19.4	22.1	25.2

1) from 1999, farms owned by one farmer

Source:Statistisches Landesamt Baden-Wuerttemberg 2008

5. Two wine-growers' associations in Baden-Württemberg

a) Weinbauverband Württemberg

Baden-Württemberg has two important organizations for the wine farmers. The German name is "Weinbauverband". One is responsible for the region of Baden, the other one for the region of Württemberg.

The wine-growing areas in Württemberg were 11,243 ha in 2005 (compared to 1950 an increase of about 44%) (Table 4) and all wine-farmers of Württemberg are members of the "Weinbauverband". 75% of all wine-farmers belong to the 57 cooperatives and 8% belong to 7 private wine cellars. This means that 83% of the wine-farmers are organized in some kind of cooperative. Only 168 (17%) are independent and self-marketing wine-farmers (including 17 bio wine-farmers; see table 5).

Table4 Wine farming in Wuerttemberg

year	cultivated land (ha)
1950	6,287
1960	6,711
1970	6,376
1980	8,870
1990	9,853
2000	10,903
2005	11,243

Source:www.wvwue.de (Homepage "Weinbauverband Wuerttemberg e.V.")

Tble5 Members of the “Weinbauverband” in Wuerttemberg (2005)

item	number	note
cooperatives	57	75%
private wine cellars	7	8%
all self marketing wine farmers	168	17%
wine farmers (self marketing)	154	see note (1)
top ranking wine farmers (self m.)	14	
bio wine farmers	17	

note (1) about 70 wine farmers have a shop and a “Besen”

source: (1) www.wvwue.de (Homepage “Weinbauverband Wuerttemberg e.V.”

(2) interview with managing director Karl-Heinz Hirsch, March 2007

The “Wuerttembergische Weinbauverband e.V.” was founded in 1825 for the promotion of the wine agriculture in Württemberg. The main task of the “Weinbauverband” is, to do lobby-work for its members, that means for all wine farmers, cooperatives and wine cellars in Württemberg. The aims were (in the period of kingdom) and still are (in democracy) to improve the conditions of the production of wine and the general improvement of the quality of wine⁽⁶⁾.

Rules and regulations of the “Weinbauverband” :

1. They do the wine tasting and decide the grade, rate and quality level of the wine that is to be seen on the label of the wine bottle later
2. In this Verband they have lawyers who are specialists in wine cases, and each member can get advice from them. They give advice about how to keep their rights and to understand the new laws and policies (wine farming, agricultural regulations) ,advice about tax, about education or how to get more information about new developments and wine farming techniques.
The wine farmers can get support from the government when they start a special program in the following items:
 - (1) When they do biological farming to preserve nature e.g., bio fertilizer or new techniques against blights and insects
 - (2) When they do cooperative activities among the wine farmers
 - (3) When young wine farmers start farming
 - (4) And when they do something to improve their wine quality, e.g. they want to buy a new pressing machine to improve the quality not only to change from an old to a new one or when they want to build new buildings, such as a cellar or storage house or hut in the vineyard, they will get a reduction in their bank interests, paid by the state.
3. they are responsible for the public relations and the marketing strategies for the wine in Württemberg.

They present the wines of Württemberg at so called “Baden-Württemberg Classics in…” (big cities of Germany like Berlin, Munich etc). For these activities they created a catchy phrase : “Kenner trinken Württemberger” ! (The meaning is that a “Kenner” is somebody who knows a lot about wine, and everybody wants to be an experts and to be proud of his knowledge and

therefore they like drinking their Württemberger wine).

They publish brochures for tourists to let them know where they can find nice wine farms to stay, good wines to buy or in which season they can visit a "Besen". These brochures you can get at tourist-information centers or even at hotel reception counters.

The fact is that about 80% of the Württemberg wine was consumed in the own region some years ago. Of course, the influence of globalisation has an impact on the wine selling of this area, too. Wine from France, Italy, Spain, South Africa or even Australia with rather low prices compete with the local products. The result is that now 10% less of the local wine can be sold in Württemberg. They must think about how to sell 30% of the wine to other regions in Germany or to foreign countries. This is a new challenge for the "Weinbauverband".

b) Oldest wine cooperative in Germany

"Weingärtnergenossenschaft Neckarsulm/Gundelsheim 1855"

In Neckarsulm wine farming has a long history. Already in the 8th century wine was produced along the Neckar river, mainly by the monks. In the 13th century Neckarsulm had already two big wine pressing facilities. When Neckarsulm became a town of the "Königreich Württemberg" in 1805 they had four wine presses: "Schlosskelter", "Große Kelter", "Kleine Kelter" and the "Amorbacher Hofkelter"⁽⁷⁾.

On October 28th, 1834 the hotel manager Anton Victor Brunner, the wine farmer Wilhelm Fischer and the city guardian Fleiner with five further wine farmers of Neckarsulm founded a wine farmer association. At that time this association had about 178 ha of vineyards. This is the first wine farmer cooperative in Germany. The purpose of this cooperative was the joint pressing of the grapes and the selling of their products. The basic idea was that the poor wine farmers no longer wanted to submit to the price dictation of the speculative wine purchasers, who determined the prices for the wine often arbitrarily. They also had the aim to produce good quality and they knew that good payment could only be demanded for a good wine.

In 1855 they changed the name of the cooperative to "Weingärtnergenossenschaft Neckarsulm". In 1885 they had 130 members, increasing up to 300 in 1862. This cooperative had a good development for more than 150 years, but the number of wine farmers became less and less, therefore in 2006 the cooperative had only 40 members left. In the end, on January 1st, 2007, the "Weingärtnergenossenschaft Neckarsulm" (later the town Gundelsheim joined the cooperative) decided to affiliate with the much bigger cooperative of the Genossenschaftskellerei Heilbronn (including three towns, Heilbronn, Erlenbach and Weinsberg). Before the affiliation (in 2004) the Genossenschaftskellerei Heilbronn had 650 members (one third full-time and two thirds part-time wine farmers) and 670 ha of vineyards. After the affiliation Heilbronn area became the biggest wine producing area in Württemberg, 7 million kg of grapes every year. The wine cellars of the Genossenschaftskellerei Heilbronn store 19.5 million litres of wine and they produce 5 million litres of wine every year (63% red wine, 37% white wine). The members of the cooperative are responsible for the vineyard and the grapes. After the grape harvest the wine farmers take the grapes to the cooperative. Now pressing, storage, wine production and

marketing of the wine are all done by the cooperative⁽⁸⁾.

This Heilbronn-Erlenbach-Weinsberg cooperative has been successful because of the following system⁽⁹⁾ :

1. This cooperative controls the quality of the grapes very carefully. The wine farmers are only allowed to bring 150 kg grapes per ar, because they want to get good grapes for a good wine.
2. Compared to other cooperatives they can achieve a good price for their products because they do not have to sell all their wine in one year as many other cooperatives do. They sell it in a period of three years, giving their members 12 rates, one every three months, and the last will be the balanced account. Within these three years they can sell the wines to the same high prices. (The white wine produced in this wine-growing area should be drunk within two years, the red wine within three years).
3. This system is supported by the cooperatives's members. At the general annual assembly all important decisions are fixed, where the full-time wine-growers are given three votes compared to one vote of the part-time wine-growers in deciding important issues.

Furthermore they give advice to the wine farmers about variety of planting, fertilizing and the use of chemicals. All the wine now has the name of the cooperative and is sold as wine from the Genossenschaftskellerei Heilbronn-Erlenbach-Weinsberg. The cooperative members don't have the possibility to sell their own wine and therefore they don't have the possibility to run a “Besen”.

6. Some case studies

a) Erlenbach

1) The wine-village of Erlenbach

Erlenbach is one of the 48 towns and villages of the county of Heilbronn. It is well known for its wine production. Wine growing was mentioned for the first time in a document dated from 1130. For hundreds of years wine farming was the main income for the village. After the industrialisation agriculture lost its dominance. But nowadays wine farming is still more important than other farming (in 2007, Erlenbach had 82 farmers, farming land appr. 181 ha, and vineyards 190 ha, wine therefore in this village is the most important agricultural product). (Map 2)

In this village a wine-feast was started 32 years ago. This year 2008, It took place for four days, from the 15th to the 18th of August. This feast, called “Original Erlenbacher Weinfest” is organized by the town council and the local music association.

At this feast no beer is served, only wine from Erlenbach and non-alcoholic drinks; traditional farmers' food, e. g. women bake the traditional onion-cakes in two little stone-oven houses, like their grandmothers did about 100 years ago. 15 brass-bands, including the three local bands from Erlenbach and a choir are responsible for the entertainment. The guests can enjoy the local wine, eat the tasty traditional local food and listen to the live music from noon to midnight. Every year the feast starts Friday and ends Monday. The organizers had the idea to attract the seniors, people who do not have to go to work on Mondays, giving them half price for eating and drinking between noon and 18.00h . All in all this feast has developed into a big event for the village and the whole Heilbronn area so that every

year about 30.000 to 40.000 visitors come to this wine-feast in Erlenbach, a village with only 4.864 inhabitants⁽¹⁰⁾.

Map2 Map of the research areas



Source: http://www.wvwue.de/Weinland_Wuerttemberg/weinland_wuerttemberg.html
homepage des "Weinbauverbands Württemberg e.V."

2) The "Goldene Besen" in Erlenbach (case 1)

The H.-B. family consists of seven members, grandparents, daughter and husband and three children. This family started wine farming five generations ago in the year 1848. The daughter K. (44) and her husband H. (44) are now (2008) the owners of the wine farm. Both have master craftsman's diplomas. They own 8.4 ha of vineyards as full-time wine farmers.

They have employed three seasonal workers from Poland for the period of the harvest since 1990. They work for the family for about one month and get food and accommodation and payment for their work. Their main work is to carry the grapes from the vineyard by tractors to the wine press, and they help to press the grapes. For the grape harvest they need another four people to help. Normally it was difficult to find local people to help with the harvest, but in 2005 for the first time two local people offered their help and helped with the harvest.

The H-B. family is an independent wine farming family. They are not a member of any wine cooperative. But a relative of the family living in the same village, who owns only a 1 ha vineyard, gets help

with the pressing and with other machines. In Erlenbach there are four or five other independent full-time wine farmers. The biggest ones own about 30 ha of vineyards; and because they have quite big cellars, they even buy grapes from part-time wine farmers.

On the 8.4 ha vineyard the H.-B. family planted 60% red vines and 40% white vines. They produce red and white wines, Champagne/Sekt and barrique wines (in their own barrique cellar), altogether 20 different types of wine. Most of their wines are sold in their own wine shop on the farm. They have contracts with some restaurants on a wholesale basis. As a support for their farming - like all farmers in Germany - the wine farmers get a grant-in-aid. In addition, the wine farmers get further money from the EU, when they translate new EU regulations into action (e.g. if the interval of 1,70 m between the vine rows is enlarged to 2.00 m; this means less plants per ha to improve the quality).

This family started “Besen” in 1956. In the beginning they had the “Besen” in their living room. In 1968 they built a new house and a new part of the building only for the “Besen”. One of the new buildings is used as a shop to sell their own wine and the landlady mainly is responsible for selling the wine and the marketing, and the landlord for the vineyards and the production of the wine. They open the “Besen” 60 days a year. During that period the whole family, grandparents, parents and three children, works for the “Besen” and they need three further relatives to help in the kitchen and for the service. They must buy the food from a farmer, because they only produce wine. Nevertheless the profit of the “Besen” reaches 10% of their whole annual income. This does not sound to be much, but the family is very content, not only about this result, but also about their wine farming. The local people like to drink and to buy their wine. They do not feel that the globalisation has a strong influence for their wine selling. The “Besen” has the importance that people come to taste the new wine in a nice atmosphere and can give the landlord an immediate response about quality and price. This is one of the best selling points, better than any expensive newspaper advertisements or posters in the streets⁽¹¹⁾.

b) Weinausschank in Neckarsulm (case 2)

The B. family started producing wine in the 18th century. U. B. is the wine farmer in the 7th generation. He and his wife are in the low forties and they have two sons and a daughter. They live together with his parents in the same house. His father retired in 1994 and his first son inherited the 9 ha wine farm, although he has a younger brother and a younger sister. Normally in this area of Germany it's the convention that the farm gets divided among the children of the farmer (see map 2). But if a 9 ha farm gets divided by three, no child can become a full-time wine farmer. The parents supported the other two children, but they did not get land.

On their 9 ha wine farm this family has 36,000 vine plants. In addition to the family one unskilled full-time worker is employed to do all kinds of work. During the harvest period, for three weeks in October, they need a further 12 to 15 casual workers for the grape harvest/vintage. They do not have the machines to press the grapes, therefore they entrust the grapes to a colleague to do the job for him. Then they store the wine juice in their own cellar.

About 50 years ago there were more than 10 "Besen" in Neckarsulm, nowadays there are only five left. The wine-grower points out two reasons: Usually only full-time wine farmers are able to run a "Besen", but their number is decreasing, the second reason is that people drink less wine because the wines contain more alcohol than before.

The "Besen" was started in the living room of the B. family by the grandfather.

The "Besen" was so successful that the family moved to another part of the building and the new "Besen" got an all-steel kitchen, toilets only for the guests, an extra room and even an air conditioning system.

They open their "Besen" in the farmers' off-season time for about 40 days a year and it is mainly managed by the family, but mostly they need the help of relatives who get well paid.

The B. family and three other "Besen" -farmers joined to publish a common "Besen" - calendar in name card size (see photo 2). In this calendar the opening times of each "Besen" are clearly to be seen for the whole year without overlap. The aim of this kind of cooperation is to avoid competition that is bad for business. Till 2005 they did a one-year schedule, and since 2005 they have organised two-years schedules, good for the time management of the "Besen" - farmers and for their customers. U. B. said that he doesn't open his "Besen" in summer, because in this period there are a lot of events and summer festivals where people prefer drinking beer and water, not so much wine and everywhere are beer gardens.

Photo2 Bensen Calendar in Neckarsulm (2008)

Neckarsulmer 2008
Besentermine

	JANUAR	FEBRUAR	MÄRZ
Mo	7 14 21 28	4 11 18 25	3 10 17 24 31
Tu	1 8 15 22 29	5 12 19 26	4 11 18 25
We	2 9 16 23 30	6 13 20 27	5 12 19 26
Th	3 10 17 24 31	7 14 21 28	6 13 20 27
Fr	4 11 18 25	1 8 15 22 29	7 14 21 28
Sa	5 12 19 26	2 9 16 23 30	8 15 22 29
So	6 13 20 27	3 10 17 24 31	9 16 23 30

	APRIL	MAI	JUNI
Mo	7 14 21 28	5 12 19 26	2 9 16 23 30
Tu	1 8 15 22 29	6 13 20 27	3 10 17 24
We	2 9 16 23 30	7 14 21 28	4 11 18 25
Th	3 10 17 24	1 8 15 22 29	5 12 19 26
Fr	4 11 18 25	2 9 16 23 30	6 13 20 27
Sa	5 12 19 26	3 10 17 24 31	7 14 21 28
So	6 13 20 27	4 11 18 25	8 15 22 29

	JULI	AUGUST	SEPTEMBER
Mo	7 14 21 28	4 11 18 25	1 8 15 22 29
Tu	1 8 15 22 29	5 12 19 26	2 9 16 23 30
We	2 9 16 23 30	6 13 20 27	3 10 17 24
Th	3 10 17 24 31	7 14 21 28	4 11 18 25
Fr	4 11 18 25	1 8 15 22 29	5 12 19 26
Sa	5 12 19 26	2 9 16 23 30	6 13 20 27
So	6 13 20 27	3 10 17 24 31	7 14 21 28

	OKTOBER	NOVEMBER	DEZEMBER
Mo	6 13 20 27	3 10 17 24	1 8 15 22 29
Tu	7 14 21 28	4 11 18 25	2 9 16 23 30
We	1 8 15 22 29	5 12 19 26	3 10 17 24 31
Th	2 9 16 23 30	6 13 20 27	4 11 18 25
Fr	3 10 17 24 31	7 14 21 28	5 12 19 26
Sa	4 11 18 25	1 8 15 22 29	6 13 20 27
So	5 12 19 26	2 9 16 23 30	7 14 21 28

Neckarsulmer 2008
Besentermine

Auf der Rückseite dieser Karte finden Sie alle Neckarsulmer Besentermine für das Jahr 2008 der nachfolgend aufgeführten Besen farblich gegliedert.

- Öffnungstage Weinausschank Weingut Bernhard Holzapfel
- Öffnungstage Weinausschank Weingut Rudolf Benz
- Öffnungstage Weinausschank Weingut M. + U. Bauer
- Öffnungstage Weinausschank Weingut am Willensee

B.H. Family

W.B. Family

B. Family

S.B. Family

Source: From B. Family.

Note: The original calendar was printed in color. Each of

The 4 Besen families has their own color. Only the initials are given to preserve confidentiality of the four families. The B. family is contained in a rectangle since we had research data from them.

U. B. said that the advantage of a “Besen” is that they do not have small tables for only two or three people, but big tables for eight to ten people so that people have to sit next to each other to support communication.

Workers, pensioners, teachers, bank clerks or doctors enjoy having a “Viertel” (0,25 litre) of wine and good food.

In a restaurant people from different social classes who do not know each other normally do not sit at the same table, but the same people, who go to a “Besen” like sitting and talking to other people they do not know.

They serve traditional and simple food, mainly pork. For example, they need the meat of two pigs a week, which they buy from a local pig farmer, who prepares meat and sausages of the pigs including their internal organs for the “Besen”. They order big loaves of bread (two kilos each) from the local bakery, the so called “Besenbrot”. Although this family has a restaurant license for their “Besen”, - that means they would be allowed to serve beer, juice and cakes - they decided not to do that, because they think the people come to their “Besen” to have their wine and the typical, traditional “Besen” food.

They start working in the “Besen” at 8 o'clock and open at 11 o'clock for lunch. After the afternoon break they open again at 17.00 h and work (washing up included) till 1 o'clock in the morning.

The B. family has a big wine shop which is open from Monday to Saturday. The wife of the wine farmer is responsible for the shop and one part-time employee helps her there. In this shop they only sell their own wines, champagne and spirits mainly to customers who come into the shop, but also restaurants and hotels order their wine, some regularly, some periodically.

In addition to the normal packaging they have special offers, e.g. for birthdays, weddings, parties, anniversary events etc. They create the design of individual labels for the bottles. The wine-farmer said that good service is important for selling the wine.

The wine shop is connected to the “Besen”. Normally customers come to the wine shop, taste some different wines and then decide to buy one or two bottles without paying for the testing. Sometimes they even do not buy any wine. In the time of “Besen” most guests try several different wines and they pay for that “testing”. Then they go to the shop and buy some bottles of their favourite wine. U. B. said that this is a very good method for selling wine and he is very content with their “Besen”⁽¹²⁾.

c) Original “Besenwirtschaft” in Offenau (case 3)

The small village of Offenau (see map 2) with about 2700 inhabitants is located in the north of the Heilbronn area directly along the river Neckar valley. Except for the sugar factory and some firms along the auto-route B27, Offenau is still an agricultural village with 10 farmers and 320 ha of farming land (note: source Landwirtschaftliche Betriebe in den Gemeinden Baden-Württembergs 2001). The main products are sugar beets, wheat, corn, barley and some ha of wine, owned by three wine-farmers. Offenau is not a typical wine-producing village. It does not have a long history of wine farming. The three wine-growers in this village are all independent wine-farmers and all three have a “Besenwirtschaft”. One of them runs an original “Besen” without restaurant license (note: I did this

research in 2007 and 2008).

On the farm of the J. family there are three generations under one roof. They have 50 ha of farm land and 2 ha of vineyards. Five years ago the youngest son became the farmer when his father was 65 and retired (the older brother did not want to become a farmer). The parents are still working on the farm so the son can do a job in a factory and can work as a part-time farmer. Their grandfather started wine farming in the 1950s with 15 ar and in the 1960s the farmers had to move from the centre into the outskirts of the village. They could buy more vineyards and now own 2 ha of vineyards. In the 1970s they changed parts of their cellar into a "Besen" -room and since 1978 they have run their "Besenwirtschaft". Till 2003 they did stock-breeding and could not only produce all of the "Besen" -food by themselves, they also were able to make all the sausages and meat by themselves. Nowadays the family has to buy the pigs for the meat, but they still offer the traditional home-made meat, sausages and "Besenbrot" (the farmer's profession is master butcher). The emphasis at this "Besen" seems to be laid on the food that is served with three ordinary half-dry wines, a red one, a white one and a "Schiller" -wine (rose-wine).

Some years ago this original "Besen" had longer opening times and was mostly very crowded (guests who could not find a seat drank their wine standing up). Now they open the "Besen" for about 50 days (September and January 15 to 20 days each and about 10 days in March). The reason for shortening the opening times is that the parents are getting older, it is getting more and more difficult for the relatives to work in the "Besen" for long hours every day and for more than 50 days a year and that the typical "Besen" -customer, mostly retired people, are getting old, too and less young people come to the "Besen". But their "Besen" is still very popular and crowded, even in the early afternoon, a good situation for the J. family, because the income of the "Besen" as a part of the farm income, covers at least 10%. Therefore the 2 ha wine-farming is as important as the 50 ha common farming. The advantage of running an original "Besen" is that it is part of the farm without extra tax (the licensed "Besen", like restaurants, are separate businesses and have to pay their taxes).

For the future, when the parents will not be able to work on the farm, the young farmer will have to become a full-time farmer again, will need more farming land (easily to be done with the existing machines) but does not want to increase the vineyards (just enough to be worked)⁽¹³⁾.

7. Conclusion

a) The historical development of the "Besen"

The historical development "Besen" has changed in the last few hundred years.

In the beginning the "Besen" symbolized poverty and poor quality of the wine. The broom got the special meaning to clear the cellar of the rest of the wine. This was the beginning of the original form of direct wine selling. After the gradual increase of the wine cooperatives after 1855, the situation of the wine selling improved and the small wine-growers could overcome poverty, because in the beginning they could deliver more than half of their grapes to the cooperatives, got money from them and were allowed to keep nearly half of their grapes to make their own wine,

sell it by themselves or serve it in their “Besen”. This led to the situation that in the late 19th century the number of “Besenwirtschaften” exploded to 5000 in Württemberg. This situation was neither good for the cooperatives nor for the regular restaurants. The first result after long discussions between “Besen” -farmers, regular restaurant owners and the cooperatives was the compromise, that the “Besen” -farmers were limited in their production of grapes and the restaurant owners promised to sell more local wine (till now still more than 70% of the wine produced in Württemberg is consumed in this region). The second result, after further discussions with the restaurant owners and the wine cooperatives for increasing quality and getting better prices for the wine, the cooperatives managed to force the wine-growers either to become a member and deliver all of the grapes or stay as an independent farmer and produce and sell their wine by themselves. In the end, only those wine-growers, who had enough land and had the ability to produce good wine, could survive as independent wine-growers and many of them run a “Besen”.

Nowadays there is still a broom in front of the “Besen” -house and it is still a strategy of direct marketing and an important method of selling the own wine directly at the farm that no longer symbolizes poverty and poor quality, but good to excellent quality of wine served on a wine farm in a special, cosy atmosphere

b) Keys to success of “Besenwirtschaften”

It is clearly to be seen from the research of the wine-growers mentioned above that running a “Besen” is an effective action gaining new customers and to increase the direct sale of the own wine.

The decisive factors for success are:

a) what kind of wine and food is offered

- i. about wine: no longer only the popular and traditional wines like “Trollinger” and “Riesling” of this region, but also good and best quality wines such as “Lemberger Spätlese” or “Clevner Auslese”⁽¹⁴⁾ up to wines cultivated in barrique barrels.
- ii. about food: no longer only “Schlachtplatte” (ham, German sausages, made with meat from freshly slaughtered pigs and served with sauerkraut) and “Besenvesper” (“Besen” -bread with blood-sausage and liver-sausage and cucumber), but also “Maultaschen” (pasta squares, filled with minced meat mixed with spinach), “Schnitzel” (baked pork cutlet) with potato salad or “Besen” -toast etc.
- iii. The two cases above state that it is important that a large variety of wines and food is offered.
- iv. Compared to case one and two the original “Besen” of the J. family, with only 2 ha of vineyards where three simple wines are produced and served and traditional home-made food are offered, is also very successful.

b) decoration for the “Besen” (atmosphere)

- i. the decoration for the “Besen” rooms gives the visitors immediately the impression that they are in the “private” house of the wine-grower and feel cosy and familiar, e.g. case 1, in their “Besen” wine-farming equipment are decorated on walls and in the corners, case 2, historic photos of the wine-growers ancestors and private documents are on the

walls case 3, in the cellar, they decoration looks quite simple, but they hung up the certificate of the young farmer that he is a master butcher, to announce and state that here you can expect good meat and sausages, not only good wine.

c) the whole family must be involved

i . in all three cases three generations live together and work together for the “Besen” (in peak-times they need the help of relatives).

2) the senior landlords as entertainers and strong and unique characters in their “Besen” attract customers to come. They like to talk with them, discuss about wine or like listening to old stories.

a) “Besen” advertisement (e.g. newspapers, Neckarsulmer “Besenkalender”, internet performance etc.)

b) the local newspaper “Heilbronner Stimme” and the advertisement paper “Neckar Express” publish a “Besenkalender” every week, in which “Besen” the customers can go that week in the Heilbronn area.

3) in the book “Besenkalender Baden-Württemberg” customers can find all “Besen” in “Baden-Württemberg” with descriptions, opening times and addresses.

4) as to be seen in case two, four of the “Besen” in Neckarsulm publish their own name-card sized “Besenkalender”

5) for more details the first two cases (and most of the other “Besen”) have their own home-pages.

a) the location (landscape, easy to get there, parking-spaces etc.)

i . case 1 and case 2 are located in the village and these are licensed “Besen” with professional signs like restaurants; case 3 is located in the rural area, outside of the village, run as an original “Besen”, without any name, only a broom and an electric bulb are hanging at the entrance, but they started indicating their “Besen” at the entrance of the village and with a lot of signs (“zum Besen”) at each fork in the road.

c) “Besenwirtschaft”, an important aspect of the traditional culture

Why do people like going to the “Besen” ? What kind of mood do they expect? The following poem, written by Ernst Rostin describes these feelings very significantly⁽¹⁵⁾ :

*Where you see a green broom,
You are asked to sit down,
Where you drink a good wine,
You will come again and again.*

*Where you sing happy songs,
You don't think of tomorrow,
Where you see a green broom,
You don't have any sorrow.*

Other important factors can be considered in the characteristics of the Württemberg region⁽¹⁶⁾. The local and regional identity of the people of Württemberg, especially those living in wine-growing regions, is shaped by the wine culture that has pervaded their living area for centuries. Wine was one of the most important production goods and commodities. Wine was not only food but also a means of luxury and cult and left its mark significantly on the way of life of the inhabitants. Wine has a big influence on the development of cultural accents such as the sub-cultural integration-mechanism that causes the participation of a collective and coherent identity of the common values of the “Heimat” (note: for most people “Heimat” is the place where you were born, for others it's the place where you feel at home). With the help of the medium wine a self-definition of the Swabian temperament gets formed in affinity to the dryness of the wine: very often the misunderstanding of the dialect speakers is associated with the character of the wine, that only the regional “Kenner” seems to understand and a person from outside (“Rei'gtschmeckter”) necessarily cannot understand – at least not at once.

A special emphasis is laid on the custom, as a specific way of communication and end of work activity, to visit small wine bars and “Besenwirtschaften”. Tradition is herewith one source, which, as a basic condition of the communication, gets a special importance with the help of the medium wine. The resulting intended common sense of the participants even seems to overcome all social structural differences.

One further moment within the specific communication atmosphere of the “Besenwirtschaften” is that of the frankness of the location of communication, which not only promises the confidentiality of the closeness but also the individuality.

Comfortableness and “armchair-pleasure” of such forms of serving correspond with the desire for contact and communication that otherwise is difficult to realize; this desire gets supported by the alcohol, and social inhibitions seem to vanish.

This cosy moment of warmth and identity at a special social location is promoted by another basic condition of social communication: the denseness of the special location. Corresponding with the denseness of the location – traditionally you come very close together – the barrier of talking to the neighbour is relatively low. People there often use “Du” instead of “Sie” (note: in German, “Du” is used for addressing family members or friends, “Sie” is used for addressing people of higher position or people you do not know well) and this seems to make possible an overcoming of individual isolation and the achievement of a special intensive form of social communication.

d) Globalization versus “Kenner trinken Württemberger!”

The style of the “Besen” has changed. Original “Besen” are hardly to be found any longer, most of the “Besen” have a license and could be run like a restaurant (“Besen”-restaurants). On the one hand they kept some parts of the old style (e.g. typical “Besen”-food, decoration, periodical opening times, announced in the “Besenkalender”) but on the other hand, to stay popular and successful, they had to fulfil the requests of the visitors for food and drinks for young and old. Although the “Besen” partly lost its originality, it is still very popular for the

local people and for the tourists, who are more and more attracted. The independent wine-farmers are still content with their income – in comparison to all other farmers in Württemberg – because they can sell their wine to restaurants, companies, private people and at least 10% of their wine in their “Besen”. In contrast to other local agricultural products (they have to compete with the same, but cheaper products from other countries) the regional people still prefer buying the local wine to the one from foreign countries. Globalisation does not seem to be a problem for the “Besen”-farmers of Württemberg, because 70% to 80% of the wine produced in Württemberg is consumed there and only about 20% has to be exported into other countries of Germany or even overseas.

e) Some ideas from the “Besenwirtschaften” concerning Japan

Recently the farmers' shops for direct marketing are getting more popular both in Germany and in Japan. One of the forms of direct agricultural selling are farmer restaurants in Japan. In 2007 a new law⁽¹⁷⁾ about promoting the conversation between the rural areas and the cities and the settlement of people from the cities in rural areas for the activation of these regions was passed. Subsidies are given to those who fulfil the law. One special aspect deals with direct marketing, including the farmers' restaurants. Given this policy background we can guess that the number of farmers' restaurants will increase.

The knowledge about the traditional, folkloristic and local background of the “Besen” could help to establish successful and sustainable farmers' restaurants in Japan in these local areas. The most important suggestion is that to start something new should not only have the purpose for getting the support money from the country, but to try to start an agricultural business, which has its roots in the traditional Japanese culture that attracts the local people. Of course, only to adopt the “Besen”-idea and transfer it into a rural area of Japan will not be successful, because traditions, family structures, life-style, frankness of the people and many more aspects are completely different.

After having summarized the five items above, we want to summarize the subject matter of this paper clearly and briefly again. In this paper, from the historical development and the changing of the function of “Besen”, we can point out the factors of the continuance of “Besen” up to today. The “Besen” have changed in form and function, having passed through different periods and conditions after some schemes of compromises that have taken place. “Besen” today has the new meaning as a traditional culture and the method of direct selling marketing. Moreover the modern “Besen” version is in the opposite standpoint to globalisation. That means that “Besen” is not only the compromise between tradition and modern, local and global. Finally you can say that nowadays the situation of the “Besen” culminates in the tradition as a new style. It inspires some ideas with the time of globalisation of agriculture for all farmers, even those in Japan.

Notes

- (1) “Besenwirtschaften” in Württemberg
written by Wolfgang Alber, published in:
Forschungen und Berichte zur Volkskunde in Baden-Württemberg 1974-1975
Hrsg. v. Hampf, Irmgard; Assion, Peter 1977. 312 S. m. 38 Abb. auf Taf. 30 cm
Verlag/Jahr: THEISS; MÜLLER & GRÄFF 1977, page 21
- (2) Besenbuch 2007
Wetterhuhn Verlag 2006, Brigitte Jacobi
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- (3) Gaststättenverordnung – GastV
Baden-Württemberg
In der Fassung der Bekanntmachung vom 18. Februar 1991 (GBl. 1991, S. 195)
zuletzt geändert am 23. Juli 2002 (GBl. I S. 269)
Abschnitt drei: Straußenwirtschaften /Besenwirtschaften § 5 – 12
- (4) Based on three academic papers:
 - “Besenwirtschaften” in Württemberg written by Wolfgang Alber (see note 1)
 - Geschichtlicher Überblick über die Besenwirtschaften, written by Karl-Heinz Hirsch
Württemberg, Vinothek der deutschen. Weinberglagen, Fehwaldverlag Stuttgart, 1988, page 94 to 99
 - Besenwirtschaften – Entwicklung, rechtliche Grundlagen und absatzwirtschaftliche Bedeutung written by
Uwe Schäfer, Fachhochschule Heilbronn, Hauptseminar Weinmarketing, summer semester 2002
- (5) Gaststättengesetz
GastG
Ausfertigungsdatum: 05.05.1970
Vollzitat:
“Gaststättengesetz in der Fassung der Bekanntmachung vom 20. November 1998
(BGBl. I S. 3418) , zuletzt geändert durch Artikel 10 des Gesetzes vom 7. September 2007 (BGBl. I S. 2246) ”
Stand: Neugefasst durch Bek. v. 20.11.1998 I 3418;
zuletzt geändert durch Art. 10 G v. 7.9.2007 I 2246
§ 14 Straußenwirtschaften / Besenwirtschaften
- (6) Interview with the general manager, Mr Karl-Heinz Hirsch, of the “Weinbauverband Württemberg” 13th
March, 2007 in Weinsberg
- (7) 150 Jahre der Tradition verpflichtet - Neckarsulm setzt Akzente
Von Anton Heyler, Ekkehard Würstle und Gerhard Schwinghammer
Weingärtnergenossenschaft
Neckarsulm-Gundelsheim eG
Urbanstr. 15-21
- (8) interview with Mr Thorsten Schäfer, “Weingärtnergenossenschaft Neckarsulm/Gundelsheim 1855” , 12th
March 2007
- (9) Interview with Mr Wolfgang Keicher, Genossenschaftskellerei
Heilbronn-Erlenbach-Weinsberg, 30th September 2005 and 5th October 2005
- (10) Interview with Mrs Margot Keicher, member of the group of women, baking onion cakes regularly in the little
“Back-Haus” ,15th August 2008 and
 - article (Weinfest im idyllischen Ortskern und in melerischer Kulisse von Erlenbach) in the newspaper
“Neckar Express” 13th August 2008 and
 - article (Erlenbach ist gut gerüstet fürs Fest) in the newspaper “echo am Mittwoch” 13th August 2008
- (11) Interview with the owners of the “Goldenen Besen” in Erlenbach 17th September 2005 and 15th October 2005
and in 1st March 2007.
- (12) Interview with the B. family in Neckarsulm 25th and 26th February 2007
- (13) Interview with the J. family in Offenau 3rd and 5th of September 2008
- (14) “Trollinger”, “Riesling”, “Lemberger” and “Clevner” are typical names of the grapes in Württemberg
- (15) original poem written by Ernst Rostin:

*Wo ein grüner Besen winkt,
lass' dich ruhig nieder,
wo man gute Tropfen trinkt,
kommt man immer wieder.*

*Wo man frohe Lieder singt,
denkt man nicht an morgen,
wo ein grüner Besen winkt,
kennt man keine Sorgen."*

- (16) Wolfgang Alber did studies about the characteristics, folklore and way of life of the people living in Württemberg, excerpt from "Besenwirtschaften" in Württemberg, pages 27 and 28 (see note 1)
- (17) In Japanese, the original law is 「農山漁村の活性化のための定住等及び地域間交流の促進に関する法律」(農林水産省2007年5月) .

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- 2) Brigitte Jacobi, Besenbuch 2007 Wetterhuhn Verlag 2006, Einleitung /introduction
- 3) Karl-Heinz Hirsch, Geschichtlicher Überblick über die Besenwirtschaften, Württemberg, Vinothek der deutschen. Weinberglagen, Fehwaldverlag Stuttgart, 1988 page 94 to 99
- 4) Uwe Schäfer, Besenwirtschaften - Entwicklung, rechtliche Grundlagen und absatzwirtschaftliche Bedeutung, Fachhochschule Heilbronn, Hauptseminar Weinmarketing, summer semester 2002
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Acknowledgement

From September 2005 to March 2006 I had the opportunity to be a guest professor at Hohenheim University, Faculty of Agricultural Sciences. I want to say thank you to Prof. Dr. Reiner Doluschitz for having the possibility of starting some research in Baden-Württemberg, Germany.

Furthermore I want to give my kindest regards to Karl-Heinz Hirsch, the general manager of the "Weinbauverband Württemberg" , who gave me a detailed insight into the structure of the wine-farmers situation in Württemberg.

Also I want to say thank you to the wine cooperatives of Neckarsulm and Heilbronn and to all the wine-growers who were willing to spend a lot of time answering the research questions.

(2008年11月11日原稿提出)

(2009年2月23日受理)

ドイツにおけるワイン農家レストランの歴史的発展と役割の変化

—— バーデン・ヴェルテンベルク州におけるベーセンの事例を手がかりに ——

劉 文静

要 旨 BesenはBesenwirtschaftenの略語で、日本語では「ベーセン」と表記する。Besenは日本語に訳せば帚（ほうき）の意味で、ワイン農家が玄関前や看板の飾りに使われている。ワインのほかにシンプルな伝統食の提供も許されていることから、ワイン農家レストランともいえよう。これはドイツに存在するワイン直売の特別な形態であり、地域によって呼び名が異なるがBaden-Württemberg州のWürttemberg地方では一般的に使用されている。この伝統は紀元800年頃にカール大帝によって初めてワイン農家に自家の居間でワインを販売する権利が与えられた時期からとされ、現在に至っている。

本稿ではドイツ全体のワイン生産と消費の状況を概観した上で、特にBesenの歴史的発展と役割変化について文献資料を用いて整理する。また、2005年から2008年の夏の間に行われた聞き取り調査から得たデータを中心にBaden-Württemberg州Württemberg地方におけるワイン農家がかかわっているいくつかの協同組織の形成と役割について概説し、さらに3つのBesen農家の事例を紹介し、その成功の鍵と地域の文化的特徴によって支えられてきた要因を分析する。

何世紀にもわたって貧困のシンボルであったBesenの役割は大きく変化してきている。その歴史的発展過程において、ワイン農家の協同組合の役割が非常に大きい。貧困の脱出においてだけではなく、レストラン、バー、パブなどワインを取り扱う業者との間の合意の成功を導いた。そのことによって、結果的にBesen農家、ワイン協同組合、飲食業界が暗黙の了解のように地方ワインの販売に協力することになっている。今日において、経済のグローバル化の影響を受けつつも、なお8割近いワインの地域内消費が実現されている。

現在もBesenは依然としてワイン農家の販売戦略の一つである。しかし、その地域におけるコミュニケーションの社会的な場として、またくつろいだ雰囲気が醸し出されている場としての役割が見直され、それによって、観光の場として生かされているように見受けられる。したがって、Besenは伝統文化の象徴とワインの直売としての販売形態といった新しい意味合いを有するようになり、グローバルゼーションに対応するローカルゼーションとしての存在意義も注目されるべきではないかと考えられる。農家レストランが増えつつある日本にとっても、地域に根付き、伝統文化を生かした、地域活性化および地域間交流を志向する本事例のあり方から多くの示唆を得ることができるのではなかろうか。

キーワード ベーセン、ワイン生産者、ワインの直売、コミュニケーションの社会的な場、グローバリゼーション