



THE INNOVATION JOURNEY

Anja Hradetzky ran a 250ha organic farm near the Polish border in eastern Germany with her husband until 2024. She was trained Low Stress Stockmanship in Canada, and has been giving seminars herself in Germany since 2012. This makes her the first woman to offer this form of training, which was previously a purely male domain. She also keeps ponies for landscape conservation, offers time out with horses for women together with a friend and organises seminars on personal development and team days.

THE IMPACTS OF INNOVATION



Anja is passionate about handling animals in a manner that is appropriate to their nature and as stress-free as possible. As a cattle grazer, she has therefore worked intensively on the possibilities of a "gentle" method of dealing with animals in general and with cattle in particular. Herd animals are managed and driven using body

language, at their own pace and according to the rules of "cow psychology" rather than with haste and force. This simplifies the work and saves labour, because humans and animals work together and not against each other. Anja also gives lectures on pasture farming and animal welfare and takes part in panel discussions. With her commitment as the first woman in Germany to train in this discipline, she not only spreads the innovation of Low Stress Stockmanship as a gentle method of livestock husbandry, but also as an innovator has a positive influence on the perception of women in agriculture.



USEFUL LINKS

<https://anjafeierabend.net/>

<https://www.fokus-tierwohl.de/de/rind/berichte-aus-den-veranstaltungen/low-stress-stockmanship-stressfreies-treiben-von-rindern>