



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
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. “



Gerald Dunkel-Schwarzenberger
President of Verband alpinen
Vereine Österreichs

” 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 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.



Norbert Totschnig
Federal Minister of Agriculture
and Forestry, Climate and Environmental Protection, Regions
and Water Management

” Our alpine pastures are popular destinations for trips and recreation of guests from near and far. Above all however they are economic areas for farmers and provide habitats for grazing animals. To preserve these enjoyable natural areas we would like to remind people of the 10 simple rules for a safe, enjoyable holiday on alpine pastures and the respect of alpine farming. “



Elisabeth Zehetner
State Secretary for Energy,
Startups and Tourism within the
Federal Ministry of Economy,
Energy and Tourism

” Austria’s alpine pastures and meadows represent a deep closeness to nature and important economic areas, also in tourism. The unique landscape delights countless visitors every year, offering a wide range of holiday and leisure activities. Through mindful collaboration we can preserve this treasure and sustainably strengthen value creation in the regions. “

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.

Mind the Cows

TEN RULES FOR A SAFE AND ENJOYABLE HOLIDAY AROUND CATTLE



 Federal Ministry
Agriculture and Forestry, Climate
and Environmental Protection,
Regions and Water Management
Republic of Austria

 Federal Ministry
Economy, Energy
and Tourism
Republic of Austria

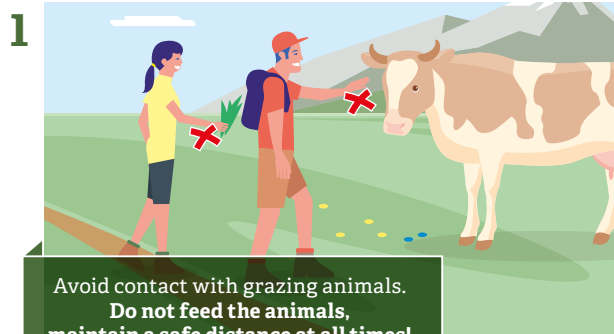
lk Landwirtschaftskammer
Österreich

Verband
alpinen Vereine
Österreichs 

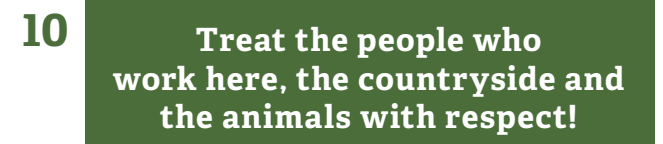
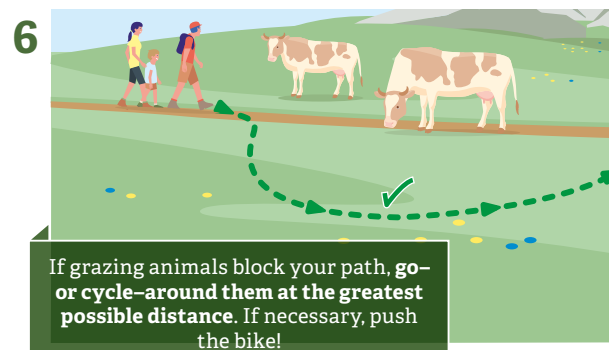
WKO
WIRTSCHAFTSKAMMER ÖSTERREICH

10 Rules

for a safe holiday around cattle



Please move respectfully on alpine pastures and meadows and show consideration for other recreational athletes. Cyclists should adapt their behaviour to the local conditions and should always expect grazing cattle and dirt on the road. 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.



Legal Information

Media owner and publisher: Federal Ministry of Agriculture and Forestry, Climate and Environmental Protection, Regions and Water Management, Stubenring 1, 1010 Vienna, www.bmluk.gv.at; Design: BLINK Werbeagentur GmbH; Illustrations: Andreas Rampitsch; © Portraits (top to bottom): left: LKÖ/APA/Ludwig Schedl, Inge Prader, Norbert Freudenthaler; right: BMLUK/Paul Gruber, BMWEI/Holey; All rights reserved; Vienna, May 2025