

January 18, 2019

## Green Week Update – 18 January 2019

The number of the day

5,582 paces

or 3.7 kilometres was the distance covered by the Federal Minister of Agriculture Julia Klöckner during her opening tour of the Green Week. A successful combination of a fascinating experience and plenty of exercise.

### Topics of the day at the Green Week

#### Opening tour of the Green Week: a media event

In the presence of 250 media representatives, the opening tour of this year's International Green Week Berlin began with a special ribbon cutting ceremony. Among those taking part in the cutting of a garland made up of pine cones, blueberry branches and birch branches were Germany's Federal Minister of Agriculture Julia Klöckner, the Finnish Minister of Agriculture Jari Leppä, Berlin's Governing Mayor Michael Müller and the President of the German Farmers' Union Joachim Rukwied. During the traditional opening tour of the fair the German minister emphasized the fact that its location in the capital city, Berlin, also symbolizes the "bringing together of the city and the countryside". Agriculture's future depends on a successful integration of modernity and tradition. In 2019 the IGW has become a "hotspot for start-ups". Speaking in the Floral Hall, after sampling food and luxury products from all over the world, she described the Green Week as "providing a taste of home". Müller too expressed his confidence that new technologies offer a chance for products that "meet the demands of consumers for sustainability".

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#### Opening ceremonies: a taste for enjoyment from partner country Finland

"Together with our agricultural producers and our forest owners' associations I am delighted to be acquainting visitors to the 84th Green Week with Finnish expertise and foodstuffs." With these words Jari Leppä, Minister for Agriculture and Forests of this year's partner country Finland, welcomed the 4,000 invited guests to the opening ceremonies in the CityCube Berlin. Germany's Federal Minister of Agriculture Julia Klöckner extended an invitation to visit "the world's largest farmyard, in the Berlin exhibition halls, because this is where agriculture and society meet". The president of the farmers' union, Joachim Rukwied, expressed the hope that the Green Week would be used as a platform by consumers, farmers, politicians and business "in order to return to a dialogue". It is the hope of Dr. Christian Göke, CEO of Messe Berlin, that the Green Week will "provide a firm basis for all decision-makers". As the Governing Mayor, Michael Müller, pointed out, "The Green Week success story shows that Berlin is the ideal place for such a platform". Phil Hogan, EU Commissioner for Agriculture and Rural Development welcomed the opportunity, "for the fifth time to be able to make use of the Green Week for discussions about important ideas for the agriculture of the future". A music setting was provided by performers from Finland, presenting dances and piano accompaniment linking traditional and modern styles.

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## **Federal Minister Müller and Toni Garrn launch a campaign against child labour**

Together with the top model Toni Garrn, on Friday at the Green Week in Berlin the Federal Minister for Development Gerd Müller launched a campaign aimed at helping to stamp out the exploitation of child labour. The minister appointed Garrn as an ambassador for equality of the sexes. For several years she has already been active on behalf of girls in Africa. Garrn commented that one of her fondest memories is “how happy and grateful the girls have been for the education that they have received”. And one of the worst experience has been of a girl who was shot at with a bow and arrow because she chose education rather than marry a boy that she did not even know. Antonie and Kyra from the Berliner Otto-Nagel High School presented a school project on the subject of child labour. And Gerd Müller issued this appeal to visitors to the fair: “Do not buy any products made using child labour”. He stated that it was a matter of regret that only half of the textile trade has so far given an undertaking to no longer offer such items for sale. “We need to make it 100 per cent”, said the minister, who also called for a “green awareness” for “fair clothing”.

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## **#ministryoflife: Would you like a little less?**

Added salt, sugar and fat are used to “spice up” many of dishes. They not only improve the flavour but also fulfil some other important functions. Salt, for example, enables perishable foods to keep fresh for longer. However, too much creates a health risk. So what should one do? “We are conducting research into new recipes and manufacturing processes to reduce the amount of sugar, salt and fat that is used, but without detracting from the enjoyment of foodstuffs or their shelf life”, explains the press spokesperson for the Max Rubner Institute (MRI), Dr. Iris Lehmann. This is known as “reformulation”. Scientists at the MRI have been able to reduce the amount of cooking salt in matjes herrings by half, and to prepare high-grade vegetable oils in such a way that they can be used as a substitute for palm or coconut oil in baking. Visitors to the MRI stand can also test reduced fat sausages, reduced salt bread or reduced sugar chocolate to detect whether they can taste the difference. And who knows – maybe it is even better for the taste buds.

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## **Vegan burgers – a foretaste at the Green Week**

Succulent, tender, and an authentic meaty flavour – but vegan. That is the new “Incredible Burger” from Garden Gourmet. It will be in the stores in the early summer of 2019, But visitors to the Green Week can sample the Veggie Burger in advance, on the opening day and during the first weekend of the fair (19/20 January). “The Incredible Burger looks and taste very much like a beef burger, making it ideal for so-called flexitarians, who want to eat less meat but still want the same flavour”, explains Volker Baltés, general manager of Garden Gourmet. On the shared food industry stand in Hall 22a., in addition to the launch of the “Incredible Burger”, Nestlé is focusing in particular on the subject of water. By 2025 the company will be testing some 90 water locations in accordance with the international standard of the Alliance for Water Stewardship (AWS) to determine their ecological and social sustainability, and will be obtaining the relevant certification.

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## **National Association of Consumer Organizations: It may sound healthy, but is it really?**

Consumers tend to think that bread and rolls with healthy sounding names are genuinely healthy, without knowing what ingredients they contain. This has been demonstrated by a representative survey to establish the clarity of foodstuffs, in a project conducted jointly by the National Association of Consumer Organizations (vzbv) and various consumer organizations at the Green Week. This has revealed that 57 and 56 per cent respectively believe that a “Keep-fit bread” and a “Sportsman’s bread” are healthier than a mixed wheat bread (just under 40 per cent) – without associating any specific demands with the use of such names. The vzbv is therefore calling for improvements to the labelling requirements for bread and rolls, and in this way helping individuals to decide for themselves when shopping. “When buying bread consumers justifiably expect to be able to rely on what it says on the packaging”, according to Klaus Müller, a member of the vzbv board.

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## **From all over the world**

### **95 exhibitors are presenting Norway’s culinary diversity**

“Brunost”, a brown cheese made with goat’s milk and fermented trout is available for visitors to sample on the Norwegian stand at the International Green Week. The stand was officially opened by the minister of agriculture Bård Hoksrud. With no fewer than 95 food producers from the regions of Fjord, Fell and Trøndelag the country is again providing proof of its culinary diversity this year. In addition to such traditional items as reindeer meat, salmon and halibut, the stand again features “Fenalår”, a pickled and smoked leg of lamb and a mild blue cheese by the name of “Kraftkar”. Some 60 of the 200 brands of Norwegian aquavit are available to sample. Among the 36 different types of beer from 16 regional breweries on offer is “Saison” from Carl Otto Christensen, in bottles sealed with a champagne cork. There has been a massive upsurge in rural cider production in Norway too. At the restaurant on the stand chefs from some of the country’s leading establishments are busy preparing tempting menus and tasty titbits.

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### **Georgia, the country with the world’s oldest varieties of wine**

Georgia is reportedly one of the oldest wine producers in the world. Visitors to the Green Week can obtain an impression of the more than 500 indigenous varieties of wine. “Here in Berlin we are presenting a tempting selection from our diverse range of beverages and local foods”, explains Tea Bakhtadze from the ministry of agriculture. Georgia is renowned for its clay amphora, which are buried in the ground and have a capacity of up to 3,000 litres of wine. This storage method ensures that the wine remains fresh, tasty and cool for years. “And for those who have developed a taste for it, bookings are available for extensive wine tours”, adds Nino Turashvili, from the tourism ministry.

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### **Pierogi from the Slovak Republic, with curd cheese or ewe’s milk cheese**

Visitors to the stand of the Slovak Republic can sample and purchase traditional products made with flour. The HO&PE Family company has brought a range of 43 such products as well as eight different samples to Berlin, comprising pierogi, dumplings, potato dumplings and quenelles. All are made without any preservatives, using only potatoes, flour and salt. The dumplings are filled with curd cheese and strawberry jam, the pierogi with curd cheese or typical Slovakian ewe's milk cheese. Mnamito is the name of another tasty item. These are balls of sweet dough made from potatoes, and can contain a peanut or raspberry jam filling. A little further on Banskobystrický pivovar is serving pale ale, lager and shandy. Steamed cheese, both smoked and unsmoked, as well as creamy spreads from the MILSY company can also be sampled on the stand. And the MINIT Slovakia bakery has brought several items from its wide range of products to Berlin.

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## **From Germany's regions**

### **Gherkins with oak leaves and weed syrup from Brandenburg**

Companies from Brandenburg are presenting numerous new and innovative items at the Green Week. For example, on 26 January on Stand 106 in Hall 21a the ALDIM Trading Company is presenting pickled gherkins with oak leaves, made according to an old recipe from the Schorfheide region. Each day at the fair Hohenseefeldstelltan, which makes fruit juice and also presses wine, will be presenting its new vegan Werder organic fruit juices on Stand 126, which are available in four varieties and without any additives. Other outstanding new products include Indonesia Bihun soup from DREISTERN Konserven (Stand 157), "Fontanes Proviant", a frozen yoghurt made with pears and cinnamon by EIS-Zauberei Wolfgang Brasch (129), a curry and cucumber relish from Spreewald-Feldmann (103), meat loaf with smoked Kremmen asparagus from Rhinland Fleischerei Staffelde (175) and beetroot bread from Müseler's Brotladen (152). Peter Franke, a company specializing in herbs, is presenting its weed syrup in Hall 1.2.

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### **Baden-Württemberg: Learn to cook Swabian style at the Green Week**

On the combined stand of the state of Baden-Württemberg there is an opportunity for visitors to the Green Week to learn about some gourmet Swabian dishes and how to prepare some regional specialities. While a professional chef is busy showing visitors his skills there will also be an opportunity to get to grips with the challenging local dialect. But some people may prefer instead to enjoy such tasty classics as lentils with noodles, Baden-style shoulder of meat, sausage salad or Black Forest cherry cake. And of course there are quality wines to suit every palate. Visitors can also meet numerous Apple Queens from Lake Constance, the Allgäu Cheese Queen, the Lamb and Spirits Queens and Wine Queens from Baden and Württemberg on the stand.

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### **Schleswig-Holstein: Virtual excursions to see milk being produced**

All aspects of milk production can be experienced using virtual reality glasses in the Schleswig-Holstein hall at the Green Week 2019. This state is represented by more

than 70 firms, organizations and associations at the fair. One of the new exhibitors is Möhls Gasthof with numerous fish products. Chefs from five DEHOGA regional associations are presenting new dishes from the region each day in the exhibition kitchen. For the first time a specially labelled range of products for people with food intolerances is on display on the 26 stands. "Our agriculture and rural areas are an outstanding feature of Schleswig-Holstein", as Minister President Daniel Günther pointed out before the start of the fair. Information about the display at the fair is also available on Facebook at [SHgoesBerlin](#).

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