

January 19, 2019

Green Week Update – 19 January 2019

The number of the day

300 coaches

are expected at the Green Week today, Saturday, 19 January. By the time the IGW finishes a week next Sunday some 2,100 buses will have made their way to the Berlin Exhibition Grounds.

Topics of the day at the Green Week

Federal Chancellor Merkel visits the GFFA

Following an invitation by Federal Minister of Agriculture Julia Klöckner, Federal Chancellor Dr. Angela Merkel held a speech on digitalisation in agriculture at the Global Forum for Food and Agriculture. Addressing an audience of around 70 agriculture ministers from around the world at the CityCube Berlin, the federal chancellor said: "In the years to come, fighting hunger around the world will occupy a central role. A world without hunger is one of our declared aims. You have gathered here to find seemingly impossible solutions: to combat hunger and fight for responsible resource management. In both cases digitalisation offers many more opportunities than risks." Federal Minister of Agriculture said: "Using more digital applications and solutions can make agriculture more productive worldwide and also more sustainable. It has great potential to ensure more people have enough food."

The Global Forum for Food and Agriculture – the 'Davos of agriculture' – was a unique platform for a multilateral dialogue, the minister said.

Contact: Wolfgang Rogall, tel.: +49 30 3038 2218, email: rogall@messe-berlin.de

#ministryoflife: The accumulated charm of the regions

Increasing globalization is accompanied by a growing demand by consumers for closeness, authenticity and distinctiveness. They want to know where their foodstuffs come from and most of all they want to be able to put a face and a story to them. And this is possible in Hall 23a: 150 product queens and kings from Germany, Italy and Austria are presenting outstanding culinary and cultural attractions from their various regions. In the exhibition kitchen they are preparing specialities which can be sampled, while on the stage and the stand of the Working Group of German Queens and Kings they will be showing visitors what makes their own home areas so unique and why they are so actively involved in promoting them. Whoever they may be, the Kaiserstuhl Cherry Queen, Fehmarn Rapeflower Queen, Nienburg Asparagus Queen or Kremmen Harvest Queen, Pünderich Wine Queen or Bessering Lentil Queen: for anyone wanting to take a close look at regional diversity, Hall 23a is the place to be.

Hall 23a, stand of the Working Group of German Queens and Kings, contact:

Matthias Roeper; tel.: +49 (0)171 -1252604, email: matthias.roeper@t-online.de

Partner country Finland: Oats – an export success

Did you know that Finland is the world's second largest exporter of oats? We may not know it, but many German products contain oats from Finland, which are of high quality. This is due to the climate of the EU's northernmost agricultural nation. In Finland the season for growing crops is very short, but intense. Visitors can find out for themselves about the high quality of Finland's products at the Green Week in Hall 10.2. A wide-ranging selection of gluten-free oat products is also on display, which will be of particular interest to sufferers of coeliac disease.

Hall 10.2, contact: Nina Parzych, tel.: +49 174 307 0019, email:

nina.parzych@genius.de

Farm Experience: Using drones for nature conservation and plant protection



Press contact:

Messe Berlin GmbH

Emanuel Höger

Spokesman

Senior Vice President

Corporate Communication

Messe Berlin Group

www.messe-berlin.com

Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

Deputy Press Spokesman and PR Manager

Wolfgang Rogall

Messedamm 22

14055 Berlin

T +49 30 3038-2218

rogall@messe-berlin.de

Management Board:

Dr. Christian Göke (CEO),

Dirk Hoffmann (CFO)

Chairman of the Supervisory Board:

Wolf-Dieter Wolf

Companies register: Amtsgericht

Charlottenburg, HRB 5484

Non-commercial sponsors:

German Farmers' Union (DBV)

Press Spokesman

Axel Finkenwirth

Tel. +49(0)30 319 04 240

a.finkenwirth@bauernverband.net

www.bauernverband.de

Federation of German Food and Drink Industries (BVE)

Chief Executive

Christoph Minhoff

T +49 30 200786 167

mlarch@bve-online.de

www.bve-online.de

Pilotless drones are now indispensable for nature conservation and plant protection. The cooperative banking organization Deutsche Raiffeisenverband is featuring this development in its display at the Green Week. Visitors can use a touchscreen to see how drones fitted with heat-sensing cameras can detect young deer on pastures and fields, thereby making it easier to protect them from being killed by combine harvesters. Another use for drones is to distribute ichneumon fly larvae, a predator which destroys corn borers, a pest which feeds on maize plants and can cause enormous damage to maize crops", according to Claudia Döring from the banking organization Deutscher Raiffeisenverband.

Hall 3.2, Stand 108, contact: Claudia Döring, telephone: +49,173 52 77,568, email: doering@drv.raiffeisen.de

From all over the world

Minister: Netherlands is world's second-best exporter of farming products

In 2018 the Netherlands exported a total of 90.3 billion euros worth of agricultural products (2017: 90.1 bi.), making it the second-largest exporter of farming products worldwide behind the USA. Germany is easily its largest customer (22.8 bi. euros), ahead of Belgium (10.2 bi.). "Once again, export statistics show that the Dutch farming sector is an important contributor to food production for the world's growing population", said Minister of Agriculture Carola Schouten following the release of the figures at the opening of her country's stand at the International Green Week in Berlin. "We want to make use of our expertise and innovativeness in order to make the transition to a sustainable farming industry. That will provide an impetus for agricultural innovation in the Netherlands which will further strengthen our position on the world market."

Hall 12, contact: Femke Meijer, email: femke.meijer@minbuza.nl

Austria: Agricultural exports continue to increase

The upward trend in Austrian exports of agricultural products and foodstuffs continues unabated. This was announced by Agrarmarkt Austria Marketing at a press conference held during the Green Week in Berlin. It was revealed here that, according to initial projections for 2018, exports of agricultural and food products reached a value of 11.5 billion euros. This represents an increase of just under four per cent compared with the previous year. More than one third of international exports of Austrian agricultural products are purchased by Germany, Italy is in second place with 1.2 billion euros, and the USA is third. Among all these agricultural exports the most important product group is that of non-alcoholic drinks, followed by cheese. Other significant agricultural product groups in the top 10 include livestock feeds, beef, pork, milk and cream. Since it became a member of the EU this Alpine country has seen traditional exports, especially cheese and processed meat, increase by almost 500 per cent.

Hall 15.1, Stand 139a, contact: Manuela Schürr, tel.: +43 50,315 1401, email: manuela.schuerr@amainfo.at

Chocolate maker from Qatar aims for the European market

KaaféChocolatier imports the best chocolate from Belgium and processes it by hand in Qatar using such oriental ingredients as cardamom and saffron to produce fine chocolates and truffles. The company is already active throughout the Gulf region with its "new vision for chocolate" and, in association with companies in Berlin and London, it is now planning to expand onto the European market, beginning in 2020. The firm is one of 14 small and medium-sized privately owned enterprises from the Emirate that have been invited by the Qatar Development Bank (QDB) to exhibit in Berlin, with the aim of investigating contacts with importers and investors. Their exhibits range from vegetables and meat products to baked goods, coffee and milk products. "For us the Green Week is a very important exhibition", according to Saoud Algosaibi from the QDB. "This is where we can also meet with contacts from Asia, Africa and the USA, without the need to travel to other continents."

Hall 6.2, contact: SaoudAlgosaibi, tel.: +974 55890066, email: salgosaibi@qdb.qa

Sri Lanka presents hoppers with polos

For the first time at the International Green Week the display by Sri Lanka features a combined stand organized by the Sri Lanka-Germany SME Entrepreneur's Association (SLG). Eight of the 20 member firms of this association, which promotes exports to and investments from Germany, are represented at the fair. They include a fourth generation family-run business, ClimexBeauTea, which has been producing tea since the end of the British colonial period. Other exhibitors are displaying products ranging from honey to coconut milk and oil, spices and canned fruit. Visitors to the fair can sample hoppers with polos, a kind of pancake made from rice, with pieces of jackfruit. Suneth Wijesinghe, CEO of the SLG, reports that there are plans to open a branch in Berlin, with the support of partners in the city. The Global Spice Road Symposium will be taking place in Colombo in July, as Sri Lanka seeks to become the centre for the international spice road again. It is hoped that this event will attract a large attendance, especially from Germany (www.slg-forum.org).

Hall 6.2a, contact: Andrea Hahn, tel.: +49 7144 1300810, email: ah@hahn-presse.de

Ukraine aiming to continue increasing its exports

The Ukrainian Minister of Agriculture, Maksym Martynyuk described the International Green Week as a "unique opportunity to meet with the entire continent". This is the first time that the country has exhibited at the IGW since 2013. The minister expects this participation to result in greater coordination with European partners, which share his country's ideas regarding future agricultural policy, as Martynyuk explained immediately following a meeting with his Hungarian colleagues. "Agricultural development in our country has progressed very well", he added. As a result the stand has been considerably enlarged. As an example of the progress being made, the minister mentioned that, despite a relatively poor harvest last year, wheat and maize exports have increased by 120 per cent. Efforts are also being made to boost exports of beef and poultry, as well as of livestock feeds.

Hall 7.2a, Stand 100, contact: Olena Solokha, tel.: +38 0 97,691 3011, email: olena.solokha@minagro.gov.ua

Azerbaijan seeks to establish itself on the organic market

Azerbaijan is focussing on organic products at the Green Week, with 15 companies submitting their products for the approval of visitors to the fair. The items on display range from fruit juices to mineral water, dried fruit, wine, tea and various jams made with pomegranates, strawberries, blackberries, apples and more. "They have been grown organically and have received the relevant certification. We want to make the products from our country better known on the European market and also attract more investors from abroad", explains Anar Nuriyev, Marketing Manager for Azpromo.

Hall 6.2, Stand 201, contact: Anar Nuriyev, telephone: +994 55 227 03 59, email: anuriyev@azpromo.az

Switzerland: Enjoy thaler swinging and cheese crusts

Visitors to the Green Week in Berlin can take part in an old-established Swiss tradition: thaler swinging. "Thaler swinging" involves swinging a clay pot containing a five franc coin so that the coin rolls along the sides of the pot without touching the bottom. As it rolls the coin produces various sounds, which is why "thaler swinging" is also found in Swiss folk music. The Swiss restaurant is in the style of one of the country's ski lodges and is serving delicious hot and cold food. At the "Le Bar Suisse" take-away hungry visitors will find cheese prepared in a number of ways, including fondue, raclette and cheese crusts known as "chässchnitten", and they will also find typical Swiss chocolate and wine here.

Hall 17, Stand 100, contact: Heidi Schmieding telephone +49 171483,78,73, email: h.schmieding@fairteam.ch

Buffalo and goats' milk yoghurt from Bulgaria

As well as honey, sausages and ham, white, rosé and red wine as well as natural cosmetics, visitors to the Bulgarian combined stand will also find some ten different

types of cheese, some of it smoked, made with the milk from sheep, goats, buffalo and cows. Buffalo and goats' milk has also been used to make yoghurt, and both these varieties are relatively unknown in Germany. Other unusual products from the Balkans include jams made from rose petals, green figs, green walnuts and white cherries. "Luteniza", "kiopolo" and "Pindjur" are all popular spreads in Bulgaria, and as well as being served on bread they are also ideal with cheese, grilled sausage, meat balls or chips. "Kiopolo", for example, is made with roasted aubergines and paprika together with tomato puree, with regional differences in the way it is prepared. In the past each village had its own recipe for paprika puree.

Hall 18, Stand 104, contact: Petya Steliyanova, tel.: +359 (2)98 51 1242, email: psteliyanova@mzh.government.bg

A little bit of Alsace in Hall 11

Jean-Marc Zind has had a stand at the Green Week for 45 years. "I took over from my father." His family have been wine producers for 300 years. Zind is contributing to the combined French stand with typical regional specialities, 80 per cent of which come from his homeland of Alsace: gewürztraminer, pinot blanc and sausage. He does not sell his products directly but instead takes orders for them, and the deliveries are made straight to the buyer's home. Much of the wine comes from the Zind-Humbrecht vineyard in Turckheim near Colmar, which belongs to his cousin. "Crémant, the champagne of Alsace, is very popular", says the 68-year old Jean-Marc. Together with his assistants and surrounded by spicy sausages, slices of baguette and the traditional, long-necked wine bottles, he has created a cozy atmosphere. While he is working, and in the evenings during the Green Week, he does not drink any alcohol himself – "but at other times he does". His caution is due to the fact that he never knows when he is going to have to drive. "Berlin and the Green Week, I simply have to be there" he says with a smile.

Hall 11.2a, Stand 119, contact: Jean-Marc Zind, tel.: +49 6834 922 164; email: zindjeanmarc@aol.com

Thailand's attractions include banana flower salad and fried crickets

"Germany and Thailand are working together on many levels, we intend to develop this cooperation further, and the Green Week provides a good opportunity for this", said ambassador Dr. Dhiravat Bhumichitr. This is the fifth time that his country has been represented by an official stand at the fair and this year's slogan „Happy Green Market" is being used for a concept that puts the emphasis on innovation and sustainability. Accordingly, no plastic tableware is used when the various specialities are offered for sampling. These include varieties of banana that are not available in Germany, a salad made with banana flowers, spicy fungi and fried crickets. Royal foundations are displaying nuts and other agricultural produce obtained from the successful conversion of former opium fields in the north of the country. There are cookery shows on Monday, Wednesday and Friday, and the two restaurants are serving organic products as well as a new take on traditional dishes. "Our agricultural products comply with EU standards", the ambassador points out, and expresses his hopes that the long-sought free trade agreement with Europe will soon come to fruition.

Hall 6.2, contact: Saipin Schneider, tel.: +49,177 9399213, email: saipin@thaiembassy.de

Latvia's invitation to enjoy bacon with quail eggs and ginger beer

It sounds so simple: Take salt, pepper and garlic, use them to season dried beef or lamb, or even bacon, and you have a tasty snack. But there is much more to it, as visitors to the combined Latvian stand at the Green Week can find out. A small portion of fried quail's eggs, homemade hop beer with honey, ginger or hemp gives the original dish, prepared according to Latvian tradition, an additional touch. And a gourmet's trip to the Baltic state is rounded off by homemade raspberry, vanilla or cinnamon ice cream.

Hall 8.2, Stand 105, contact: Andra Udre, telephone: +371 2944 13 32, email: andra.udre@arei.lv

Kosovo is looking for business contacts

Kosovo is represented with its own stand for the first time at the IGW 2019. "We want to make our young country more widely known", says Arber Muhaxheri from the Ministry of Trade and Industry in Pristina. The government-run stand is promoting six producers of agricultural products and food items such as snacks, wine and energy drinks. Exports account for 49 per cent of Kosovan production of the latter, but the aim is to increase this figure. "In particular we are looking for business contacts with companies that are willing to distribute our products abroad." Muhaxheri is hoping to attract many business visitors during the coming week.

Hall 6.2b, Stand 211, contact: Arber Muhaxheri, tel.: +338 49,111,164, email: arber.muhaxheri@rks-gov.net

From Germany's regions

Pork knuckle sandwich and Berliner Luft with chili from the capital

Creative representatives of the food start-up scene and old-established companies are representing the German capital in the redesigned Berlin hall at the Green Week. Thomas Panneck from Neukölln, who can usually be found with his food truck at festivals, is intent on showing tourists and newcomers to the city some of the delights of Berlin cuisine, and is presenting a pork knuckle sandwich with pea and mustard puree as well as Spreewald sauerkraut in rye bread rolls. Also from the suburb of Neukölln, the Irishman Jonathan O'Reilly is the maker of Crazy Bastard Sauces in seven flavours from jalapeno-date (mild) to Trinidad scorpion & clementine (very hot). Cihan Ozangil from the Mitte district supplies sugar cane and presses to restaurants and wellness facilities, with the aim of making this exotic beverage available in Germany too. And Felix Zocher from the old-established Schilkin distillery in Kauldorf is presenting the latest version of the cult peppermint liqueur "Berliner Luft" (Berlin Air) in the flavours of "Chilleoké" (chili, cherry, chocolate).

Hall 21b, contact: Thomas Panneck, tel.: +49,177 5475052, email: info@pannek-seine-budike.berlin; Jonathan O'Reilly, tel.: +49 30 92287098, email: mail@crazybsauce.com; Cihan Ozangil, tel.: +49,163 3634455, email: info@supercane.de; Felix Zocher, tel.: +49 1520 5608048, email: felix.zocher@schilkin.de

NRW redefines "nature" and "enjoyment"

Northrhine-Westphalia has redesigned its display at the Green Week. Hall 5.2a now includes areas devoted to "Nature", "Enjoyment" and "Agriculture" and there are added stand-alone exhibitor areas. For the first time details about agriculture and the environment in Germany's most populous state are available to visitors digitally at a central information point and on columns. An eye-catching attraction for visitors are the people dressed up as agricultural products who are walking around the halls, and who include a tree publicizing the NRW State Forestry and Timber Enterprise. A total of 24 organizers are providing plenty of diversity on the stand-alone displays and on the stage, at the cookery shows and the fascinating activities that visitors can also take part in.

Hall 5.2a, Stand 150, contact: Jürgen Sons, tel.: +49 172 7995 1116 email: juergen.sons@lanuv.nrw.de

Brandenburg: pro agro Marketing Prize awarded for the 20th time

Among the highlights on the first day (18 Jan.) in the Brandenburg hall was the presentation of the 20th pro agroMarketing Prize. Under the slogan "Innovative products and product marketing" the pro agro Marketing Prize 2019 went to the three entrants who were placed first in the three categories. The first prize in the Food Industry category went to MEA ROSA from Gross Gastrose for the Sweet Garden jam "Gubener Spilling". In the Direct Marketing category the winner was the SOREEGIO company from Finsterwalde with its marketing concept for regional products. And in the category for Rural and Natural Tourism the award went to Dietrich & Kokosnuss OHG from Bad Belzig with its "Coconut Workation Retreat", which it describes as an innovative combination of rural hotel and co-working space. The total of 44 entries

from all regions of Brandenburg were assessed by a panel of experts.
Hall 21a, Stand 127, contact: Kristin Mäurer, tel.: +49 33,230 20 77,
email: maeurer@proagro.de