

January 22, 2019

## Green Week Update – 22 January 2019

### The number of the day

5,712 animals were counted at the halfway stage of the Green Week. They include horses, donkeys, cattle, sheep, goats, alpacas, chickens, turkeys, bees and other insects, ornamental fish, pedigree dogs, lizards, snakes and other reptiles, bird-eating spiders, shrimps, prawns and crabs.

### Topics of the day at the Green Week

#### Annegret Kamp-Karrenbauer “The Green Week shows how important agriculture is“

In order to get an impression of the Green Week Annegret Kramp-Karrenbauer, the newly appointed leader of the CDU, visited the bakery of the Association of German Bakers on her tour. There she tried her hand at making pretzels. Beforehand, she had discussed European matters and joint agricultural policy with Joachim Rukwied, president of the German Farmers' Union. The Green Week showed how important agriculture was and for that reason deserved even greater recognition, she said. The role of politics was to balance the conflicting views of interest groups and confront difficult topics in a respectful manner. “That is a good, important point, and the Green Week offers a corresponding forum for debate.” Ms. Kamp-Karrenbauer continued her tour, stopping at the Association of German Beekeepers, the German Rural Women's Association and a number of stands in the Bio Hall.

#### #Ministryoflife: High tech in the cattle shed keeps the animals calm

In the dairy cattle pens in Hall 23a the Advisory Board for Technology and Construction in Agriculture (KTBL) is explaining how digital support systems can benefit humans and animals alike. This begins with the automated feed dispenser, which supplies the animals several times each day, and also includes the robotic vacuum cleaner that regularly removes droppings from the floor of the pens, thereby reducing airborne emissions, and ends with the automated milking system, which can also register the quality of the milk. So much for the reduction in the workload. Let us now turn our attention to the animals: A pedometer attached to the cow's hoof measures the number of paces it takes, while a sensor on its neck records how it chews the cud. All the data is registered in real time and continues throughout the entire life cycle of the animals. “This enables farmers to identify any deviations from the norm at an early stage, and reach quickly”, explains Anne-Katrin Steinmetz from the KTBL. For example, an increase in the number of paces in a day tells the farmer that the cow is on heat. If it declines this probably means that the hoofs need tending to. By means of a video the KTBL employee can also show visitors that “Automated pens are notable for the atmosphere of calmness. The animals are simply much more relaxed.”

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#### Partner country Finland: Innovative and unusual animal products

Visitors to Hall 10.2 at the fair can sample animal products, some of them previously unknown. These include a Finnish speciality, “bread cheese“, from the province of Kainuu, which is made from fresh Finnish milk. It is being displayed by VaalanJuustola (Stand 317). What is so special about it: It makes a filling snack or a dessert, when it is traditionally served with cloudberry jam. JukolanJuusto (Stand 101)



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is featuring tasty Finnish cheddar cheese. There are some innovative products from Munax (Stand 201), which has launched the first protein smoothie using eggs as a basis. It is full of proteins but does not contain any milk or fat, and of course it is also gluten-free. For anyone who wants to sample reindeer or elk meat, the SäilykeHerttua stand (101a) is the place to be and is offering these products in cans. Adjoining it is the stand of Konttiahjo Highland Ranch (101), with meat from organically raised Finnish cattle.

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## **Digitalisation – Agriculture among the top one-third**

The challenges posed by digitalisation in agriculture were the topic of a panel discussion hosted by the digital association Bitkom and the German Farmers' Union (DBV) on 21 January at the Green Week. Bernhard Krüsken, secretary general of the DBV, emphasised that in Germany agriculture was among the top one-third of sectors leading the way in digitalisation. It was the infrastructure that presented a challenge. As a country that had few mineral resources Germany had to ensure productivity was at a maximum, said Dr. Bernhard Rohleder, managing director of Bitkom. In that respect digitalisation was very important factor. Because infrastructures were very complex and included rail and road systems and other networks it was not possible to lay fibre optic cables connecting every farmstead from one day to the next. Krüsken pointed out that farming units already employed many digital solutions. Inventory management and monitoring were added features that would be employed now. Artificial intelligence would make it possible to improve livestock health, for example. *Contact: Teresa Tropf, tel.: +49 30 27 57 61 68, email: [t.tropf@bitkom.org](mailto:t.tropf@bitkom.org)*

## **German Fleckvieh cattle can withstand any weather around the world**

The German Fleckvieh is the country's all-round cow. They are mainly used for milk production and as suckler cows. Now, at the Green Week, visitors can see some fine examples of this so-called dual purpose breed. The animals are at home in almost any kind of climatic region. "In rearing these cattle particular attention is given to ensuring that they have a high milk yields as well as producing a good amount of meat", explains Martin Zirnbauer-Heymann, general manager of Bayern Genetik. In this way Bayern Genetik provides farmers with earnings opportunities from the sale of milk and of meat.

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## **Floral Hall: The "Blooming City" is recycled**

This year the producers' cooperative Landgard has transformed the Floral Hall into a city in bloom. Visitors' attention is immediately caught by over 26,000 Europool palettes which have been used by Landgard and the landscape architects from "ST raum a." have created an urban architecture in the 7,500 square metre hall. To give an idea of the height of the hall, some of the towers are more than seven metres high. Some 50,000 spring flowering plants, several thousand cut flowers, more than 1,300 shrubs and 18 avenue trees have been used to decorate these utilitarian objects. The palettes were chosen deliberately: "In the interests of sustainability we want to avoid waste, and everything is recycled", explains the Landgard project manager Elena May. Consequently, like the palettes, most of the plants are returned to the cooperative's cash & carry markets, where they can be purchased by garden centres, builders' merchants and retailers.

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## **The smart way to launch rural businesses, assisted by a think tank**

"Come with us to Cleverland" is the heading on the invitation from the Denkstrukturen think tank, which is helping rural start-ups. "We are helping young enterprises in rural areas to get established there and set up infrastructures, and in so doing we want to

remove an existing bias against setting up businesses outside urban centres”, explains Florian Kern from Denkstrukturen. The care portal 1ACare is already “alive” in Cleverland. This start-up is an agency that specializes in providing access to care services such as information, filling prescriptions, purchasing products via a virtual market place, and is also an agency for supplying nursing care services.

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## **From all over the world**

### **Poland: Curd cheese and butter according to old recipes**

The SMU Strzalkowo dairy, which has been operating for 80 years, is represented for the second time on the stand of the Wielkopolska voivodship. General manager Piotr Borowski reports his great satisfaction so far with the Green Week, and says that he is seeking trading partners in Germany. Anyone who is interested can sample three different kinds of curd cheese with a 3.5, 12 or 16 per cent fat content, and butter with 82 per cent. What makes them special is that the curd cheese and butter are made in accordance with a tradition method dating back to 1926, Borowski explains.

Everything is done by hand, including the packaging. The business is well prepared and can supply German customers at short notice, and large quantities are no problem either, the general manager says. Visitors to the Polish combined stand will also find cheese, milk, yoghurt, eggs, sausages, pieroggi, pastries, beer, oil, fish and various products made from geese, including meat, pieroggi and fat.

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### **Healthy mare's milk products from Kazakhstan**

Exhibitors from Kazakhstan are displaying products made with mare's milk as well as various cereal products. This reveals a lot about the country's culture, according to the Pavilion Executive Officer Akmaral Issembayewa of the Kazakhstan International Chamber of Commerce: “We used to be a nomadic culture, and horses are an important part of this.” Tolekova Nurahmetowna is featuring sugar-free organic chocolate with a 50 or 70 per cent cocoa content. It is made using mare's milk and has been developed in Kazakhstan, she says. Mare's milk in powder form is the speciality being presented by the international export manager Meruert Rakhimberdiy. The milk boosts the immune system, helps to alleviate liver and stomach problems, and is easily digested by people with microalbuminuria. Batyrkhan Jumanowmit is contributing to a more ecological waste disposal with biodegradable refuse bags made from corn starch. Akmaral Issembayewa summed up the fair in a very positive way: “The Green Week enables us to hold discussions not only with companies from Germany but from all over Europe.”

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### **Mozambique aims its agricultural products at the world market**

Mozambique is using the Green Week to highlight its entire range of ecological products. It includes macadamia nuts, the fruit of the African baobab tree, tea, beer, soap and cotton. This is the first time that Mozambique has appeared at the Green Week as an independent exhibitor. “We are seeking to attract investors from Germany and to develop existing relationships”, explains the Minister of Agriculture Higinio Francisco de Marrule. For him the outstanding feature of the Green Week was the discussion with his German counterpart, Julia Glöckner. The most important agricultural products from this east African country are tobacco, cashew nuts, sugar, cotton, sisal, copra and tea, as well as prawns and langoustines.

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## **Jokkmokksbär: Gold in a jam jar from the forests of northern Sweden**

Among the newcomers to the Swedish combined stand are a number of small enterprises from the sparsely populated north of the country, one of them being Jokkmokksbär. Karin Nordström and her sister from the town of Jokkmokk are offering tasty snacks containing specially selected specialities typical of the province of Norrbotten which lies north of the Arctic Circle: for example reindeer salad and cloudberry jam. Karin Nordström explains that the high quality of her berry products is due to the undisturbed countryside and its clean air, but most of all because of the cold winters and many hours of sunlight in summer. Cloudberry jam is known as the “gold of the forest” and are the most exclusive of berries, growing principally in polar regions. Cloudberry syrup is obtained from the berries, sugar, water and cloudberry vinegar. It can be used as seasoning in salads and other dishes, on cheese or refined as a dessert. The jam tastes good on bread but can also be served with a cheese platter.

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## **French raclette becomes a street food**

Cyrille Deschamps tours all over France with his street food stand “du lardon du cochon” (“bacon or pig”) but also at a number of locations in other countries. This year is his second visit to the Green Week in Berlin. “I am very satisfied. The public here really go for the melted cheese”, he says, pleased with his sales in the Market Hall, No. 1.2a, where visitors can buy raclette on baguettes with ham or sausage. Other items include baked potatoes in a cardboard punnet topped with traditional cheese and ham. At other trade fairs he also operates a restaurant, where he serves his specialities on plates and tables. However, melted cheese, which is better known in Germany as a fondue at parties, is being increasingly seen as street food, he reports. And when served with warm, white rolls, it is easy to hold and eat.

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## **From Germany’s regions**

Rhineland-Palatinate: Leading wine region is the place for gourmets

What do the prominent chef Johann Lafer, Federal Minister of Agriculture Julia Klöckner and the exhibitor and wine producer Johannes Kruger have in common? All of them were born in Guldental near Bad Kreuznach in Rhineland-Palatinate. This is where Kruger, the twelfth generation to cultivate this vineyard, grows 17 different varieties of grapes. He is presenting his wines for the 51st time at one of the state’s events. This probably makes him the longest serving exhibitor from Rhineland-Palatinate. He and many other colleagues are representing Germany’s premier wine-producing state, which accounts for two thirds of all the country’s wines, according to Heribert Gröber from the Ministry of Agriculture and Wine Cultivation. Along with many of the fine wines being served at the Wine Lounge the team there are serving such traditional specialities as spundekäs cheese, or for the more hip, a burger made with stuffed pig’s stomach and a salad.

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## **Not an easy year for Brandenburg’s farmers either**

The 2018 harvest was affected by the drought. Brandenburg’s arable land yielded 1.9 million tonnes of cereals, approximately a quarter less than in the previous year. This corresponds to around 4000 kg per hectare. The yields in 2018 were the worst since 2003, when the figure was 1.6 million tonnes. Agriculture’s share of the gross added value of the Brandenburg economy is 1.2 per cent, which is twice as high as the national average. Brandenburg’s farmers work some 1.3 million hectares of

agricultural land, which is almost 45 per cent of the total land area of the state. According to the state's Ministry for Rural Development, the Environment and Agriculture, the 5,400 farming enterprises employ almost 39,000 people. In 2016 agricultural producers achieved a gross added value of 733 million euros. Arable land accounts for 80 per cent of the area, with 20 per cent as permanent pasture.

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## **Franconia's 'Heckenwirtschaften' increasingly popular with wine lovers**

'Heckenwirtschaften' are seasonal wine bars run by local producers in Franconia, and are increasing in numbers. These special distribution channels are the choice of many wine producers in Franconia "because we have to adapt to economic background conditions", says Peter Wolf from the Kohlmann-Scheinhof vineyard. Wine producers are only allowed to serve their own wines in these establishments, which cannot seat more than 40 people and only serve simple meals. "Our own heckenwirtschaft is always packed, and this is the ideal form for us to sell our product", says Wolf. "Blanc de Noir" is particularly popular with guests. It is a white wine made with the juice of red wine grapes, from which the skins are removed prior to fermentation. The name Heckenwirtschaft originated from the custom of hanging brushwood on the entrance doors to wineries to indicate that drinks were being served.

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## **Bavaria: Steam beer, freshly drawn – a special way to enjoy a drink**

A cool steam beer of the finest quality awaits visitors to the Bavaria hall at the Green Week. The mild flavour is the result of using wheat instead of barley, and brewing it at 20 degrees. Top-fermenting yeast is added during the fermentation. In the past this process took place in open, wooden vats, which led to the production of large amounts of carbon dioxide, which formed a foam on the surface and produced large gas bubbles. From time to time these burst, giving the impression that the beer was steaming. Michael Roth, a Berliner born and bred but who moved to Bavaria 30 years ago serves it with pretzels and white sausage, the typical national dish of Bavaria.

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## **Glina whisky from Werder has come of age**

It will soon be time: The first whiskies from Werder on the River Havel are now twelve years old. The Glina distillery in Brandenburg produced its first whisky in 2007 and began selling it in 2011. Whisky from Werder is not available all over Germany, online of course, but also in the spirits departments of stores such as Kaufland and KaDeWe, as salesperson Nicole Krause on the Glina stand at the Green Week proudly explains. Notwithstanding the traditions associated with whisky, this specialist distiller has tried something new: There is an increasing shortage of the sherry and port barrels used to age Scotch whiskies,, and this is a matter of some regret, but the Brandenburg producers have found their own solution. The first ten and twelve-year old single malts are aged in barrels made from Spessart oaks. The Glina distillery regularly holds tastings in Werder.

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## **Oder fisherman Schneider welcomes the snow on the Erzgebirge mountains**

Peter Schneider is already looking forward to the spring. "It was a difficult summer", he reports. In the river Oder there was really only enough water in the navigable channel, while the reed beds and shallower areas more or less dried out because of the long drought. "And we don't fish in the middle of the river", he says. Despite all this he managed to find one or two fishing grounds, with the result that there are still many specialities on the Schneider fisheries stand. His good mood is due to the fact

that the weather reports of recent days have brought encouraging news: “The early part of the year has been good, we know this already. Over there”, he says, pointing in the direction of the Erzgebirge mountains, “there is snow”. And this water fills the Oder, which pleases the fish, and us.”

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