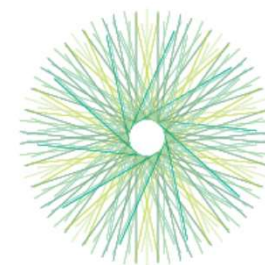


EIP-AGRI Workshop

Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri
AGRICULTURE & INNOVATION



funded by





Programme 21 September

Sharing experiences in breakout sessions

11:00-12:30 Breakout sessions – Discussing cases in three groups

1.2 Education and awareness raising on city - region food systems

'Wiem, co jem' (I know, what I eat) - education and awareness raising about the importance of good food systems in schools and kindergartens in Warsaw – Ms Marta Jeruszka-Bielak - Center for Public Communication, Warsaw Municipality, Poland

Public campaigning for organic local food in Berlin, Brandenburg – Mr Mark Füssel, Federation for organic farming Berlin-Brandenburg (FÖL) e.V. Germany



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Mehr Bio in Stadt und Land

Public Campaigning for organic local food

Mark Füssel
Federation for organic farming
Berlin-Brandenburg



facts and figures Berlin



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Mehr Bio in Stadt und Land

BIO COMPANY®

Organic Market in Berlin

- 400 million € turnover in 2015
- 99 large scale organic supermarkets
- Bio Company (46 markets):
40 % regional fruits and vegetables





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Mehr Bio in Stadt und Land

BRING THE CITY TO THE COUNTRY



City → Country

public relations and
consumer
information:

print

- organic food shopping guide
- event calendar



- 64 pages
- 500.000 copies
- 1 ½ year cycle



- 36 pages
- 150.000 copies
- 1 year cycle

City → Country

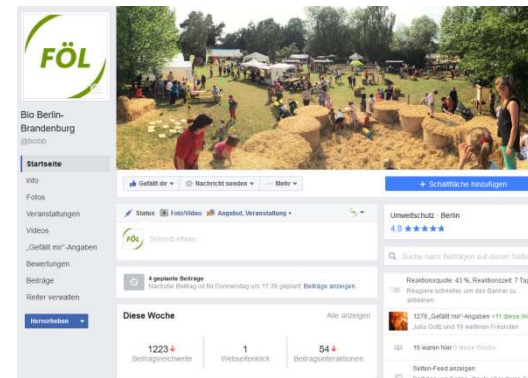


public relations and consumer information:
online/ social media

- Website / Newsletter
- Facebook / Twitter



- Website with calendar and adress database
- Newsletter every two weeks
- facebook and twitter site



- Cooperations with
 - Tourism Marketing Brandenburg
 - naturtrip.org



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Mehr Bio in Stadt und Land

BRING THE COUNTRY TO THE CITY



Country → City



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Mehr Bio in Stadt und Land

public relations and
consumer
information:
festivals

- organic farming festival for Children
- local farmers present their products and region



- 2 big children festivals every year
- two days in june with 35.000 visitors
(International Children's Day)
- one sunday in september with 80.000
visitors (Universal Children's Day)



Country → City

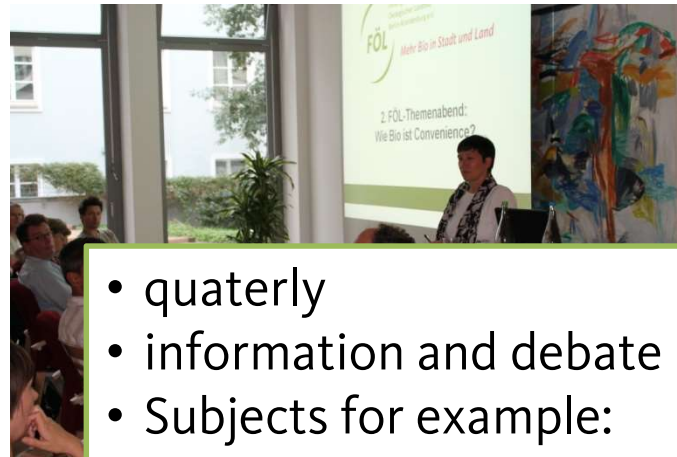


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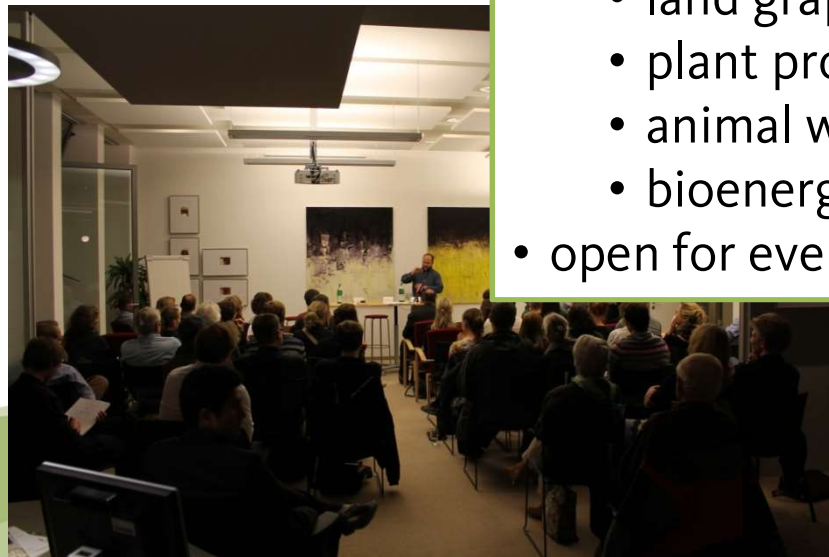
Mehr Bio in Stadt und Land

public relations and
consumer
information: **events**

- information events



- quaterly
- information and debate
- Subjects for example:
 - land grapping
 - plant protection
 - animal welfare
 - bioenergy crop
- open for everyone



Country → City



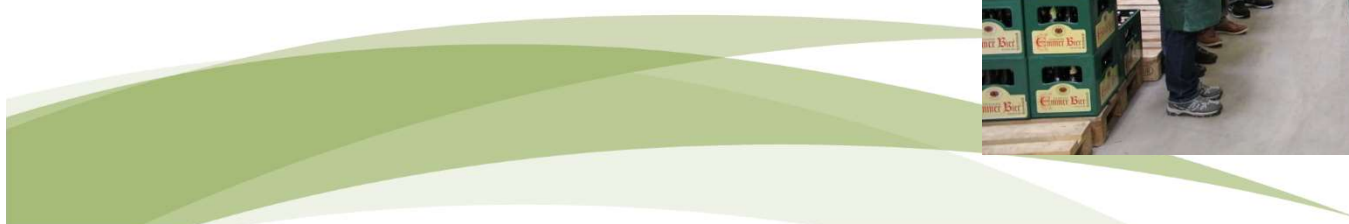
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public relations and
consumer
information:
Workshops

- School workshops
- Kindergarten workshops

- workshops for cooks in schools and nurseries, day care personnel
- also cooking with kids
- goal: more organic food in school and nursery meals





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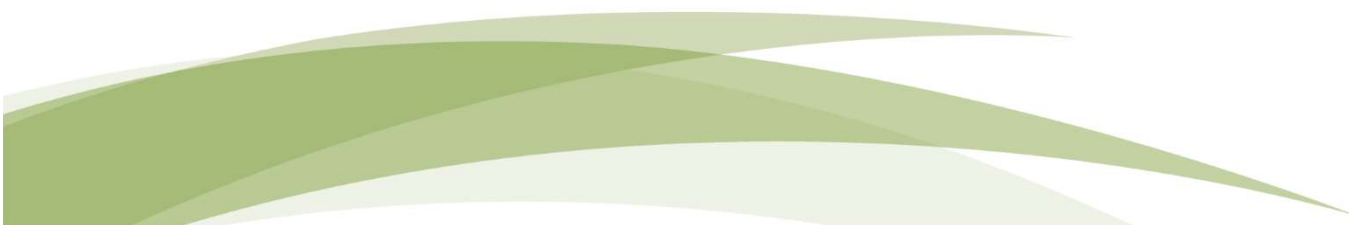
SUMMARY



summary



- local food must be available
- bring the people to the country or otherwise
- create unique experiences
- educate the children and you will get the parents



Thank you!



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Mehr Bio in Stadt und Land



Mark Füssel

Tel.: +49 30 28 48 24 41

E-Mail: m.fuessel@foel.de

