



International Green Week 2015

Fair Preview

16 - 25 January

2015



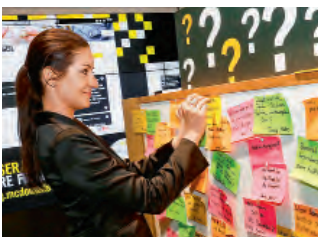
Pure Nature from the heart of the Baltics

The partner country Latvia

“Best enjoyed slowly” - that’s the message of the partner country of the 80th International Green Week for the visitors. If you do that, you’ll discover a country with warm hospitality and natural delicacies.

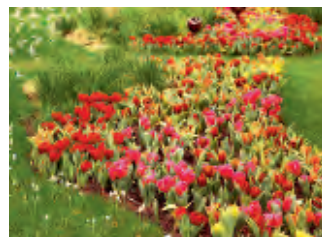
page 3 on

Dialogue Food



The top-level representatives of the food industry will answer all your questions on food. **Page 6**

Flower Paradise



The Flower Pavilion offers a treat for the eyes with more than 30.000 flowers in Berlin’s winter. **Page 26**

Event Farm



Hands-on experience with animals, machinery and farmers of today’s modern and sustainable agriculture. **Page 5**

BMEL-Show



“Where Ideas Grow” is the motto of the special exhibition of the Federal Ministry of Breeding Science. **Page 6**



Wir tun alles, damit die deutsche Agrarwirtschaft wächst und gedeiht.

Gesundes Wachstum braucht die richtige Pflege. Als Förderbank der Land- und Ernährungswirtschaft sorgt die Rentenbank für eine stabile Kreditversorgung und finanziert damit den Fortschritt in dieser zukunftsträchtigen Branche. Die Mittel für unsere Förderprogramme nehmen wir an den internationalen Finanzmärkten auf - mit anhaltendem Erfolg. Deshalb können wir sagen: Der Bulle steht uns näher als der Bär.

Latvia – Partner Country of the 80th Green Week

Welcoming address of Jānis Dūklavs, Minister of Agriculture of the Republic of Latvia

It is a great honour indeed to welcome the exhibitors, visitors and organisers to the International Green Week! The world's biggest consumer fair for food, agriculture and horticulture sees its 80th edition in 2015. For Latvia it is special to be the partner country of the Green Week in this very year, since during the first six months of 2015 Latvia will also preside the Council of the European Union.

Latvia is a hospitable and open-minded country which has conserved its beautiful countryside with its incredible biological diversity, nearly unharmed by human influence. The infrastructure for rural tourism in the Latvian forests is well developed, promising numerous opportunities for relaxation.

Latvia has a lot to offer! Our policy for a green and sustainable agriculture, forestry and fish industry guarantee healthy products of the highest quality to consumers. I would like to stress the important role that the International Green Week of Berlin plays for the Latvian food industry and producers, since our exhibitors have vast possibilities to establish new contacts and find business partners in other countries.

I invite every visitor to the fair to swing by at the Latvian pavilion where we represent with pride our beautiful country and of course the high-class products of our



food, forest and trade industry. Why not be a part of some of the activities so typical of Latvia? Our pavilion will make every visitor a special guest of Latvia and get a small surprise gift.



I wish all visitors of the International Green Week 2015 rich new experiences and to all exhibitors worldwide many new partners. We see each other at the Green Week in pavilion 8.2!

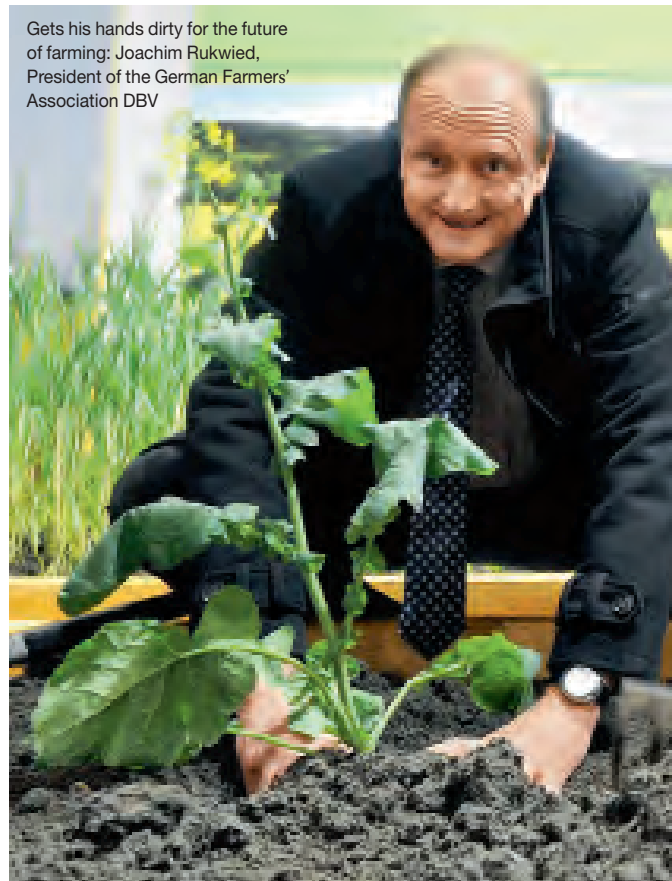


Foto: Karis Ustups/Latvia Travel

IGW 2015

The partner country Latvia is preparing so far its biggest representation at the International Green Week (IGW) under the slogan "Best enjoyed slowly". Between January 16 – 25 this Baltic state, first represented in 1992 at the IGW and assuming the presidency of the Council of the European Union during the first six months of 2015, will be at the fair so far with the biggest presentation, showcasing the country's manifold and typical specialties. More than 1.600 exhibitors from nearly 70 countries and over 400.000 visitors are expected this year. Next to the global view of the market, companies from all German regions will present the biggest offer of regional specialties, foods and delicatessen. The core piece of the conference programme will be the Global Forum for Food and Agriculture 2015 (GFFA) between January 15 - 17, expecting around 40 Ministers of Agriculture and high-ranking representatives of the industries for agriculture and food. A cornucopia of special presentations offers unique experiences for exhibitors and visitors alike, among which you will find such diverse presentations as "Dialogue Food", the Event Farm, the animal pavilion 25, the presentation of the Federal Ministry for Food and Agriculture, various product markets, the "nature.tec", "Multitalent Wood", "Lust aufs Lands" as country living fair, "Hunting & Fishing", as well as the Pet World, the International Flower Pavilion and the exhibition space of the horticulturists. In its 80th edition, the Green Week looks back on a history of 89 years. From its beginnings as a simple local goods fair in its first edition in 1926, it has turned into the world's biggest fair for agriculture, food and horticulture in the present. The fair has been home to nearly 83.000 exhibitors from 128 countries and more than 31,5 million visitors offering a complete overview of products from all over the world. The International Green Week Berlin 2015 is hosted by Messe Berlin GmbH and with the German Farmers' Association (DBV) and the Federation of German Food and Drink Industries (BVE) as thematic sponsors of the IGW.

School does not portray a realistic image of agriculture. This is the opinion of two out of three Germans, as was shown in the results of a representative survey conducted by market research institute Emnid in 2014. Parents with children in school criticise in nearly 70 % of the cases the antiquated or highly idealised contents about farm life of school classes. They would like to see that school dealt more in-depth with the subject of healthy food. How is our food produced and where does it come from? 68 % of people interviewed in the survey contracted by the association i.m.a. (information.medien.agrar e. V.), would like to see agricultural subjects as mandatory in school. An unbeatable 94 % of answers state that a school trip to a farm is not only important but necessary. Messe Berlin during the IGW 2015 heeds this call by society and has prepared a students' programme with educational subjects all around food and agriculture. The German Farmers' Association (DBV) runs a special experience for students and teachers alike with its Event Farm in pavilion 3.2. The Farmers' Association with its initiative "Classroom on a Farm" will offer during the whole of 2015 special projects and hands-on experiences for schools in all regions of Germany for students and teachers alike. The success of the "Open Farm Day" will increase the acceptance of this special offer to schools only more. The past couple of months more than 2 millions of Germans and a couple of public radio stations as media partners have used the "Open



Gets his hands dirty for the future of farming: Joachim Rukwied, President of the German Farmers' Association DBV

Reality Scores

German Farmers' Association (DBV) aims for a realistic idea of agriculture – not only during the IGW

Farm Day" as means of information about today's agriculture. The meeting point of the farming families at the IGW will be the booth of the DBV – of course also in pavilion 3.2. Topical subjects of national and European agricultu-

ral politics will be discussed here and the development of the markets for agriculture in front of the background of the global economic crises will be analysed. Members of the Farmers' Association will also find here a safe haven to

recharge their batteries from walking the fair aisles, either at the milk bar or with some tasty bits from various German regions. One key subject, of great interest to both farmers and consumers alike, should be the further improved ways of animal management on farms. A lot could be read in papers over the past couple of months about the initiative "Tierwohl" (Lifestock Wellness), funded by the industry. Now, you can see its effects and concepts in the flesh. The Event Farm makes you discover the innovations on the field – literally. The agricultural machinery on display on an internationally renowned consumer fair is second to none in the world. Nevertheless, the IGW is not a glamour event. Some of the problems of agricultural production also affect the everyday life of farmers. Farmers fear that a lacking public acceptance of the need for fertilizers and pest management will threaten future productivity. Though the figure of 50 million tons of cereal harvested in 2014 is impressive, there were regions that suffered from too much rain. A lacking acceptance by politics and society alike for pest management and a nitrogen-based fertilizer management in line with the plants' demands worries the farmers. How can it be explained to society that without adequate, listed phytosanitary products, there will be quality and quantity problems in the medium term? The challenge is to already raise awareness for a problem which will manifest only in years to come. The farmers will rise to this challenge during the Event Farm 2015.

A true classic: The students' programme of Messe Berlin

A Green Week without students' programme? Unthinkable! This hands-on class brings year after year around 1000 school classes from Berlin, Brandenburg and neighbouring German regions to the IGW. Its title "Erlebnisswelt Messe" (Fairground Experience) holds all its promises. More than 100 exhibitors in agriculture, food industry and horticulture offer a programme suited for students of all age groups. The students' programme is sponsored by the city of Berlin and the Brandenburg Ministry of Education. School classes and their teachers are invited to make hands-on experiences of subjects with the students' programme. All activities for families and groups of children can be used during the week and on weekends. Some guided tours, speeches and contests of the students' programme require a reservation. Anne Ziegenbruch (Tel. 030/ 30 38 32 02) and Heike Albrecht (Tel. 030/ 30 38 20 31) gladly inform you about the current students' programme. Information via E-mail can be had from younggeneration@messe-berlin.de.



Once again more than 60 partners allow you to take a look into the world of agriculture and its associated branches. Germany produces every day secure food, safe energy and raw materials of the highest quality. In six sections the visitors can experience how all of this works and what chains of added value are making this possible in the first place. Young and old can make some exciting discoveries and explore how agriculture rises up to its responsibility for man, animal and our environment alike. This includes also a dialogue with the people responsible for the products of the agri-food industry. "Science & Research" shows the foundations on which German agriculture is growing. This part of the exhibition is catered for by the Federal Institute of Risk Assessment and the Curatorship for Technics and Construction in Agriculture (KTBL) presenting interactive innovations or inviting you for some hands-on experiments like the Grünes Labor Gatersleben. The presentation in the area "Plant Production" is all about soil protection. On the occasion of the UN Year of the Soils, the focal point of the presentation is all about modern agriculture and its responsible treatment of our natural environment. Every fair visitor should ask himself just how much he knows about our soils.

A spirit of enterprise and innovations realised in modern tractors and land machinery make efficient use of resources while protecting the soils at the same time. In the section for "Animal Production" there are three absolute show stoppers no fair visitor can afford to miss. All round the "Pig Mobile", a turkey-coop and a cow shed topical subjects like management, husbandry, feed and health management up to production are up for discussion and the partners on the spot are looking forward to the dialogues. The visitor will see how responsible livestock management unites animal welfare and animal protection with productivity.

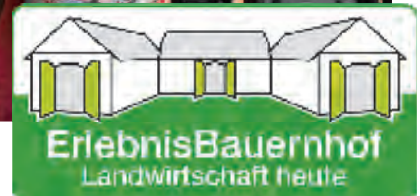
The glass butchery and bakery will show how the raw materials are processed and offer Currywurst, bread rolls and pretzels for sampling. The section of "Agriculture & Society" is taken care of by the Country Women's Association, the Agricultural Social Security, Forestry and Horticulture, the Country Youth Association and Churches to showcase the countless social implications of

Discover Farming

Event Farm in pavilion 3.2. invites to learn more about agriculture and food industry



Visitors to the Event Farm can learn in 6 steps how modern agriculture assumes its responsibility for man, animal and environment.



the industry. The final station of the Farmstead Experience in the "Treff-Punkt", the meeting point in the middle of the pavilion. This is where you can wind down after a long day on the fair, have yourself informed and entertained in the studio of "Event Farm TV" or recharge your batteries with catering by the asparagus farm Jakobs of Beelitz. Right there you will also

find the German Farmer's Association DBV and the Promotional Group of Sustainable Agriculture FNL.

A highly-interesting point of call for nursery and kindergarten groups, pupils, students and youth is the i.m.a.-Field of Knowledge with a display table of various cereals. Event Farm is a joint initiative of the German Farmers'

Association, the association information.medien.agrar (i.m.a. e.V.) and the Promotional Group of Sustainable Agriculture FNL as main coordinator of the Event Farm. More than 60 further partners participate as well, the Agricultural Bank is one of the main sponsors and agrarheute.com and tv.berlin are official media partners.

Agricultural Classes in School

Chickens grow in the freezer at the super market and potato chips are harvested. These are actual beliefs of more and more students. The reason for their ignorance about the origin of our food is due to a shortage of agricultural classes in school. These are some of the results of a representative survey contracted by the association information.medien.agrar (i.m.a.) with market researchers Emnid. More than half of the Germans complain that school does not teach anything about agricultural subjects and two thirds of the answers would like to see such classes as compulsive school

matter. Hands-on learning, school trips to farms and school gardening are wished for, just as internships on farms. This might help towards a better understanding of agriculture and help later in finding one's way into the professional world. The non-profit association i.m.a. is a

co-founder of the Event Farm on the Green Week and once again present in pavilion 3.2., organising a great number of activities for teachers and students alike. Already 70.000 teachers use school material created by i.m.a. for classes with agricultural background, still not enough as the survey has indicated.



“This is where ideas are growing”

Special Presentation of the Federal Ministry of Food and Agriculture in pavilion 23a



Young and old, families and students are up for a treat in pavilion 23a. Information and enjoyment twin up in the cooking studio and the bakery.

Pavilion 23a is all about ideas in breeding and research where new varieties of apples are developed or where disease-resistant rose varieties tolerant to new climates are bred. Witness the exciting approach to environmentally friendly production in

horticulture: Vibration or aerial stimuli slowing down natural plant growth? How can we abstain from using chemicals in the future? On top of that, the organisers show new and modern greenhouses saving energy for production of ornamental plants. Bees are and al-

ways will be a vital member in the chain of food production. A central information point will teach you about bees, bee protection and working with bees. The special presentation in the Global Year of Soils 2015 speaks also about the importance of fertile soils as

means of existence for men, animals and plants. The demographic change is another challenge for rural areas. Appealing living conditions are vital for all age groups. This includes close-by supply of food and services, medical care, means of communications and cultural offers. For family-operated farms alternative sources of income are important. Bio-energy villages and bio-energy regions show the advantages of using renewable fuel sources like bio gas and wood for example. Perspectives for rural areas arise also in regional products as a means of rural identity and tradition or from developing tourism and relaxation.

The segment Consumer Education is all about transparency in labelling, control and safe foods. Consumers can learn there about quality certificates and consumer protection on the internet. The Ministry campaign “Too good for the bin” gives tips on how to avoid wasting food and what to do with leftovers. An appealing stage programme with well-known faces from politics, the industry and entertainment provide for a rounded finish.



“Dialogue Food”

The joint presentation of BVE and BLL



All good things come in threes - which is why the two top-level associations of the German food industry, the Federation of German Food and Drink Industries (BVE) and the German Federation for Food Law and Food Science (BLL) present for the third consecutive year their presentation under the motto “Dialogue Food” at the Green Week. Its centrepiece is again the dialogue stage with exciting guests and interesting talk rounds on topical food subjects. Experts from the sector will tell you more about the industry and are looking forward to interactions. Once again you will have the possibility of calculating the calories of a meal with the interactive table. Additionally the joint presentation offers a quiz focusing on food labelling for students and young people in the



BVE and BLL inform about the high quality of German food products during the „Dialogue Food“.

frame of the students’ programme of Messe Berlin. Food packaging gives important insight on ingredients used, contents, nutritional va-

lues and best before date - but most of the times consumers do not really understand it. BVE and BLL do their best to change this. For 8 years the

joint presentation of BLL and BVE at the world’s biggest consumer fair for food, has been the centre of interest for visitors, representatives of the industry, politics and media. Both federations seek to impart knowledge with their presentation of modern and safe food production and inform about the importance of the food industry for consumers and economy alike. The food industry is one of the most efficient and most reliable branches of the economy in Germany. Around 13% of all jobs in Germany are found in this sector and provide every day safe, high-quality and tasty food to 80 millions of Germans. High quality standards and product safety are maintained on all levels of production at the highest priority. The BVE is also thematic sponsor of the International Green Week.



The Berlin Agriculture Ministers' Summit is the world's biggest event of its kind.

Global Forum for Food and Agriculture 2015

The growing demand for food, raw materials and energy: opportunities for agriculture, challenges for food security?

Agriculture has long surpassed its only role as supplier for food and feed products. The demand for renewable raw materials for industrial purposes and energy production keeps on growing. The global development at a turning point enables both family farms and large agricultural companies to create new products. This is how fast growing markets in developing and emerging countries as well as industrial countries can be conquered. Economy in rural areas can benefit through regional chains of added value with organic products, some of which may be used as bio mass to produce energy for the food- and non-food sector. This provides for job security. Bio-economy has enormous potentials that have to be used. It contributes to diversification and thus strengthens agriculture against crises. An increased demand for bio mass can however lead to target conflicts since agricultural acreage cannot be increased endlessly. Cultivating renewable raw materials cannot happen at the cost of food security. The 7th Global Forum for Food and Agriculture between January 15th - 17th 2015 – organised by the Federal Ministry of Food and Agriculture (BMEL) – stands under the motto: “The growing demand for food, raw materials and energy: opportunities for agriculture, challenges for food security?”. It is to show where opportunities, potentials and challenges of a bio-based agri-economy under the pretext

of the primacy of food production lie and how a resource-efficient, sustainable and climate friendly agriculture of the future may look like. During various event modules of the Global Forum for Food and Agriculture (GFFA) these discussions on future questions will be led on an international level. Also in 2015, the International GFFA Podium and the world-wide biggest conference of Ministers of Agriculture, the 7th Berlin Agriculture Ministers' Summit, will be at the heart of the event. On Saturday, 17 January 2015, high-ranking representatives from all over the world will meet in the Federal Foreign Office to debate about joint solutions for aspects of bio-economy in agricultural politics. The results of the Ministers of Agriculture will take effect in international political processes of the G7, the G20 and the United Nations. On the Saturday morning, the International GFFA

Panel Discussion brings together high-calibre representatives from politics, industry, science and civil society in the new City Cube of Messe Berlin. They are dealing with questions such as

- ▶ how to use the opportunities of a ecologically-based agriculture
- ▶ how to ensure the primacy of food production
- ▶ how to guarantee the sustainability of production

Simultaneously, companies, investors and federations are given the chance to showcase their projects in the field of food security during the Cooperation Market. The Business Lounge provides a place of retreat from the hustle to engage in bilateral talks in a relaxed atmosphere. Public special events by various organisers take place on Thursday and Friday (15/16 January) in the CityCube. Details of the greater picture are being dealt with there and pro-

jects and solutions get presented. Just as in previous GFFAs, the Federal Ministry BMEL invites for International Working Meetings on Friday afternoon, this time chaired by the FAO and the World Bank. These meetings are there to get an even deeper understanding of the subject and are to bring about policy guidelines forwarded to the Berlin Agriculture Minister's Summit. Simultaneously with the Berlin Agriculture Minister's Summit, GFFA Berlin e.V. hosts on 17 January 2015 its International Business Podium with high-ranking representatives. The GFFA ends every year with an evening reception by the German agri-food industry at the Deutsche Telekom Building.

Further information on the GFFA 2015 and an online registration form can be found on the website: www.gffa-berlin.de.



Business Podium

Founding members of the GFFA Berlin e.V. are the Federation of German Food and Drink Industries (BVE), the German Farmers' Association (DBV), the German Society for Agriculture (DLG), the German Society for International Cooperations and the East-Advisory Board of German Economy. These pillars of the German agri-food industry have made it their goal to find sustainable strategies for global food security and further the use of natural resources.

Bayern grüßt Berlin.

Auf nach Bayern!
BAYERNHALLE 22 B

Bayern besucht die Hauptstadt
und hat wie immer viele
Schmankerl für die Grüne
Woche im Gepäck.
Herzlich willkommen!



Frankenwein: Genießen Sie ein Glas Wein an
der fränkischen Weinbar.



Auch dieses Jahr zeigt sich Bayern auf der Grünen Woche 2015 von seiner schönsten kulinarischen Seite. In der 2.300 qm großen Bayernhalle 22 b gibt es viel zu sehen und vor allem auch viel zu probieren.

Weil sich im Freistaat Tradition und Moderne die Hand geben, erleben Sie ganz besondere Genussmomente, zum Beispiel mit unseren Craft-Bieren oder der süß-scharfen Meerrettich-Dill-Sauce zur berühmten bayerischen Weißwurst.

Natürlich ist neben dem leiblichen Wohl auch fürs Auge viel geboten: Trachten- und Musikgruppen sorgen für die richtige Stimmung und Tourismusexperten geben Einblick in die landschaftliche Schönheit Bayerns mit seinen lebendigen traditionellen Bräuchen.

Mehr als 2.000 Mitwirkende schenken dem Besucher einen ersten Eindruck von der bayerischen Lebensart bis hin zum originalgetreuen bayerischen Erlebnis-Wald.

Die Grüne Woche 2015 und Bayern erwarten Sie!

Alle Aussteller und das gesamte Programm unter www.alp-bayern.de



alp Bayern

Agentur für Lebensmittel
Produkte aus Bayern

Bayern mitten
in Berlin:
Gäste herzlich
willkommen!



Baden-Württemberg sample Maultaschen, Schupfnudeln, Black Forest Ham and regional sausage specialities



Mecklenburg-Vorpommern: enjoy their fish, sea buckthorn products and music



Bremen: Next to tasty bread rolls with fish, the city offers internationally known beers and coffee

Tasty, regional and authentic

13 German states present their culinary and tourist attractions

More and more consumers want to know where their food comes from and how it is produced. According to a study by the Federal Ministry of Food and Agriculture (BMEL), 92% of all consumers prefer regional products. The tour through Germany during the Green Week will take you through 7 pavilions where you can sample lots of them.



Bavaria: The 52nd participation of Bavaria in the Green Week stands under the motto "Let's go to Berlin". The enormous variety of Bavaria gets showcased on 2.300 square metres in the Bavaria Pavilion 22 b with culinary experiences, traditions and impressions of the scenic beauty of all parts of Bavaria. More than 2.000 contributors – anything from small producers, to musical performers and tourist associations – show how Germany's South produces traditional food in a modern way while traditions are kept alive. Savour the world via your mouth – nowhere else more possible than at the Green Week: An original Bavarian Beer Garden will treat you with pretzels, Leberkäse and genuine beer from Bavaria. If you are looking for new taste experiences, the Bavaria Pavilion is the place to be: try the new "health potion" Aroonia, a sweet-spicy sauce of horseradish and dill, genuine Weißwurst or genuine craft beers, of course brewed in accordance with the Bavarian Purity Law. An experience of the other kind can be had in the multisensoric forest adven-

ture, where you can learn more about this sensitive eco-system.



Baden-Württemberg: This country of gourmets pampers its visitors in pavilion 5.2b. A garden restaurant serves typical tongue teasers like Maultaschen and Schupfnudeln from Suabia, cured ham from the Black Forest or a Black Forest Cake. For the first time 10 vineyards invite you to a modern wine bar to taste their fabulous wines. Skilfully distilled spirits, beer specialities from Ulm and a kaleidoscope of various fruit juices provide for a rounded finish. On top of that, the visitors can learn more about the tourist and cultural offer of each gourmet region. Most of their specialities are protected by EU declarations of origin and the corresponding protection societies take great pride in



Bavaria: More than 2000 contributors show how Germany's South produces traditional food in a modern way while traditions are kept alive.

presenting them. The Country Women's Association as ambassadors of agricultural products showcase regional specialty foods. Daily events and offers show Baden-Württemberg in its entire variety – also on stage with cook-offs, talk rounds and music and dance performances.



Mecklenburg-Vorpommern: In its 25th year of existence, Mecklenburg-Vorpommern takes part for the 16th time at the Green Week. With its proven concept, Germany's North-East populates its 1.800 square metres of exhibition space in pavilion 5.2 b with 40 sales and representation booths and around 60 exhibitors. The motto "Enjoy Mecklenburg-Vorpommern" speaks also for an internationally appealing location of the agri-food industry. Among their

well-known classics are fish bread rolls, hearty sausages and sea-buckthorn tartes. Add to that specials like Whitefish Caviar – the "Gold of the Inland-Lakes", lactose-free ice cream from the farm and tasty pure fruit juices. The Mecklenburg-Vorpommern presentation gets its proper finish with a diverse stage programme with music, entertainment and dancing on all ten days of the fair with anything from shanty to dixieland and party music on 17, 23 and 24 January, the three fair days with long opening hours.



Bremen: Be it coffee, fish or beer: Both large companies and small manufacturers produce their tasty goodies in Bremen and Bremerhaven, the two cities that make up this region of Germany. The Green Week shows why Bremen is tasted the world over and shows up with 8 trade exhibitors in pavilion 20. The Fischereihafen-Betriebsgesellschaft mbH from Bremerhaven, operating the fishing port, gives tips on how to prepare sea fish and other sea food in their cooking studio. But a trip to Bremen is not only in line for culinary reasons, as the presentations of the Bremen Tourists' Office, Experience Bremerhaven and the project "Bremen Bike it!" will show you.



Hesse: Typical for Hesse is a tasty apple wine, beer, refreshing mineral water from the Rhön mountain range and extraordinary



Hesse scores in Berlin with local sausage varieties, either organic or with controlled quality



Saxony-Anhalt is home to the northernmost quality wine region of Europe



Lower Saxony: Rustic sausages, freshly served by happy hosts

meat and sausages like Ahle Wurst, a local kind of Bologna sausage called "meat sausage", home-made meat products from the North and the South of Hesse and a wide variety of different cheeses. Quality and originality are ensured by the regional certifications "Certified Quality - Hesse" and the "Organic Seal - Hesse" - all the way from production to the store. Don't forget to sample some of the EU-registered specialities. The visitors will learn a lot about

conventional and organic agriculture in Hesse and small businesses in the food industry. To digest all these experiences, why not have a seat in the "Apple Wine Garden with beer on tap"?



Saxony-Anhalt: The agri-food industry of Saxony-Anhalt shows the strongest increase in turnover from all East German regions. That's why the Saxony-Anhalt Pavilion 23 b offers the best

opportunity to get to know some successful companies on 2000 square metres. For the 25th consecutive time Saxony-Anhalt participates in the Green Week. Five companies have been there from day one: Kathi, Halberstädter Würstchen, Winzervereinigung Freyburg, the Salzwedel Baumkuchen Factory and Börde Käse. All of them will celebrate this anniversary with the visitors in style. Enjoy culinary highlights with fine wines from the Saale-Unstrut

region, Europe's northernmost wine region and what about the Harzer Fichteln, a traditional regional Bratwurst with some green fir shoots in their recipe? The Harz region above all is well represented with 15 food companies, on top of that nearly all districts of Saxony-Anhalt are present with their own booth. It is an interesting mix of regional producers and tourism companies, after all it is the best publicity if you can taste a region. →

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„Wertschöpfungskette Landwirtschaft“

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Berlin has more to offer than just Currywurst – try some selected specialities and sample some innovative beers



Saxony: Experience Saxony with all senses – the decided goal of all Saxon exhibitors



Thuringia: Such a splendid potato hat certainly ends up as Sunday Dumplings in Thuringia – just like it should be



Lower Saxony – a colourful cornucopia of sea and mountains, heaths and rivers, enchanting towns and sleepy villages. As diverse as the landscape is also their local cuisine. In the Lower Saxony Pavilion 20 the visitors can gather first-hand experiences on more than 2000 square metres. The people there are hospitable, welcoming their guests with local brews such as “Schnuckenbräu” from the Lüneburg Heath, Wittinger Beer, freshly baked bread, cured ham from Norderney or original Harz Mettwurst. Typically is also the apple cake from the Altes Land, tasty heath potatoes with herb quark or anyone of the countless spirit specialities. Those thirsting for knowledge can learn more about this part of Germany at the booths of the Ministries for Environment and Agriculture – for example about the “Varus Region” around Osnabrück, where near the village of Kalkriese the Battle of the Teutoburg Forest took place in Roman times. The Ministry for Environment offers courses about resource management and ground water protection. Cooking shows, games and music on stage invite you to spend some time there. Tourist associations will share many gorgeous tips with you on how to experience Lower Saxony’s diversity best.



Berlin showcases itself in pavilion 21 with the motto “Berlin – a wonderland”. The visitors will live big and small culinary wonders from a creative, diverse and tolerant city and seduced to also taste the city’s creations. The Berlin pavilion will

look like a big market with countless market stalls and such diverse exhibitors like the Berlin Senfmanufaktur from Steglitz presenting its mustard creations, in a “sweet café”, all decked out with pink roses, local chocolate companies and coffee producers will treat you royally. But of course also traditional Berlin brands are there with their signature products. Curry 36 offers the visitors to lay down the foundations on which you can survive a tasting tour through the various craft breweries centrally placed in the community stand with a beer lounge.



Saxony: In pavilion 21b Saxony invites you on a culinary promenade through its tourism regions. 26 companies of Saxony’s agri-food industry participate as exhibitors and six new tourist associations will try to draw attention to their region. The culinary offer stretches from anything as diverse as Aronia products over salt to goat cheese. A colourful stage programme and a show kitchen will take the visitors to all parts of Saxony. Upper Lusatia – well known for Sorbian culture – invites with beer and finest cheeses. With the slogan “The taste of Vogtland”, the southernmost tourist region of Saxony tries to reel in new visitors but culinary delights apart, the visitors can also learn about the traditional production of musical instruments there. The Ore Mountains are all about sociability with rusty meat, sausages, a rich beer or a fragrant herb licor. The region around Leipzig presents itself for the first time at the Green Week with its culinary discoveries. Dresden and the river valley of the Elbe

have a lot in common, not only in geographic terms but also in a culinary way. Therefore it is not astonishing that fine wines, tasty pastries and healthy juices meet the favour of the fair visitors. The Saxon Switzerland invites you to spend the “Culinary Weeks” in the mountainous parts of the Elbe Sandstone Mountains. The decided goal of all trade exhibitors: Make you experience Saxony with all your senses.



Thuringia will take part for the 25th time in the Green Week. With 34 trade exhibitors it is the strongest participation since 1991. In pavilion 20 Thuringia stresses the importance of the regional agri-food industry, the second biggest economical branch there. The district of Sömmerda presents the various regions of Thuringia and the rural development. At the joint presentation of Thuringia you can sample beer that has been brewed in accordance with the Purity Law at Weißensee in the Sömmerda District since 1434. Landscape care by grazing sheep is presented by the EU-LIFE-project “Conservation and Development of the Thuringian steppe lands”. Lamb meat of the finest quality for the market is a very nice culinary side effect. Furthermore, Thuringia should be interesting for you if you suffer from a food allergy: There are a lot of gluten-free products like flour and baking mixes, various breads, bread substitutes and pasta, salty snacks, sweets and frozen foods. Try the Filinchen products, all baked from 100% organic spelt flour. And of course Thuringian classics like Thuringian Bratwurst, Blood Sausage and Leberwurst, the ori-

ginal Altenburg Goat Cheese or Thuringian Sunday Dumplings cannot go amiss.



Schleswig-Holstein: the Schleswig Lion and Holstein’s nettle leaf, in a new colour interpretation. You will find these signature elements all over the Schleswig-Holstein Pavilion. Traditionally, Germany’s northerners set up a maritime pavilion. The presentation space will take the visitors on a pictorial journey through the North with fascinating pictures by landscape photographer H. Dietrich Habbe. You will also get a nice culinary overview of the country between the two seas. In pavilion 22a a seaside pier invites you to spend some time, from there you will have a nice view of the various booths showcasing the North’s culinary variety. This comprises of course freshly smoked fish, but also Holstein Ham cured in beech smoke, lamb and Böklunder sausages as typical specialities. Continue with an aromatic cheese by the marketing organisation “Gut von Holstein”, a combine of several local dairy producers. Wash all of it down with a tasty beer from Flensburg or Dithmarschen, an exotic cocktail or a drink of milk. What about dessert? Well, ice cream, a shot of sea buckthorn licor or a nice slice of a cream tarte by Stadtcfé Marne should do. Following their motto “Schleswig-Holstein is tasty!” the show kitchen of the regional Ministry of Agriculture will have daily new menus, skilfully prepared by well-known chefs.



North Rhine-Westphalia: “Good and Sustainable – NRW” – this



Schleswig-Holstein: What would Germany's North be without its fish specialities?



The chefs on **North Rhine-Westphalia's** stage will teach you how to cook with leftovers



Brandenburg: With more than 200 trade exhibitors and 80 vendors, it is virtually impossible to miss Brandenburg

year's motto of Germany's most populous state with a colourful cornucopia in pavilion 22a. The visitors can sample anything from Altbier, a local ale speciality, to something as special as sugar beet syrup. In addition to traditional products like Westphalian Bone Ham or the chocolate-chili licor from the Lower Rhine, the visitors should be prepared to be familiarized with game specialities from regional forests, complete with some information about sustainable forestry. Culinary delights apart, NRW also offers events and actions all around "Regionality, Sustainability and

healthy Food". A colourful stage programme of music, inspiring cooking shows all around "Making the best out of leftovers" and discussion rounds on topical subjects with the Westphalian Minister for Environment, Johannes Rimmel, will provide for splendid entertainment and an interesting day at the fair.



Brandenburg: With its presentation in pavilion 21a, Brandenburg presents itself for the 23rd time as an appealing and competitive region, that has nothing to fear all over the world. Their pre-

sentation showcases the enormous regional diversity of products, the dedicated, efficient and motivated companies of the local agri-food industry and horticulture. It is once again the task to underline the importance of agriculture in Brandenburg.

The pavilion is got up to look like a market square with stalls, natural decoration, diversity of products at the stands, cultural highlights on stage and of course regional cuisine. The mission is to strengthen the consumers' confidence in regional products. The Green Week is above all for the greater Berlin-Brandenburg area

an event that stands out through its sustainability and character – qualities long remembered. The radio station Antenne Brandenburg takes care of the stage programme and all Brandenburg participants from trade exhibitors to entertainment crew are looking forward to presenting their region to you.

With over 80 fair booths and more than 200 exhibitors, any taste should be met: what about mustard with smoked garlic, salmon knackwurst, smoked beer, fir tree licor or cheese ice-cream? Brandenburg's diversity won't disappoint you!

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Latvia – Hospitality, nature and secluded beaches



Latvia – Best enjoyed slowly” is the motto of the partner country of the International Green Week 2015. Your Latvian hosts will recommend you to slow down your pace of living and relax – in Latvia’s gorgeous natural environment sampling their healthy and tasty food. “We are proud of our country and its traditions which we uphold” say the Latvians. Many of these they will bring to the Green Week at Berlin so that the fair visitors can enjoy them, too. Honey for example, a Latvian export especially sought after in Germany.

During the Green Week Latvia will present its products and try to entice people into getting to know this nature-rich country. Take the Latvian coastline for example: its 494 km of length correspond to the distance of Berlin to Dortmund and you will find landscapes as diverse as beaches with white sand, rocky cliffs, steep coasts and beach meadows. Traditionally, fishing and fish processing are very important branches of industry there. More than half of the fish exported amounts to Riga Sprats, which are smoked and conserved in oil – they are known not only in Latvia but the world over.

Latvia is fourth in the list of well-forested countries in Europe. Of old, lots of ships sailing the seas were built of Latvian timber – thus the world got to know the Latvian Pine. In the meantime the world has come to know also the Latvian

Birch – it is being used in modern cars and tankers, in construction and also in the furniture industry. Most likely the best-known user of Latvian Birch may be Prince George – the son of the British successor to the throne Prince William and his wife Kate: he got a rocking horse made out of Latvian Birch as a birthday present.

The Latvian sustainable silviculture not only guarantees the supply with timber for the forest industry

but also ample possibilities for leisure and relaxation in the arms of nature. The Nature Park Tervete with its beautiful scenic forest is one of the most preferred places for tourists with children, explorers of nature and all those in love with nature in general.

The clean nature and the fertile land enable the Latvian farmers to produce absolutely organic food – anything from cereals over dairy products to meat. Latvia is proud

of the quality and the wholesomeness of its products, many of which are organic. The combination of traditional ways of production with modern technologies safeguard outstanding quality.

If you want to learn more about Latvian traditions, why not try meat smoked over alder wood or Latvian fish? Latvia’s most well-known dish are cooked peas with bacon and onions, also well-liked among tourists.

The pride of Latvian cuisine has been rye bread for a very long time. The typical rye bread has a special, unmistakable flavour and its scent cannot be found anywhere else in the world. Countless recipes for Latvian rye bread turn it into a jack of many trades – anything from a starter to dessert or even as a beverage!

Fruit and berries grown in Latvia are enormously rich in vitamins. Latvia is the biggest producer of cranberries and cranberries with powdered sugar are known the world over. Latvian honey enjoys a legendary fame. The enormous variety of wild plants in the country brings a nearly unfathomable variety of honeys with it. Add to that the beekeepers blending their honey with berries and other ingredients, thus creating entirely new flavours of honey. In a nutshell: Latvia is a paradise for friends of honey.

And of course the Latvians rival the Germans for the best beer – both countries have a great brewing tradition. But instead of bickering,





they rather join together to drink and enjoy. Beer is considered the national drink of Latvia, it is above all popular for the summer solstice celebrations. It is enjoyed with cheese, dried fish, sausages and roasted bread with garlic. Since the Latvians are so fond of their beer, around 95% of the annual production are consumed domestically and only 5% are destined for export – to the great detriment of German beer drinkers. That alone should be reason enough to visit the Latvian pavilion during the Green Week.

If you have come to like Latvia after all of this, you won't take long

to explore the country yourself. Any time of year is suitable for doing so, since every season is different. During winter you can brush snow off a spruce branch and enjoy the Latvian spring drink – fresh birch juice. In spring you can go stork watching – nowhere else in the world you will see as many as in Latvia. Summer time is beach time, walk barefoot along the beaches and get an appetite for freshly smoked fish after a day of seaside air. Fall is an enchanting season with the first cold nights and fog laying like a blanket over harvested fields and meadows. Rural tourism is the key to discovering the genuine Latvia, enjoy the tranquil rhythm of nature to recharge your batteries and indulge in the hospitality and the culinary delights Latvia has to offer.

The International Green Week 2015 will give you an idea of what makes Latvia unique: from dairy products over rye bread, honey, fruit and vegetable to meat, beer and fish. Everything will be there to sample – and should you run out of money, Latvia can lend you a helping hand there: Latvijas Banka issues coins whose design is highly regarded all over Europe. And Latvijas Pasts, the Latvian Postal Service, publishes a commemorative stamp on the occasion of the Green Week. There are many more reasons to enjoy Latvia slowly – during the International Green Week 2015 in pavilion 8.2 and anytime in Latvia of course.

When Latvia opens its culinary treasure chest, you will find tasty beer and rye bread with horse radish cream and smoked lamprey in it (upper left), but also Latvian Herring with Red Beet, boiled potatoes and mayonnaise and rustic starters with bacon. Walks on the beach or hiking along the barefoot trail at the Kemeru National Park will provide for an energetic balancing.

Trade

Together with eggs and milk products, honey stood for exports of more than 39 millions of euros in 2013. The greatest increase was recorded in fruits and nuts with 125% of growth. Germany's demand for Latvian cereal however is decreasing. While in 2012 95,4 million tons were exported, 2013 saw only 29,3 million tons leaving the country. Latvia imports above all drinks like wine (48 %) and licors (44%) from Germany. The import rate rose by 18% in this field in 2013. An increase as well has been noted in semi-finished goods for further processing in food – from 14,5 millions to 20,6 millions of euros. In 2013 imported goods with a value of 177,87 millions of euros contrasted with 119,67 millions of euros in export.



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Wir nutzen und schützen aus Verantwortung

A world of delights

An intercontinental sampling tour without jet lag or fear of airplanes

You can sample the flavours of the entire world at Berlin. During the Green Week exhibitors from all over the world are in town offering you the finest of their country. Take a relaxed stroll with a Brazilian Caipirinha in your hand to Canada to sample fresh pancakes with maple syrup there or test the extraordinary honeys from this year's partner country Latvia. Continue from there with a spicy vegetable tajine on couscous from Morocco. After a brief stop in Rwanda to nibble their delicious meat spits of lamb and antelope, a few minutes walking will take you to Asia. Enjoy a dessert of coconut rice with tapioca pearls from Thailand. And the finishing touch is added by a freshly brewed tea from the highlands of Nepal. Enjoy!



Baked goods from Poland



Rustic meat products from Lithuania



Fried meat spits from the Ukraine



Spicy national dishes from India



Delicious sausage from Romania



High-class rice from Japan



Vietnamese fruit



Armenian cognac



Tropical specialties from Guinea



Fine pralinés from Kazakhstan



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Wines from Portugal



Mongolian pickles



Fruity beers from Ghana



Strong licors from Russia



Dates from the Saudi-Arabian desert



Saffron from Afghanistan



Hot Kenyan dishes



Traditional Moroccan cuisine



Exotic fruits from Thailand

Worth living in and economically strong

Joint Presentation “Rural living – together for the rural areas” in pavilion 4.2



Peaceful and picturesque:
Living in the country

Foto: ASG

The exhibitors of the joint presentation show ways how to prepare rural areas for the future. The Federal Ministry of Food and Agriculture (BMEL) will showcase its activities and incentives to safeguard the quality of living in rural areas and maintain living standards there. Visitors are encour-

aged to seek a dialogue with the participants. An important subject is the local availability of wares of daily necessity, sufficient mobility, better broadband internet connectivity and education possibilities. Always there for you: the Dorfläden Oetersen and other village stores operating various local supplying

services in Germany, the villages of Pretschen (Brandenburg) and Eicherscheid (NRW) as representatives of the contest “Our village has a future”, village cooking studios with various regional dishes, two projects from the Werra-Meißner region in Hesse and Western Pomerania-Greifswald, special projects from

the LandZukunft venture, showing ideas for creating local chains of added value, the Catholic Youth Organisation of Germany and the volunteer firemen of Berlin.

The centrepiece of the German Society of Rural Networking (DVS) is the sustainable resurrection of village centres by active citizens. The youth division of the DVS presents cultural and youth programmes from various leader regions.

The leader regions of Brandenburg have their presentation with the Forum of Rural Areas – Network Brandenburg while Berlin will be represented by Stadtgut Blankenfelde, focusing on the historic development of the estate, as well as trades, artists and institutions of the village of Blankenfelde.

On the representation of the German Country Women’s Association (dlv) the winners of the entrepreneurs challenge speak about their experiences while equal-pay counsellors inform about equality of opportunities in rural areas. Healthy food and worldwide food security is the message of the NGO Brot für die Welt-the Protestant Development Service. The artists of the circus UBUNTU are waiting for the visitors, rural tourism opportunities and a diverse stage programme of the Agri-Social Society.

Eat the Rest – empty your plate please

An initiative for greater appreciation of your daily grocery shopping

You eat with your eyes first. This holds true both for your grocery shopping at the supermarket. Normally the consumer won’t pick a cauliflower once it shows some brown spots, if the leaves of the Kohlrabi hang down as if they were tired, if the packaging is broken or dented or the best-before-date has been reached. And this despite the fact that all products are still good to go. Everyone of us puts an annual average of 82 kg of food in the trash – this corresponds to about 2 full shopping carts. For all of Germany this means a giant mountain of 6,7 million tons of trashed food.

To make above all young people more aware of the situation and make them appreciate the regional supply of food more, Messe Berlin



Lars Jaeger, project manager of the Green Week lends a helping hand to chef Felicitas Thien during the “Eat the Rest” event at Kaiser’s in Berlin-Friedrichshain

hosts a cooking event of the special kind at the IGW with the project “Eat the Rest”. Kick-off took place on 20 September in the Kaiser’s supermarket in the Ring-Center of Berlin-Friedrichshain. In the pro-agro cooking studio TV-chef Felicitas Thien prepared simple and tasty dishes from regional ingredients, leftovers from the shelves at Kaiser’s. The 28-year old cook with the friendly smile shows how to turn old bread and somewhat shaken fruit into a dessert or slightly overdue cauliflower into a terrific pesto.

Kaiser’s runs more than 150 supermarkets in town and scores big time with the fresh regional products for sale. The final point of the “Eat the Rest” events for Kaiser’s is the Green Week.



Minister of Agriculture Christian Schmidt hands the Peace Bread to the Latvian Ambassador in Germany, Elita Kuzma. Latvia is the partner country of the Green Week 2015.



Bread made from rye from 12 countries

Where once the Berlin Wall stood, an international Thanksgiving took place in October

New life grows on Bernauer Straße where once the dead strip of the Berlin Wall was. Left and right of the Chapel of Reconciliation, rye has grown since 2005 where until 1989 the Berlin Wall divided the city in two halves and people lost their lives trying to flee from the GDR.

Last year's harvest was brought in by representatives of the association FriedensBrot e.V. in September and processed into a real Peace-Bread. "There is no peace without bread and no peace without agriculture", says Gibfried Schenk, the president of the association. The 11 new member states of the EU

which share the fate of the Cold War with Germany participate as well. Bulgaria, Estonia, Croatia, Lithuania, Poland, Romania, Slovakia, Czech Republic, Hungary and Latvia, as partner country of this year's Green Week, have all cultivated rye in historic places. The combined harvest of all the-

se fields was made into a bread by Berlin Master Baker Wolfgang Zimmermann, the "European PeaceBread" commemorating the 25th anniversary of the Berlin Wall coming down. Part of the rye flour is kept back for a very special PeaceBread event during the Green Week 2015.

Multitalent Wood

On more than 2.500 square metres the visitors of pavilion 4.2 experience how diverse the timber and wood industry can be. You will see how wooden furniture and wooden interiors can provide for ultimate well-being at home. Events like a climbing tree, wood carving, wood turning and a log sawing contest provide fun for the entire family.

Forest wardens show ways of sustainable forestry and silviculture, companies share information on wood processing, workshops design modern construction elements made of wood and roof tilers present their skills. Heating your house with wood has some benefits, not only lessening the carbon dioxide in the atmosphere but also preserves



the climate – this is clearly shown by exhibitors of heating systems and supplies. With their newly designed presentation the German forest industry shows impressively what "sustainability" means. Their system is equally simple as it is ingenious: one tree is cut down, its wood gets processed and another tree is planted. Germany has collected experience in this field for more than 300 years and assumes a leader role worldwide in this field.

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Uckermärker in the spotlight

Germany's youngest breed of beef cattle gears up for its 4th National Meet

The Uckermärker are a true "speciality" of Germany's East. Originating in Brandenburg and Mecklenburg-Vorpommern, these two regions are still where they are mostly seen. Luckily, there are now farms with them also in Saxony-Anhalt, Thuringia, Lower Saxony and Hesse, meaning that the annual census of breeding stock has grown to more than 4.000 in 2013. Also internationally, this rustic and efficient breed has acquired followers, with breeding stock being exported to

Poland and as far as Uzbekistan. Uckermärker are a large breed of beef cattle with well-developed muscles on the meat-carrying parts of the animal. With their well-set, correct legs and a strong back they promise good grazing and the ability to travel distances. High milk production provides for vital and fast-growing calves which makes Uckermärker cows very good mothers. Since Uckermärker are fast-growing and have excellent meat quality, they are highly valued in the feed lot. In

colour they are located in between the Fleckvieh and the Charolais, generally however a cream colour is preferred. Uckermärker have been bred genetically hornless, a trait that is to be even more manifested in the breeding population. On 22 and 23 of January the Uckermärker will take the stage at the Green Week. With their 4th National Meet in the animal pavilion 25 they want to showcase their qualities to the wider public again and gain a boost for their popularity.

The nicest Sports Ponies

4th FN Federal Stallion Show with 90 competitors



Between 16 -18 of January, around 90 stallions will compete during the 4th NN Federal Stallion Show for Sports Ponies for the coveted title of "Federal Champion". Eligible for competition are stallions between 4 - 12 years of age of the following breeds: German Riding Pony, New Forest Pony, Connemara Pony and Welsh Pony from the section B - D. Competing stallions have to be registered in the Stud Book I of a federation affiliated with the German Riders' Federation (FN). Preselection of the competing stallions is done on a regional level by the breeding federations. The competition is made up of various sections like the beauty competition in which the exterior and the gaits walk and trot are judged but also sporting competitions in which the stallions are judged when jumping and under the saddle. The Federal Champions are to be found in the individual breeds and a winning stallion in dressage, show jumping and versatility. The requirements to enter the competition are found with the individual breeding federations. In addition there will be an entertainment programme with the competing stallions. The presentation of the German Riders' Association FN and the participating breeding federations in pavilion 25 offers you a lot of insight and new experiences all around horses and equine sports.

Karakuls are one of the oldest breeds of domesticated animals worldwide. Proof of the existence of sheep of the Karakul type were found on clay tablets dating from the ancient Babylonian city of Uruk, some 4500 years ago. The coat of the new-born Karakul lamb was name-giving to the breed: "Kara-gjull", which translates to "Black Rose". Their original home of the Karakul is Central Asia, where the lean, medium-sized sheep with the fatty tail are bred. In the early 20th century about 60 specimens were imported to Germany. The centre of breeding was the Halle University. The main goal was to use the lambs' coat for fur production, so called "Persian coats" enjoyed great demand for a long time. After wearing fur went out of fashion, the Karakul population in Germany nearly collapsed.

Nowadays, the only reason to keep these animals is their meat, very tasty, very lean with a game-like texture. Owing alone to the activities of the Halle University

On the brink of extinction

Endangered Utility Breed 2015: the German Karakul Sheep

and some dedicated breeders, we can still see this hardy, uncomplicated sheep with good longevity in Germany. Currently there are 217 appraised breeding ewes and 17 certified breeding rams as fathers.

Every week, our world loses at least one utility breed, every time an irreplaceable loss of invaluable

genetic potential and another piece of agricultural heritage. The Society for the Preservation of Endangered Domestic Animals (GEH e.V.) has made it its goal to safeguard the diversity of breeds. During the Green Week you will be able to see one ram, 8 ewes and a dozen lambs of the Karakul Sheep in pavilion 25.



Endangered Breed: the German Karakul Sheep

Foto: Bromberg /GEH

Biodiversity in the city and the countryside

The German Hunters' Federation will make you meet the wild in pavilion 26a

Wild animals in the city? Many people believe this would be the epitome of living close to nature. But what if wild hogs lay waste to the playground, polecats explore your attic or raccoons decide to go through your trash? The hunters know exactly what to do in such cases and like to impart their knowledge on these matters on their booth in pavilion 26a.

The roof organisation of around 250.000 hunters comes to Berlin with a totally new presentation in 2015: so called "theme islands" invite the visitor to learn more about certain subjects in videos or information materials or the direct dialogue with members of the Hunters' Federation DJV. With its partner federations the DJV offers even more: the project "Netzwerk Lebensraum Feldflur" presents its findings on "Biogas production from wild plants", i.e. plants suitable to production of bio-energy and at the same time



Where racoons sleep and what their favourite food is can be learnt in the "Classroom Nature".
Foto: DJV

an alternative to corn fields for the animals. Members of the Hunting Dog Federation will give you the answer to questions such as: "Is my dog a hunting dog?"

The Gotha Insurance Company, one of the biggest players in the business for hunters, presents a film production on hunting security. The hunters show on top,

that their trade is conducted in accordance with animal welfare guidelines and that they contribute to safeguarding our natural environment by adhering to these rules.

If you want to know the difference between a raccoon and a raccoon dog or the relationship of the white breasted marten with the pine marten: the natural display setup of the DJV is the right place for it. On around 200 square metres visitors of all ages, accompanied by experienced guides, can learn more about our endemic fauna. There is even a quiz with prizes testing your knowledge on wild animals in our woods. The UNESCO has awarded this initiative for the second time with a prize.

And of course you won't leave hungry. Daily on offer are game specialties like goulash, Bratwurst or fresh and juicy ham. Under the motto "Regional Game" you can try and buy all of it.

NEUERSCHEINUNG

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An insight into brewing

More and more breweries offer new and unusual beers with new flavours – and the upward surge has just begun. Be it dry hopping, cask storage or bottle conditioning, a return to old techniques of the craft or recent innovations: the sky is the limit. Beer as unofficial national drink of Germany slowly comes back into focus: its outstanding tradition, its long history, the old craft itself, the quality of our raw materials to mention but a few. 2016 will see the 500th anniversary of the Bavarian Law of Purity – and it is still good as new with its regulations and traditions. Of Bavarian origin it is now now adhered to in breweries all over the world. This makes it not only the oldest but also the most topical regulation for customer protection worldwide.

The brewers in the proBeer-Pavilion will teach you some lessons on the art of brewing and the diversity of beers. A newly designed display wall will show you the incredible variety of beer bottles and of course you will be able to sample some beers, too. Some of the bre-



weries represented are Private Brewery Ernst, Brewery Max Leibinger, Bergquell Brewery Löbau and Warsteiner. For the first time the independent Craft Beer Brewery Lemke from Berlin will offer some extraordinary specialities. Next to general information on beer you will be able to learn something about the brewing process as well as the ingredients water, yeast, hops and malt. By the way: with more than 5000 different beer brands, you could sample every day a different beer brand for 13,5 years.



Hard to beat for tastiness: Redfish (right) and a Scorpion Fish on the left – both fresh from the ice bed

Experience Fish

Fish Information Centre: from Anchovy to Zander

Anything from anchovy to zander and from Brandenburg to New Zealand: More than 750 species of fish and crustaceans are available for consumption in Germany. This means that you could have a different fish on your plate every day for more than 2 years. The Fish Information Centre FIZ presents during the Green Week in pavilion 14.1 on an ice bed of 10 square metres a variety of more than 80 species of fish and seafood

to tease your appetite.

Next to more well-known fish like herring, codfish and pollock, you will see sea perch, Mahi Mahi and amberjacks plus a selection of domestic and exotic seafood. All questions around fish, crab, shrimp, mussels and other seafood will be answered to your full satisfaction, among others by scientists of the Max-Rubner Institute. The shortest distance to the fairgrounds have the fish from Brandenburg. The regional fishing association Berlin-Brandenburg and the anglers' society Brandenburg will show you what kind of fish live in the rivers and lakes of the region, how aquacultures function and how pro-

fessional fishers and spare time anglers play their part in treating the resource fish responsibly.

A lot of the fish in German kitchens like pollock is fished in the wild. To make sure that your fish at home comes from sustainable fishing grounds, the FIZ cooperates with the internet resource "Fish Resources Online" explaining to the visitors why it is ok to eat a plaice without having a bad conscience and how to shop responsibly for fish. The percentage of fish from so called "aquaculture" is increasing steadily. Next to salmon, carp and trout there are many more species that get cultivated in such "fish farms".

Next to the information available at the booth of the FIZ, the internet site www.aquakulturinfo.de holds a large amount of information on this subject. But you cannot only satiate your thirst for knowledge at the FIZ. In his cooking presentation the FIZ chef shows you how to prepare things fat-free on baking parchment and doles out some absolutely tasty fish bites to all, fresh from the sizzling pan.



Aromas for Body & Soul

In pavilion 6.2b you will find the universe of aromas, spices and essences. The product market "Herbs, Spices and Tea" is a multisensoric experience. The visitors here can sample saffron from Afghanistan, one of the world's most expensive spices, Argan Oil or Indian Rock Sugar. You will pour sweat after having tasted the hottest chili varieties Habanero, Red Savina and Bhut Jolokia. Exotic spices are very much in demand says Gerda Lehner of Alka-Gewürze. Gallone on

the other hand offers passionfruit balsamico and ginger-orange pesto.





Fair Premiere for the BIO COMPANY

Welcome to the new organic pavilion 1.2

Where do the organic products come from that we buy in the supermarket? One of the basic ideas of organic production is regional produce with short distance delivery to the shop, thus creating a relationship between producer and consumer. Together with its regional partners from Berlin, the Berlin-based BIO COMPANY presents for the first time its cooperation between gro-

wers, processors and consumers in the newly designed organic pavilion. All this is geared towards making a wide array of organic products available to customers at affordable prices. Get to know the farmer from the Spreewald, talk to the baker from Berlin, watch a Havelland butcher while he is chopping meat or get an insight in traditional dairy work. Experience first hand how the organic philo-

sophy penetrates all levels of production, starting with the respect towards the animals and nature as a whole. BIO COMPANY came up with the family game "From the Field to the Plate" especially for the Green Week to show the way of a product from the regional producer over the counter at the shop to your kitchen at home and make this process thus palpable.

Farmer Karsten Duziak from Neustrelitz's Sophienhof is one of the main partners of Bio-Manufaktur Havelland GmbH, the meat supplier of BIO COMPANY. On his farm, the pigs live on meadows, piglets stay longer with their mothers, they have more time to grow and enjoy the possibility of digging in the dirt.

"More Space for Life"

Information and Entertainment in the organic pavilion 1.2

Regional produce and fair trade with imported goods - this is what many people link with organic. More and more organic products are sold in stores, be it at the farmers' market, the organic shop or supermarket, your general food stores or even in schools. Under the motto "More Space for Life" the organic pavilion of the Green Week is a living shop window for the organic creed. "See how chickens can have a wholesome life in mobile chicken coops being able to scratch and scavenge on the ground. Get to know the soil under our feet and climb through a soil profile. Grind some flour on the bicycle mill and learn why cows have horns", this is how Peter Röhrig, General Manager of the Federation of the Organic Food Industry describes the events of the associations Biokreis, Bioland, Demeter and Naturland in the pavilion. They



show what is done differently in organic production, since organic farmers do not work with genetically modified crops, artificial fertilizers and chemical pesticides and insecticides. Only very few additives are allowed in organic food production, and these have to pass a special inspection and approval process. Things get even more organic on the stage. Tasty organic snacks are up for grabs. The presentation of the Federal Programme Organic Farming and other sustainable forms or farming are shown to impart knowledge on the subject. Another important point is regional. Farmers from the Network Demonstrationsbetriebe Ökologischer Landbau present themselves and their products. During the Green Week the German Minister of Agriculture will award prizes to the winners of the federal contest of organic farming.

Der Norden trifft sich in Tarmstedt

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Ausstellungs-GmbH Tarmstedt, info@tarmstedter-ausstellung.de, Tel. 04283-329

Fair Inauguration in the CityCube

New Convention Centre replaces the ICC



Dr. Christain Göke (right), CEO of Messe Berlin and Klaus Wowereit, Reigning Mayor of Berlin, inaugurate the CityCube.

The visitors of the Green Week 2015 will be greeted with a totally new structure in the southern part of the Berlin fairground. There won't be construction containers and machinery greeting the visitors like in the past 2 years, but the new piece of pride of the fairground under the Funkturm. The CityCube Berlin went operational in May and will be the new convention centre of the Green Week. For the first time since 1980, the inauguration will not take part in the ICC but in the CityCube. Also most of the 300 events happening around the annual agricultural exhibition will be taking place there, welcoming thousands of specialists from Germany and the world over in this new multi-

purpose facility. The international guests will reach their conferences, seminars and workshops easily and comfortably in the German winter, for the CityCube is linked with a glass tube to pavilion number 7 of the fairgrounds.

The CityCube Berlin was inaugurated on 5 May 2014 after only 22 months of construction time. "With the CityCube, Berlin gains in momentum as an ever-growing international fair and convention destination", stressed Klaus Wowereit, reigning Mayor of Berlin. "This new venue is equipped with state-of-the-art technical equipment. I wish that Messe Berlin has a lucky hand with this new building and goes from strength to strength as fair location". Dr. Christian Göke, CEO of

Messe Berlin GmbH: "We succeeded in transferring all events from the ICC to the new CityCube Berlin without losing a single customer. This is an outstanding success - for our company and for Berlin. With the CityCube Berlin we will be able to host functions and events of all possible sizes and dimensions. This is largely due to the very versatile character of the building with 80 % of its space available for events." "The CityCube is state-of-the-art and thus more than only a replacement of the old ICC. Finishing the work on the CityCube was just-in-time at its best", says Burkhard Kieker, manager of visitBerlin. "The CityCube is a strong point to bring even more conventions to Berlin from all over the world."

CityCube Berlin

The CityCube Berlin is in direct vicinity to the southern gate to the Berlin ExpoCenter City at the Funkturm. Construction began in Juli 2012, in June 2013 the roofing ceremony took place. Two main floors, flexible walls, various convention rooms and the neighbouring fairgrounds create the environment for any kind of convention on fair. Events for up to 11.000 participants can be handled here.

Facts and Numbers:

- ▶ Usable space: 22.000 m²
- ▶ Exposition space: 12.030 m²
- ▶ Foyer space: 4.765 m²
- ▶ Number of meeting rooms: 47
- ▶ Entrance area for reception, registration etc
- ▶ 2 levels with 6.015 m² each
- ▶ Level with flexible walls, providing room for up to 8 conference halls for 400 – 3.000 participants and/or exhibition space
- ▶ top floor is a hall without any pillars (ceiling at 12 m of height)
- ▶ 8 additional conference rooms for 50 – 300 participants
- ▶ 30 offices, suites and meeting rooms
- ▶ Direct connection to public transport, S-Bahn station Messe-Süd

For additional information:
www.citycube-berlin.de

One of the subjects of the nature.tec can be seen in action right across the street from the fairground. Customers of Messe Berlin can use a very special service for their vehicles with alternative fuels. "Fill it up" - is the line to say at the new TOTAL multi-energetic filling station on Jafféstraße/Heerstraße not only for cars with classic combustion engines but also for electric cars and hydrogen-powered vehicles. With the new multi-standard chargers, owners of electric cars can recharge the battery of their vehicle in 20 minutes to 80% of capacity with the CCS charging standard (CCS = Combined Charging System). The "Super chargers" offer both "Alternate Current Speed Charging" and "Direct Current Speed Charging" according to the European CCS standard and even

Green Service on the March

New multi-energetic filling station: Jafféstraße/Heerstraße



the Japanese Chademo System. Also available there is AdBlue, a water-soluble, non-perilous liquid used to cleanse exhaust fumes to make sure that all cars meet the very strict European Exhaust Regulations. This is of special importance for trucks and lorries with the exhaust standards Euro 4 and Euro 5, many of them being used to deliver goods and material to the fairgrounds. The Speed Charging Terminals cater for all electric cars, no matter what make, year or country of origin. The multi-energetic filling station on Jafféstraße is the 8th operational filling station of its kind in Berlin.

Berlin Economy Senator Cornelia Yzer (left) and Katherina Reiche from the Federal Ministry of Traffic are happy about increased mobility for electric and hydrogen-powered vehicles

Water, Wind and Biogas

The nature.tec in pavilion 5.2a offers information about bio-energy and renewable resources



more palpable. There is a special information and working programme for school classes on weekdays with information on renewable raw materials and sustainable bio-energy.

More detailed information can be had under www.naturetec-igw.de and daily on Twitter under www.twitter.com/naturetec

The nature.tec is all about fuel from renewable raw materials

Ever since 2008, the subjects of bio-energy and renewable resources have been present at the International Green Week under the roof of the special exhibition nature.tec. In the 2015 edition of the International Green Week, nature.tec shows up with a shorter name but an enlarged agenda of contents. The name has changed from "Special Exhibition for Bio-Energy and Renewable Resources" to "Special Exhibition Bio-Economy". In pavilion 5.2a ministries, institutions and federations show the entire scope of energetic and factual use of renewable resources.

At the centre of the special exhibition is the plant as renewable resource of the bio-economy. Further subjects of the nature.tec are derived from it: breeding, cultivation and raw materials in addition to energy created from plants and the products that can be made from it. The link between all subjects covered is sustainability in cultivation, processing and production. The nature.tec 2015 is made up of 5 individual main themes. The very core is the presentation of plants and the principle of bio-economy. Around this central subject the other themes "Cultivation and Breeding", "Raw Materials", "Bio-Energy" and "Products" are arranged. While the part for "Bio-Energy" presents forms of liquid, gas or solid bio-energy as an alternative to classic, fossile fuels. The "Products" section has exhibitors all centered around organic construction materials, bio-lubricants just as chemical products derived from renewable resources.

Contrasting to the demanding presentations of technology, raw materials and finished products applied, also more easily-accessible elements are waiting for the visitors to make the bio-economy

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Natural Heritage and Garden Art

The Flower Pavilion offers a floral cornucopia

The Flower Pavilion is defined by floral diversity, beauty and colours as well as the cultural importance of plants in different regions. Spring in the forest shows in the form of thousands of vernal flowers like spring snowflakes, liverwort and thimbleweed, surrounded by the heralds of spring in the garden like tulips, daffodils, azaleas and orchids. More than 30.000 blooming and fragrant flowers will be arranged by the best florists into a true work of art.

The UNESCO World Heritage Site Hainich National Park in Thuringia is at the centre of this year's presentation. One of the main missions of these 7.500 hectares of protected forest is safeguarding the old beeches in the area which can be best explored when hiking there. The national park is located in close proximity to the Wartburg and scores points in Berlin also with an impressive rosary and a Japanese garden. The enormous beauty of these unique and sometimes unknown floral particulari-



The Flower Pavilion will bridge the gap between garden art and world natural heritage

ties defines the central presentation space in the pavilion.

Another highlight of the 2015 presentation is the fair presence of the Federal Garden Exhibition "From Cathedral to Cathedral" in

Brandenburg and Saxony-Anhalt, showcasing the horticultural diversity along the Havel River. The Federation of Berlin Gardeners presents an interesting display of the development of the former

"poor man's garden" which were introduced in the early 19th century to counter hunger and impoverishment to the modern garden culture of the 21st century.

Important partners are countless professional associations of the sector. The Central Gardening Association will provide information on professional outlook and green perspectives. The Grün Berlin GmbH will present next to the beautifully park gardens at Britz and the "Gardens of the World" the concepts for an International Garden Exhibition in 2017. The Cemetery Society will present ways of grave and cemetery arrangements.

In cooperation with numerous Berlin Education Services, there will be a "Green Education Centre" presenting green subjects above all to young people. In close cooperation with radioBERLIN 88,8 and magazine GartenFlora there will be an interesting and diverse stage programme with discussions, music and speeches.

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*Solange der Vorrat reicht. Gültig während der IGF 2015 vom 16. - 25. Januar am Stand der GartenFlora.

Gardens in the middle of the city

Berlin's overall green character is largely defined by about 70.000 garden lots on around 3.000 hectares of the city. The green oasis of the metropolis enjoys a never-failing popularity with the Berliners. The gardens show the cultural diversity just as much as Alexanderplatz: people of 70 different nationalities spend their time there together and learn from each other. In pavilion 9c the Berlin Garden Association e. V. allows you a little insight. The Berliners, together with gardeners from Saxony and Brandenburg present horticultural delights in the flower pavilion. The specialists of the association are always there with answers



to your questions. Presentations, interviews and interactive events will make you want to become a hobby gardener, too.

House and Garden

In the pavilions 8.1, 10.1 and 11.1 the heart of the house and garden suppliers is beating. From various seeds grows the tree which hobby gardeners can prune with the "Green Week Wonder Scissors". Telescopic ladders help in harvesting apples which go then into a hydropress. There are smoke-free charcoal barbecues, producers of chimneys sell stoves with the latest ceramic filter systems for dust particles and builders of stairwells will provide you with a stairway to heaven beneath your new glass loggia in the attic of the house. A squeegee turns into a "waterblade multipad", industrial glues leave a "chemical fusion line" and window cleansers with the "Lotus Effect" will make your windows shine. These three halls should hold something for anybody.



Captivating Canines

Exciting Encounters in the Pet Pavilion

One of the most popular special presentations of the Green Week for years has been the Pet Pavilion. The most outstanding and extraordinary pets can be seen here on display. No matter if it is a rodent,

a Bearded Dragon or snakes, dogs and cats – the Pet Pavilion 26, in close proximity to the big four-legged animals has all of them. Lovely purebred cats are shown by the Berlin club Pro Cat. Lots of action also in the dog section

– the list of pedigree dogs on display is long. On top of that learn something about taking care of the coat of your pooch, puppy care or choice of breed. A huge display of aquariums and terrariums is put on by the Federation of Clubs for Aquariums and Terrariums. The Private Museum for Animal Knowledge Berlin shows up with walking sticks, praying mantis, giant centipedes and pixie frogs from Africa for the visitors.

Not only people, also animals get older and older nowadays. Therefore the Veterinary Association of Berlin focuses with its presentation on "The Senior Animal" on how to deal with cats with kidney problems, dogs with dementia and other age-related health problems. An ongoing subject as always is proper animal nutrition.



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From Tuesday, 13.–15. 1. 2015

DLG Winter Convention 2015
Embrace Progress – Design the Future
CityCube Berlin

Wednesday, 14. 1. 2015

From 11.00 pm on
Inauguration Press Conference of Messe Berlin on the occasion of the International Green Week 2015*
Press Centre, pavilion 6.3

Thursday, 15. 1. 2015

From January 15th-17th 2015 the Global Forum for Food and Agriculture (GFFA) 2015 will take place. Subject: The growing demand for food, raw materials and energy: opportunities for agriculture, challenges for food security?

Organizer: Federal Ministry of Food, Agriculture and Consumer Protection (BMEL), Berlin Senate, Messe Berlin, Global Forum for Food and Agriculture Berlin (GFFA Berlin) e. V.
CityCube Berlin

Participation solely with previous inscription under www.gffa-berlin.de.

12.30–6.30 pm

GFFA: Business lounge*
Organizer: BMEL
CityCube Berlin, CubeCafé (level 2)

1.30–3.00 pm

GFFA: Inauguration event*
Organizer: BMEL
CityCube Berlin, hall A1

3.30–5.30 pm

GFFA-Expert Panel Discussions in the CityCube Berlin, level 3, M1-M8

GFFA: Sustainable supply of bio-mass for use in a growing bioeconomy – Sustainability criteria from the perspective of industry, academia and NGOs, and possible application within existing certification systems*

Organizer: Agency for Renewable Resources

GFFA: The Role of Satellite Information for GlobalFood Security*
Organizer: German Aerospace Center in cooperation with the GEO and BMEL

GFFA: Value chain driven development of rural areas in Eastern Europe – perspectives for food, fuel and fibre*

Organizer: German Agribusiness Alliance, Committee on Eastern European Economic Relations
Co-Organizer: Leibniz Institute of Agricultural Development in Transition Economies (IAMO)

GFFA: Sustainable Bio-energy: implications for Climate Change and

Food Security in ECA region

GFFA: Sustainable Bio-energy: implications for Climate Change and Food Security in ECA region*

Organizer: Food and Agriculture Organization of the United Nations, Regional Office for Europe and Central Asia

6.00–8.00 pm

Inauguration Celebration of the International Green Week 2015*

Organizer: Messe Berlin GmbH
CityCube Berlin, hall B

8.00–10.00 pm

Reception of the official partner country 2015 Latvia*

Organizer: Messe Berlin GmbH
CityCube Berlin, hall A

Friday, 16. 1. 2015**9.00 am–7.00 pm**

GFFA: Business lounge*

Organizer: BMEL
CityCube Berlin, Cube Café

10.00 am–12.00 pm

GFFA-Expert Panel Discussions in the CityCube Berlin, level 3, M1-M8

GFFA: Primacy of food security in Bio-Economies -an illusory precondition?*

Organizer: Welthungerhilfe / Center for Development Research

GFFA: More participation – better decisions! Participation enables people to have a stake in development, bio-economy and in more food security!*

Organizer: Catholic Rural Movement Germany

GFFA: The Plant as a Factory*

Organizer: Fertilizers Europe

GFFA: The chances of bioeconomy in the tension of Food first, growth and transformation*

Organizer: Forum on Environment and Development

GFFA: Boosting economic growth in rural areas in India through an efficient agricultural and food value chain*

Organizer: German Agribusiness Alliance at OAV - German Asia-Pacific Business Association

10.00 am–5.00 pm

The Potential of Aquaculture and Development Strategies

Organizer: Organizacja Producentów Ryb Jesiotrowatych
Hall 7.3, aula Berlin

10.30 am–12.30 pm

Inauguration of Event Farm, Charity Reception for Deutsche Welthungerhilfe

Organizer: Association for the Promotion of Sustainable Agriculture (FNL)
Pavilion 3.2, Stage Event Farm

12.30 am–1.15 pm

Presentation and Inauguration of the Video-Contest „Clip my Farm“

Organizer: Association for the Promotion of Sustainable Agriculture (FNL)
Pavilion 3.2, Stage Event Farm

4.00 pm–6.00 pm

GFFA: Working Meetings*

Organizer: FAO
CityCube Berlin, hall A1

GFFA: Working Meetings*

Organizer: World Bank
CityCube Berlin, hall A2

30th FreshnessForumFlesh*

Organizer: Allgemeine Fleischer Zeitung, Messe Berlin GmbH
CityCube Berlin, room M8

www.fleischwirtschaft.de

Saturday, 17. 1. 2015**9.00 am–3.00 pm**

GFFA: Cooperation Market*

Organizer: BMEL
CityCube Berlin, hall A8

10.00 am–12.00 pm

International GFFA-Panel Discussion: Increasing Demand for Food, Energy and Raw Materials: Opportunities for Food Security?*

Organizer: BMEL
CityCube Berlin, hall A6/A7

12.15 pm–1.00 pm

GFFA: International press conference*

Organizer: BMEL
CityCube Berlin, hall A1

11.00 am–2.00 pm

Women Farmers' Forum 2015*

Organizer: German Countrywomen's Association e. V.
CityCube Berlin, room M1-M3

1.00 pm–3.00 pm

BDL Youth Forum: A Talk with Peter Harry Carstensen; jugend.macht.land – Challenges and Opportunities

Organizer: Federation German Country Youth (BDL)
CityCube Berlin, room M8

1.00 pm–6.00 pm

The Global Milk Circle – Opportunities and Risks

Organizer: National Federation of Dairy Farmers e.V. (BDM)
Pavilion 15.2

7.00 pm–1.00 am

Country Youth Party with life band RIGHT NOW

Organizer: Federation German Coun-

try Youth (BDL)
Metropolis-Halle at Filmpark Babelsberg
www.landjugend.de

Sunday, 18. 1. 2015**10.00 am–12.00 pm**

Youth Programme with theatre premiere

Organizer Federation German Country Youth (BDL)
CityCube Berlin, hall B

10.00 am–1.00 pm

12th Forum of Specialist Garden Counselling of the Berlin Gardening Friends

Organizer: Berlin Gardening Friends e. V.
CityCube Berlin

12.00 pm–1.00 pm

Award Ceremony: Germany's Most Popular Farm Holidays

Organizer: Association for the Promotion of Sustainable Agriculture (FNL)
Pavilion 3.2, Stage Event Farm

2.00 pm–2.30 pm

Parade of the Product Queens

Organizer Association for the Promotion of Sustainable Agriculture (FNL)
Pavilion 3.2, Stage Event Farm

Monday, 19. 1. 2015**9.00 am–6.30 pm**

Fuels of the Future 2015

Organizer: German BioEnergy Association (BBE), Union to further oil and protein plants (UFOP)
CityCube Berlin
www.kraftstoffe-der-zukunft.com

10.00 am–1.00 pm

Carreer Day

Organizer: Association for the Promotion of Sustainable Agriculture (FNL), i.m.a – information.medien.agrar e. V.
Pavilion 3.2

1.00 pm–3.00 pm

BDL: Congress of Young Farmers

Organizer: Federation German Country Youth (BDL), DBV
Pavilion 7.3, aula Berlin 1

2.00 pm–5.00 pm

Dairy Forum

Organizer: DBV
Pavilion 7.3, aula Berlin 2

8.00 pm–2.00 am

Country Youth Party with life band "Me & the Beauties"

Organizer: Federation German Country Youth (BDL)
Fairground, Funkturm Palace

Tuesday, 20. 1. 2015**8.00 am–7.00 pm**

Business Day

Organizer: Messe Berlin GmbH

9.00 am–6.30 pm

Fuels of the Future 2015

Organizer: German BioEnergy Association (BBE),
Union to further oil and protein plants (UFOP)
www.kraftstoffe-der-zukunft.com

10.00 am–1.00 pm

12th Soil Forum: Who drives the soil prices?

Organizer: Deutscher Landwirtschaftsverlag GmbH, Editorial „agrarmanager“
www.agrarmanager.com

12.00 pm–1.00 pm

Podium Discussion on Hunting

Organizer: DBV
Pavilion 3.2, Stage Event Farm

Wednesday, 21. 1. 2015

From 11.00 pm

Future Forum Countryside Development 2015, Inauguration Ceremony*

Organizer: BMEL
CityCube Berlin
www.zukunftsforum-laendliche-entwicklung.de

11.00 am–12.00 pm

Fertile Soils? Toiling for our Food Press Conference of Students' Magazines

Organizer: i.m.a. – information.medien.agrar. e. V.
Pavilion 3.2, Stage Event Farm

5.30 pm–8.30 pm

Future Workshop 2015 of the Lower Saxon Agri-Food Industry

Organizer: Marketing Society of the Lower-Saxon Agri-Food industry e.V.
Pavilion 7.3, aula Berlin
www.niedersachseninBerlin.de

Thursday, 22. 1. 2015

„Future Forum Countryside Deve-

lopment 2015 ***

Support programme on various subjects of countryside development

Organizer: BMEL
CityCube Berlin

10.00 am–3.00 pm

Day of Organic Agriculture 2015*

Organizer Federation Ecological Food Industry e. V. (BÖLW)

12.00 pm

Closing event „Future Forum Countryside Development 2015“

Organizer: BMEL
CityCube Berlin
www.zukunftsforum-laendliche-entwicklung.de

12.30 pm–3.00 pm

Award Ceremony of the BMEL Federal Contest of Organic Farming

Organizer: BMEL

2.00 pm–3.00 pm

Country Church Day

Organizer: Catholic Country Movement (KLB), Evangelic Country Service (EDL)
Pavilion 3.2, Stage Event Farm

4.00 pm–5.00 pm

Podium Discussion

Organizer: Federation of Practitioning Veterinarians
Pavilion 3.2, Stage Event Farm

Saturday, 24. 1. 2015

3.00 pm–5.00 pm

Ecologic Phenomenon – Bumblebees dying under linden trees

Organizer: Beekeepers' Association Berlin e. V.
www.imkerverband-berlin.de

DAILY

The international exhibitors

are located in pavilion 18 (among others the Netherlands), 17 (Switzerland and Italy), 15.1 (Austria), 11.2

(Poland, France), 10.2 (Hungary, Romania),

8.2 (Partner Country Latvia and among others Norway), 7.2 a-c (Morocco and Georgia), 6.2 (Saudi-Arabia, Thailand), 2.2 (Russia) and 1.2 (Greece)

Tour through Germany

13 federal states present dishes, delicacies and desserts from their own region:

Bavaria 22b, Brandenburg 21a, Mecklenburg-Lower Pomerania 5.2b, Lower Saxony 20, Berlin 21b, Saxony 21b, Saxony-Anhalt 23b, Schleswig-Holstein 22a, Bremen 20, Hesse 22a, Thuringia 20, North Rhine-Westphalia 5.2a and Baden-Wuerttemberg 5.2b

Pavilion 22a

Federation of German Food and Drink Industries (BVE) and the German Federation for Food Law and Food Science (BLL) - Dialogue Food

Pavilion 12

German Brewers' Federation - Information Island German Beer

Pavilion 3.2

Event Farm – Depiction of the entire food chain

1.00 pm–2.00 pm: tv.berlin-Show

3.00 pm–4.00 pm: agrarheute.com-TV-Show

Pavilion 1.2b

BIO – More space for Life

Halle 4.2

Lure of the country – together for the countryside

Allrounder Wood

Pavilion 5.2a nature.tec

Pavilion 9

Flower Pavilion

Pavilion 23a

Special exhibition of the BMEL

Pavilion 25

Daily animal presentation and show programme

Pavilion 26

Forest Habitat with wild animals Hunting and Fishing Animal World

Side Events

Only between January 23rd - 25th:

As parallel events to the three last days of the Green Week, two quite successful events in Great Britain take place in Germany under one roof for the first time.



Allergy & Free From Show

Consumer fair for people with allergies, celiac disease, respiratory problems, food intolerances, skin conditions and sensitivity to chemicals.
www.allergyshow.de



V Delicious Show

Consumer fair as culinary wonderland for vegetarians, vegans and people who would like to reduce their consumption of animal products.
www.v-delicious.de

* Invitation, Inscription resp. Inscription fee required

In Good Hands

The Fairground Nursery now in Pavilion 26

The Green Week takes also good care of its youngest visitors: When the parents want to explore the world's biggest consumer fair for agriculture, food and horticulture on their own, they can leave their children at the Fairground Nursery in pavilion 26. The experienced team of MAFZ Paaren and the Family Service Falkensee of ASB will take best care of your little ones.



A Blast of the Past

... of the Green Week 50 years ago, Berlin 1965



50 years ago the American Diner in the Marshall House was the flavour of the masses

Berlin, January 1965. West Berlin is surrounded by the Berlin Wall and despite the ongoing Cold war, the temperatures are unusually mild – according to old weather records 2.3 degrees over average. Reigning Mayor Willy Brandt inaugurates the business and office block Europa-Center on Breitscheidplatz. A concert of the Rolling Stones at the Waldbühne escalates into a row between fans and the police and causes damage of 400.000 DM. The encounters at the Green Week are by far more peaceful –

the fair sees 461.000 visitors in 1965. Perhaps there were some retirees from East Germany among them, since they may cross the border between the two Germans now.

Under the patronage of President Dr. h.c. Heinrich Lübke, 850 exhibitors from 18 countries show their culinary exhibits. Special exhibitions include “From Germany – fresh on your table” and “The Farmer – a modern businessman” and an International Show Jumping Tournament to bring the visitors to the fairground.

In a Nutshell

Duration of the Green Week

16th – 25th January 2015

Opening Times

10.00 am – 6.00 pm

Longer Opening Times

Saturday, 17th January,

10.00 am – 08.00 pm

Friday, 23th January,

10.00 am – 08.00 pm

Saturday, 24th January,

10.00 am – 08.00 pm

Eintrittspreise

Day Ticket 14€; day ticket discounted (students, pupils) 9 €; Permanent Ticket 42 €; Family Ticket (max. 2 adults + 3 kids up to 14 years) 26 €, Happy-Hour Ticket (every day after 2.00 pm) 9€; discount group tickets (groups of 20 persons and more) 12€/person, Tickets for school classes 4€, Sunday Ticket 10 €

Online Tickets

Online-Ticket-Shop,

www.gruenewoche.de/Besucher-Service/,

MB Capital Services GmbH,
Thüringer Allee 12, 14052 Berlin,
Phone: +49-3047 99 74 84

Fax: +49 30 30 69 69 30, E-Mail:
csg-ticketservice@papagena.de

Hotel and Exploring

HRS-Hotel Reservation Service,
www.hrs.de; www.visitberlin.de

Arriving by car

From the A10 travel on the A100, A111 or A115 to intersection Funkturm, off ramp Messe-damm. Please use the parking facilities near Olympic Stadium. A complimentary shuttle service will take you from there to either the northern or southern gates to the fairground. The fairground is not located in the environmental protection zone. Visitors travelling in private cars via the autobahn to the off ramps Messengelände/Messedamm do not need the green environmental badge.

Arriving by public transport

S-Bahn S5 to station Messe-Süd; S-Bahn S5, S7 to station Westkreuz, from there with S41, S42 and S 46 to station Messe-Nord. Subway U2 to the stations Kaiserdamm or Theodor-Heuss-Platz; buses 104, 109, 218, 349 and M46 to Messedamm/ZOB
Internet: www.gruenewoche.de/Besucher-Service/AnreiseUndAufenthalt.

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In the spotlight

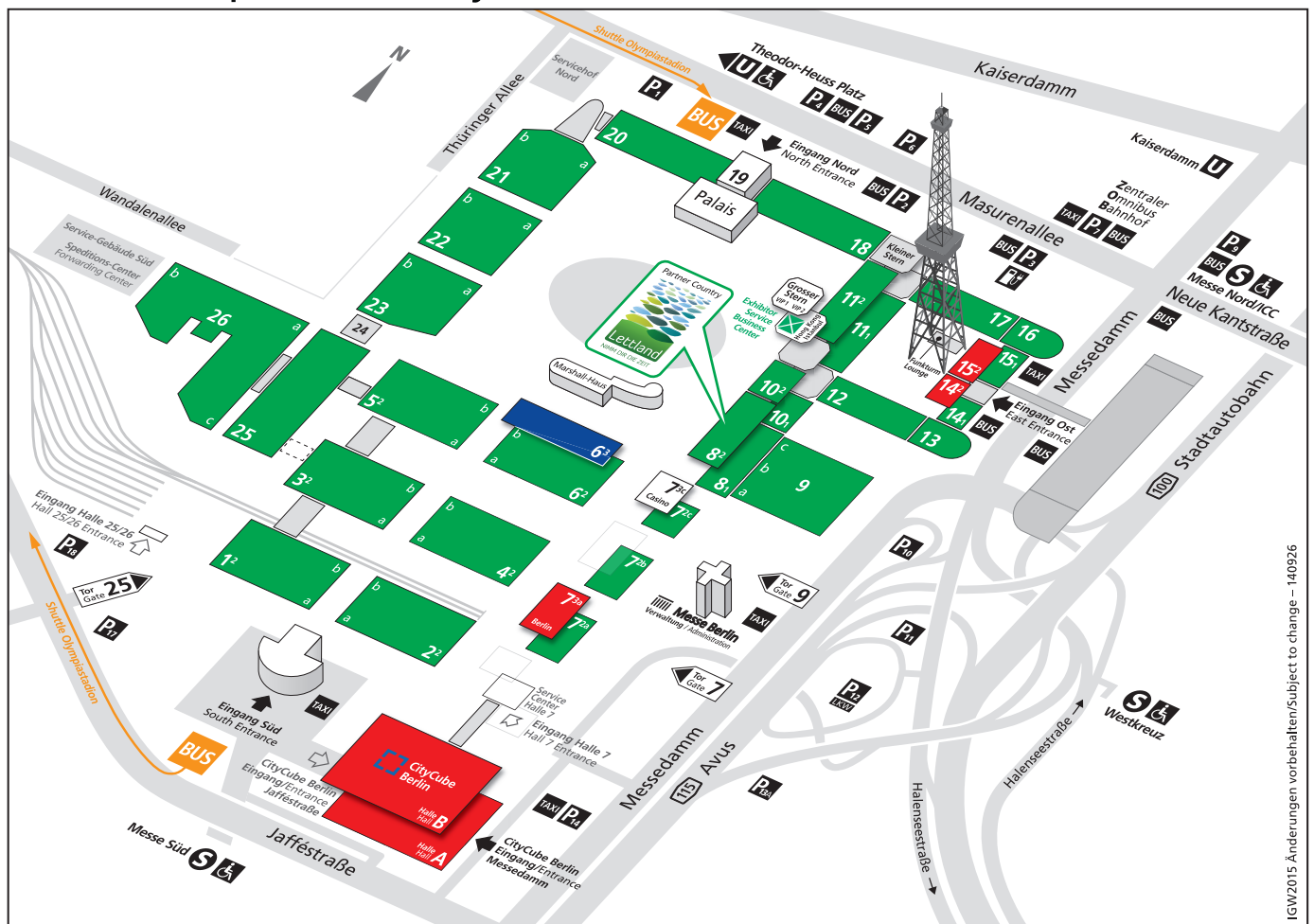
Who was first on the Green Week, the high-ranking politicians or the journalists? The answer to this question is about as difficult as to decide what was there first, the hen or the egg. In any case, both groups live in perfect harmony at the world's biggest agricultural fair. One group finds a stage where they can enjoy the attention of the masses and the storm of camera flashes, the other group try to ban the most emblematic pictures on film and catch the latest news from the traditional Berlin fair. Also 2015 around 5.000 representatives of the media will provide for a lot of activities. Germany alone will see around 18.000 articles published in all major and minor media, newspapers and hundreds of TV and radio programmes will report about the events under the Funkturm.





Berlin ExpoCenter City

Messe Berlin



IGW2015 Änderungen vorbehalten/Subject to change - 140926

- Ausstellungsfläche**
Exhibition Space
- Pressezentrum und Messeleitung (Halle 6.3)**
Press Center and Fair Management (Hall 6.3)
- Kongress-Programm**
Convention Program
- Shuttle-Bus von/zum Parkplatz Olympiastadion**
Shuttle bus from/to Olympiastadion car park

Und falls es doch mal „weiße Wochen“ werden...



Way of Life!



**Besuchen Sie uns auf der
Grünen Woche in Berlin in Halle 26a.
Wir freuen uns auf Sie!**

Ihr Way of Life! Im Suzuki Jimny, Suzuki SX4 S-Cross und im Suzuki Swift.

Abbildung zeigt Sonderausstattung.

Kraftstoffverbrauch: kombinierter Testzyklus: 4,3–7,3l/100km, CO₂-Ausstoß: kombinierter Testzyklus 99–167g/km (VO EG 715/2007).