



Success Stories from Germany: Agrobiodiversity for Rural Revitalization

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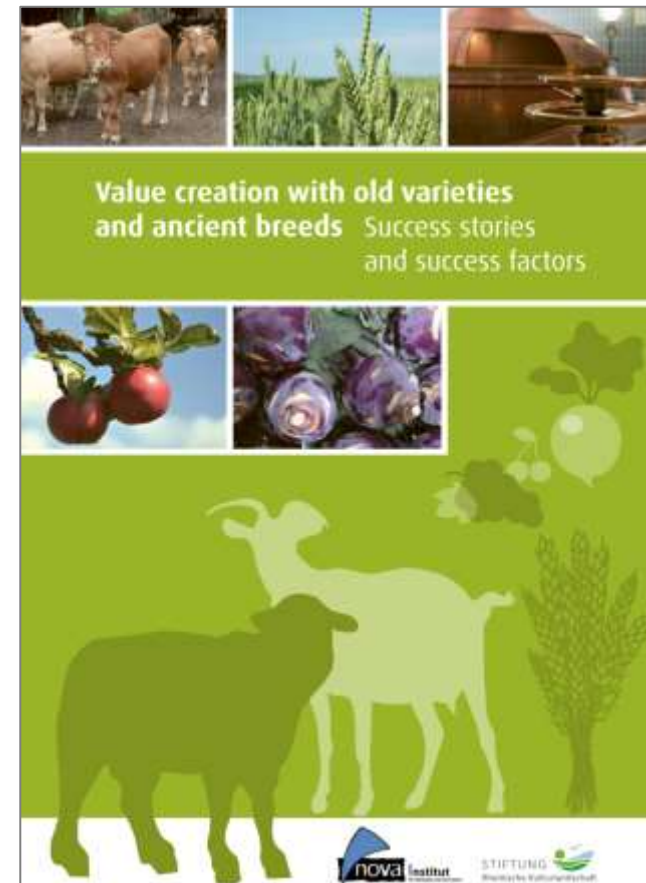
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AgroBioNet Study

Valuation of old varieties and breeds - Success stories and success factors

- **Objectives:** Recommendations for action and success factors & farmers perception
- **Working steps:** Analysis of 20 flagship projects: meat, grain (bread & beer), fruit, vegetables, wine
- **Dissemination:** "Success factors and success stories" report & conference
- **Funding:** Federal Ministry of Food and Agriculture (BMEL)





Success Stories

Murnau-Werdenfels Cattle in Bavaria

- **Cultural history**: Traditional three-purpose cattle in the Alpine and Alpine foothills in the 19th century, today in the German “Red List of endangered livestock breeds” (1870: 62.000 – 2006: 350).
- **Regional value chain partners**: Jürgen Lochbihler with his farm and traditional Munich restaurant „The Pschorr“, 51 farmers, regional food retailers (REWE).
- **Benefits of breed**: High quality in meat and taste, authentic and regional character.
- **Regional effects**: Typical and traditional for landscape, Image building in tourism of Upper Bavaria.





Success Stories

Champagne Rye in the Upper Lusatia region

- **Cultural history**: Since 1850 widespread in the Brandenburg region until 1960s, reactivated in 1994, today in the German “Red List of endangered crop varieties”.
- **Regional value chain partners**: 5 farmers, 1 mill, 20 bakeries and 1 co-ordinator (Biosphere Reserve Upper Lusatia administration).
- **Benefits in production and ecology**: Regionally adapted for dry, poor sandy soils: less water, less mineral fertilizer, less plant protection.
- **Regionale effects**: Regional processing structures for smaller quantities are keeping work and income in the region.



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Success Stories

Red Riesling from Hessian Bergstrasse region (Wine)

- **Cultural history**: Cultivated until 19th century. Lost for a long time. 1994 re-cultivated by R. Antes and Geisenheim University as “Ur-Riesling”. Today 12 hectares of Red Riesling.
- **Regional value chain partners**: Bergstraesser Winegrowers Cooperative with 180 winemaker, co-ordination and grape grafting by Reinhard Antes.
- **Production benefits**: More robust against hot summer temperatures: later harvested with positive aroma effects due to the warming of dark berries.
- **Regional effects**: Image-building for tourism visitors and regional development “... in the land of the Red Riesling”





Opportunities with traditional landraces

For cultural und natural heritage

- Valuation of rural natural / cultural heritage.
- Making rural regions and their cultural assets enjoyable.
- Improvement of regional identity.

For rural regions

- Impulses for regional value chains and rural tourism.
- Regional food specialties and traditional processing activities as experiences in rural tourism.
- Improvement of regional images due to characteristic regional products with history.





Vision

Sino-German Tofu-Network

Potentials

- China: Huge tradition and diversity in tofu and soybeans and more than 100 rural “Farmer Seed Bank” regions.
- Germany: Tofu is a trendy product to reduce meat consumption but with low diversity; soybeans are a part of the protein crop strategy.

Approach

- Valuation of Chinese rural tradition and diversity.
- Sino-German tofu know-how transfer and co-operation.
- Development of Chinese culinary tofu routes to increase rural tourism.
- Development of trendy tofu diversity in Germany to increase meat reduction and support protein crop strategy.

