



EUROPEAN ORCHARD DAY

PRESS KIT

European Orchard Day 2022
29. April - EUROPA celebrates diversity

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ORCHARD
NETWORK



PRESS KIT

to the online press conference on 27 April 2022

Orchard Day 2022

29 April - EUROPE celebrates diversity

Under the hashtag **#orchardseverywhere**, the "European Orchard Day" will take place on Friday, 29 April 2022. The European Orchard Day is a worldwide day of participation and action around the intangible cultural heritage of orchard cultivation. Orchard heroes organise exciting events in the midst of our cultural landscape.

In 2022, we will celebrate the Day of the Orchard for the second time. On the initiative of our friends from the Orchard Network Austria (ARGE Streuobst Österreich), the day of action always takes place on the last Friday in April. Many people have followed the joint call and organised 100 colourful actions, inviting consumers to join in and celebrating our beautiful landscape.

<p>Welcome</p> <p>Technical information (2 language channels, questions, press kit etc.)</p> <p>Short introduction of the programme & speakers</p>	<p>Hannes Bürckmann Management office Hochstamm Deutschland e.V.</p>
<p>Short statement/video messages</p> <p>"Greeting" from organizers of actions on the ground in Europe</p>	<p>Ella Priwiezienczew (Polen) AgriNatura Foundation</p> <p>Jernej Golc (Slowenien) Naturpark Haloze - Čerinovo</p> <p>Sergio Franchini (Italien) La Pieve (Weingut, Olivenölproduktion)</p> <p>Jeremy Turkington / Gillian Lattimore (Irland) Irish Seed Savers Association</p> <p>Hervé Mauclère (Frankreich) Yvette Vallée En Transition</p>



<p>Statement 1</p> <p>Flowering orchard trees are like a paradise on earth. The fruits from these trees are also valuable and a special taste experience! The "European Orchard Day" is like Mother's Day for biodiversity! The "European Orchard Day" is like Father's Day for our habitat and our cultural landscape! The "European Orchard Day" is the best commitment for sustainability and should strengthen the awareness for products from orchard fruit!</p> <p>With this in mind, ARGE Streuobst Österreich, together with the Umweltdachverband Österreich 2021, invented and launched the European Orchard Day. Together with the other organizers, we celebrate this year throughout Europe in a constantly growing network.</p> <p>Orchards are also considered a model for climate-neutral, resource-saving and species-protecting agriculture. In many regions, orchards characterize the traditional cultural landscape. The knowledge about orchard cultivation is part of our cultural heritage. This year, ARGE Streuobst will therefore submit an application for the recognition of orchard cultivation as an "intangible cultural heritage" in Austria.</p>	<p>Johann Hartl Obmann und Sprecher ARGE Streuobst Österreich</p>
<p>Statement 2</p> <p>As its contribution to European Orchard Day the Orchard Network is particularly focussing on orchard blossom with its beauty, bounty and biodiversity. It is working with a wide partnership of organisations, including The National Trust with their Blossom Watch campaign. Traditional orchards, their biodiversity and heritage varieties had their heyday in the 1850s to 1950s but have dramatically declined since then. However there is now an exciting revival with the growth of artisan cider businesses, innovative juice and other products and the development of annual Apple Days led by a growing number of community orchard groups. For hundreds of years fruit tree varieties have been moved around Europe so UK orchardists are very pleased to be part of this international celebration. The UK has also worked with other European partners to produce a Teaching Toolkit for Traditional Orchards. The Orchard Network, as a partnership of organisations across the British Isles, is looking forward to building on its European partnerships to raise wider public, professional and political awareness of the value of traditional orchards. www.orchardnetwork.org.uk</p>	<p>Adam Cade UK Orchard Network</p>
<p>Statement 3</p> <p>BirdLife Europe is a network of national conservation NGOs. Major partners are, for example, the RSPB in Great Britain and NABU in Germany. NABU itself has been involved in orcharding for a long time. For example, it runs the site www.streuobst.de, where interested people can find addresses nationwide to make orchard juice.</p> <p>With the war of aggression against Ukraine, we are currently in a period in which the big lobbies at the EU level are primarily talking about intensifying agriculture. What is being ignored is that the major planetary crises pose a much greater threat to our food security. We must therefore finally take action against the natural crisis. Near-natural, high-stem orchards are a good example of reconciling nature conservation and land use. They allow the production of regional high-quality food, and provide space for pollinators and species-rich landscape elements.</p> <p>The new Common Agricultural Policy of the EU offers Member States the possibility to set up special eco-schemes to promote orchard meadows. This has been done, for example, by Slovenia and Poland. Basically, however, there should be a stronger focus in the member states on the good approaches, e.g. the Farm2Fork strategy.</p> <p>And citizens must learn to value good regional food. In many other member states, such as France or Belgium, there is a willingness to spend more money on food. In Germany, unfortunately, the "stinginess is cool" mentality is still too common.</p>	<p>Raphael Weyland BirdLife International</p>

<p>Statement 4</p> <p>Hochstamm Deutschland has achieved a great deal over the past year, particularly in terms of networking at national and international level. We have called for more networking among stakeholders. Among other things, this has resulted in new partnerships with the UK Orchard Network. Existing contacts with Austria have been intensified, and other countries in Europe have been won over for this year's Orchard Day. The overriding goal of Hochstamm Deutschland e.V. is conservation through use. We see in the European Orchard Day an instrument, also so that consumers are strengthened for 100%-Orchard-Products sensitized and also buy. We want to organize over a quality mark more VALUE for Streuobst. We of Hochstamm Deutschland did the first step and had success to let set the "orchard cultivation" on the German list of the "intangible cultural heritage". Now our partner ARGE Streuobst in Austria is trying to achieve this status there. We go ahead into the tuning with further states, until finally the international entry with the UNESCO takes place. The European Orchard Day and the various activities connected with it are an important building block. In order to continue learning from each other, we are planning a European network conference in the fall/winter and look forward to lively online participation. Finally, I would like to cordially invite you to the Baden-Württemberg Statewide Day of Mixed Fruit on May 21, 10 a.m. to 5 p.m., this year as a hybrid event on site at the University of Hohenheim and online via Zoom.</p>	<p>Martina Hörmann Vorsitzende Hochstamm Deutschland e.V.</p>
<p>Short summary & Questions</p>	<p>Hannes Bürckmann</p>



Background information Organisers

ARGE Streuobst Österreich e.V.

Since the year 2000, ARGE Streuobst has been concerned with the conservation and renewal of Orchard stands throughout Austria. A number of renowned scientists and proponents from various institutions as well as private interested parties work intensively to achieve the association's goals. ARGE Streuobst is structured as a non-profit association, works on a voluntary basis and is financed by membership fees, donations and project funding. By organising events, participating in research projects, issuing publications, setting up working groups and preparing position papers on Orchard cultivation and the conservation of fruit genetic resources, ARGE Streuobst achieves success and offers the prospect of promoting Orchard cultivation and the conservation of fruit genetic resources. www.argestreuobst.at

BirdLife Europe

BirdLife Europe and Central Asia is one of the six regional offices of BirdLife International. BirdLife International is a global Partnership of autonomous, national non-governmental conservation organisations, with a large grassroots membership in 120 countries and territories. BirdLife International's mission is to conserve wild birds, their habitats and global biodiversity. BirdLife Europe has an international team of permanent staff responsible for conservation, science, policy, advocacy, capacity building, fundraising, communications, finance and administration. The staff is supporting the 48 European and Central Asian BirdLife Partners. Through its unique local to global approach and partnership of national conservation organizations, BirdLife Europe and Central Asia delivers long-term conservation solutions for the benefit of nature and people. With its more than 875,000 members and supporters, in Germany NABU is one of the oldest and biggest national partner organisations of BirdLife. www.birdlife.org/europe-and-central-asia/

Hochstamm Deutschland e.V.

Hochstamm Deutschland e.V. is a non-profit, nationwide association that campaigns for the preservation of meadow orchards. Hochstamm Deutschland is backed by Orchard initiatives, local authorities, associations and private individuals. The aim of the association is to support orchard enthusiasts in preserving the remaining orchards and to provide ideas for their further development - through networking, exchange and participation. Hochstamm Deutschland, together with more than 1.3 million supporters, managed to get orchard cultivation listed in the Federal Register of Intangible Cultural Heritage in Germany. This has brought orchard cultivation increasingly into the public spotlight. Following this success, the European Orchard Day was established by various initiators. It takes place annually on the last Friday in April. www.hochstamm-deutschland.de

UK Orchard Network

The UK Orchard Network is a partnership of organisations across the British Isles working together to actively promote the conservation of orchard trees and their varieties and in their many forms; as individual trees, traditional, orchard meadows and orchards and to conserve the biodiversity of the orchard habitat. The Network aims to reverse the decline in orchard and wildlife biodiversity in the British Isles; promote a wider understanding of the value of orchards and traditional varieties for the benefit of wildlife, people and heritage; build strong relationships between interested organisations; promote best practice in management; advise and assist in the conservation, maintenance and planting of orchards; and act as a focal point for policy development and government agencies. www.orchardnetwork.org.uk



Intangible cultural heritage Orchard cultivation

Intangible cultural heritage is a form of cultural expression that is directly supported by human knowledge and is passed on and developed from generation to generation. Intangible cultural heritage is not tangible, but is bound to people and kept alive by the commitment of its bearers.

Orchard landscapes in the form of fields, meadows or avenues with tall, large-crowned fruit trees are the result of agricultural and cultural development and are thus directly linked to human knowledge. The planting, cultivation and care of orchards, the cultivation of fruit varieties and the harvesting and processing of fruit are based on extensive empirical knowledge in dealing with nature. In addition to cultural expressions such as harvest festivals and rituals, special handicraft techniques, e.g. for the care of orchard trees, have been developed and refined over centuries. The cultural characteristics of Orchard are consistent with the UNESCO criteria in the following respects: Knowledge and customs related to nature and the universe, traditional craft techniques, customs, rituals and festivals.

The idea of adding Orchard to the list of Intangible Cultural Heritage in Germany was born back in 2015, and the initiators have been carrying this idea forward and discussing it ever since. Hochstamm Deutschland e.V. took the initiative in 2019 in Germany to organise the application as a nationwide cooperation project. In 2021, the application, which was joined by over 1.3 million supporters, was approved and scattered fruit cultivation was included in the nationwide register of intangible cultural heritage in Germany.

**Hochstamm Deutschland e.V. supports ALL partners in Europe on the way,
to apply for the inclusion of orchard cultivation in the list of intangible cultural
heritage.**

Our goals:

Orchard Day as a recognised world day!

Orchard cultivation as INTANGIBLE CULTURAL HERITAGE of the EU and UNESCO!



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