



ORCHARD
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European Orchard Day 2022: Press conference

H1: Europe blooms and celebrates scattered orchards internationally

Press conference on the 2nd European Orchard Day on 29 April 2022

H2: Orchards are everywhere: Whole Europe celebrates biodiversity

Whole Europe celebrates on this Friday, the 29th of April the Orchard Day. In the run-up to the event, orchard associations announced the day of participation and experience at a joint press conference. Together they invite to numerous actions and celebrate the biodiversity of the valuable habitat and the engagement of the orchardists.

"Similar to the Eurovision Song Contest - just with scattered orchards", Hannes Bürckmann from the association Hochstamm Deutschland e.V. rejoiced. He thus welcomed the guests from seven European countries at the online press conference to kick off the European Day of the Orchards this Friday. This day of action is being launched by an international group of organizers - ARGE Streuobst from Austria, UK Orchard Network from Great Britain, BirdLife International in Brussels and Hochstamm Deutschland e.V. - to draw attention to the scattered orchards.

At the beginning of the press conference, hardworking cultivators of orchards showed that the preservation of the landscape-shaping orchards is an international concern: They sent their greetings from Ireland, France, Poland, Slovenia and Italy. All of them emphasized how essential the preservation of orchards is for the conservation of biodiversity.

"Flowering orchard trees are like paradise on earth. The Day of the Orchard is like Mother's Day for biodiversity and Father's Day for our habitat and our cultural landscape! It is the strongest statement for sustainability and aims to raise awareness for products made from scattered orchards", Johann Hartl pointed out, one of the inventors of the action day. ARGE Streuobst is currently working - following the German model - on an application for the recognition of scattered orchards as an intangible cultural heritage in Austria. "In this way, we draw attention to the centuries-old tradition and contribute to the preservation of knowledge, traditions and influence on our society," stated the chairman of ARGE Streuobst Austria.

Adam Cade from the UK Orchard Network is convinced: "Orchards offer exciting experiences - there's something for everyone." At the moment, the UK is celebrating orchard blossoms as part of Blossom Day. The national campaign excites with picnics, hands-on crafts and produce markets. "Scattered orchards offers special products with recipes that are centuries old, such as cider or perry" described Cade the culinary pleasure from orchards. His organization, along with European partners, recently created a "toolbox" for teaching about traditional orchards.

Raphael Weyland member of BirdLife International, a network of national nature conservation NGOs, also referred to the current discussion on the intensification of agriculture at EU level: "This debate ignores the fact that the major planetary crises pose a major threat to our food security. We must therefore finally take action against the natural crisis. Natural, high-stem orchards are a good example of how to reconcile nature conservation and land use. The new Common Agricultural Policy of the EU offers Member States the possibility of setting up special ecological regulations to promote orchards, said the lawyer specializing in environmental law, and added: "Citizens have to learn to value good regional food".

Martina Hörmann, chairwoman of Hochstamm Deutschland e.V., focused on the preservation of the diverse flora and fauna, but also of the culture related to the traditional orchards in her greeting: "The overarching goal of Hochstamm Deutschland e.V. is preservation through utilization. We consider the Orchard Day as an instrument in order to make consumers more aware of 100%-orchard products and to encourage them to buy these products". She is also pleased that the ARGE Streuobst Austria, following the example of Hochstamm Deutschland e.V. in listing orchards as an intangible cultural heritage. "Our goal is to create the international registry at the UNESCO together with other European states. To achieve this, the Orchard Day and the various activities are an important element," the orchard expert is convinced.

621 Wörter, 4.079 Zeichen inkl. Leerzeichen



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Background information

European Orchard Day

Initiated in 2021 by ARGE Streuobst, the last Friday in April was declared as "Orchard Day". Since then, Hochstamm Deutschland e.V. has been responsible for promoting and coordinating the Action Day. Active support is provided by ARGE Streuobst from Austria, BirdLife Europe and the UK Orchard Network from Great Britain. Under the slogan #orchardseverywhere scattered orchard cultivators inspire with various actions all over Europe. On a common homepage interested people find the suitable event. From tastings and music in the meadow to the traditional "Orchard-Picnic", a wide range of offers provides the opportunity to learn more about traditional orchards. www.orchardseverywhere.com

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

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

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



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PHOTOS for free use

The press photos, a detailed press kit about the conference and further information can be downloaded [here](#).



"Logo Day of the Orchard Meadow"

The Day of the Orchard takes place annually on the last Friday in April. It is a Europe-wide day of participation and action around the intangible cultural heritage "orchard cultivation".



"Diversity, Culture and Europe" Source Manfred Wolf

Large fruit trees of many varieties take root at irregular intervals in the meadows. A high number of partly endangered animal and plant species are at home there.

Source: Manfred Wolf



"Experience orchard" Source Korbinian Fleischer

On 29 April, numerous actions and events will take place all over Europe. The programme is as diverse as the cultural landscape itself.

Source: Korbinian Fleischer

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