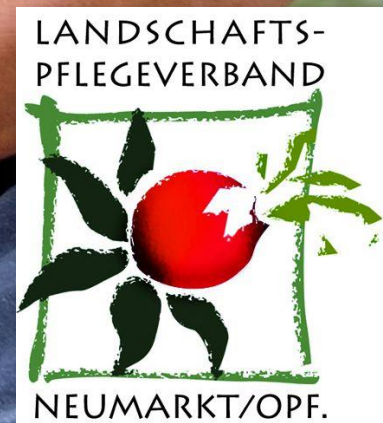


orchards - management and marketing

Werner Thumann
Managing Director
Landcare Association Neumarkt i.d.OPf.

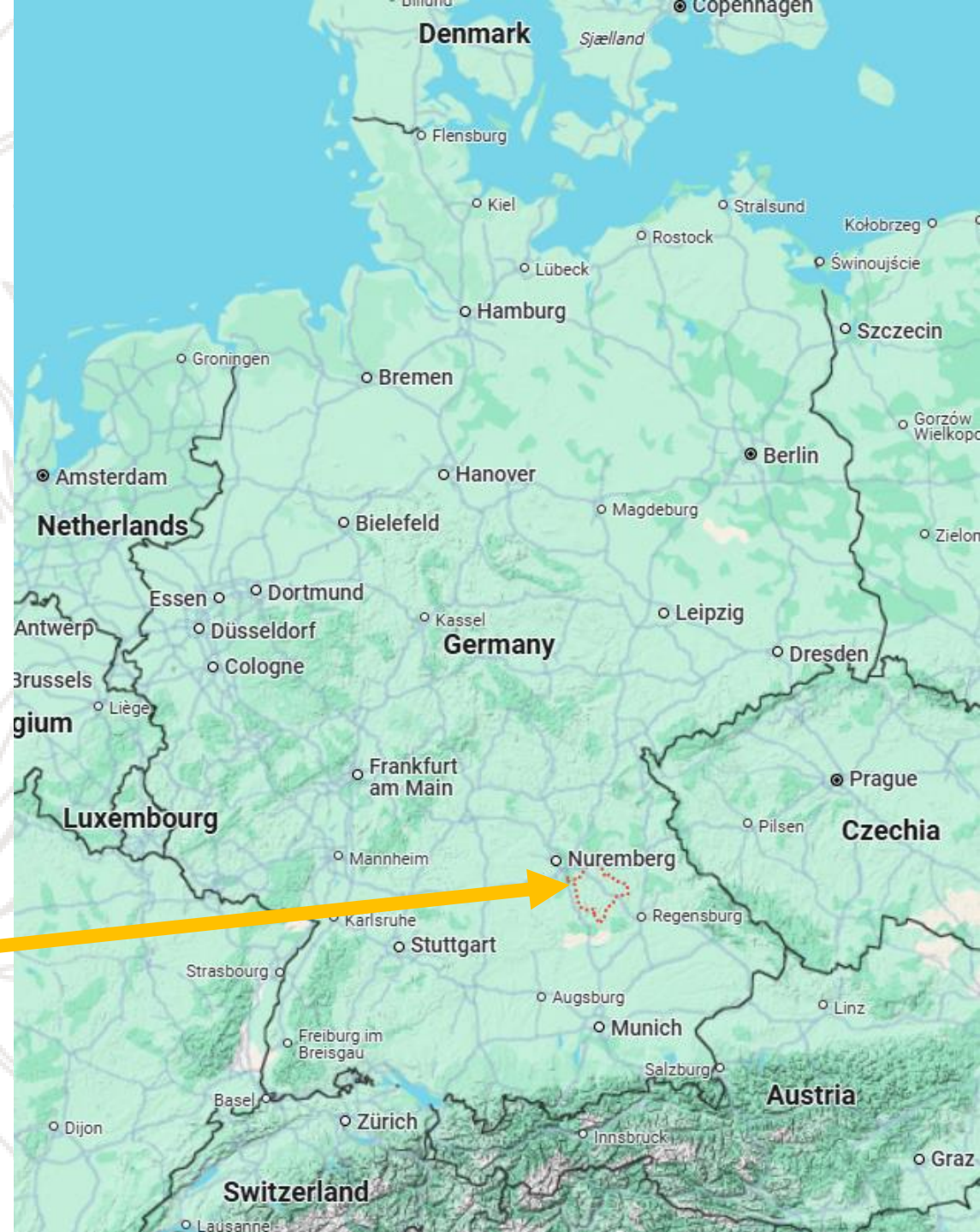


overview

- landcare association Neumarkt i.d.OPf.
- project 'Juradistl'
- challenges and opportunities



Deutscher Verband für
Landschaftspflege

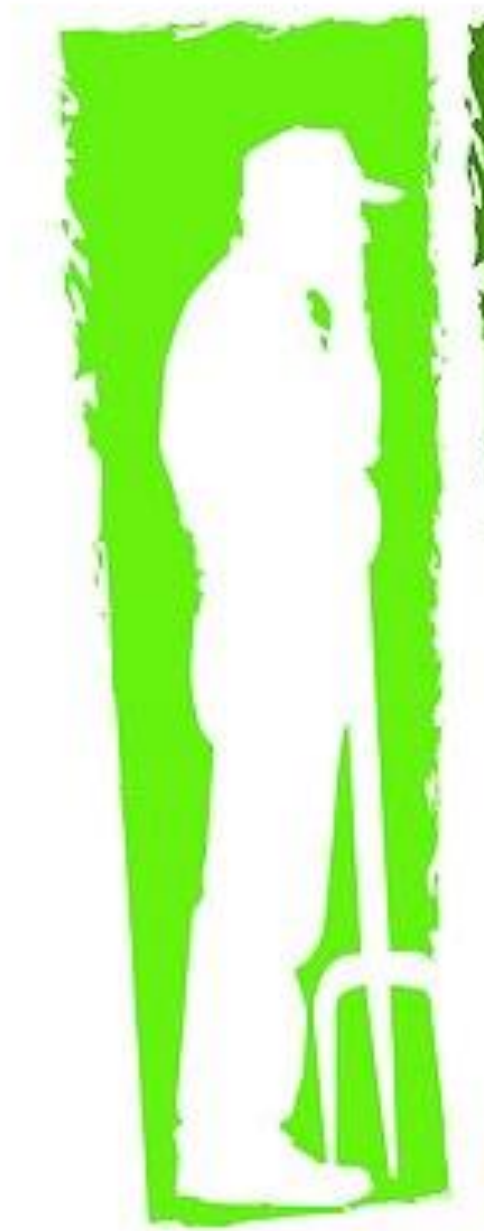


- equality
- voluntary participation
- regional ties

our members

- district of Neumarkt and all 19 towns and municipalities
- 35 associations
- over 80 individuals

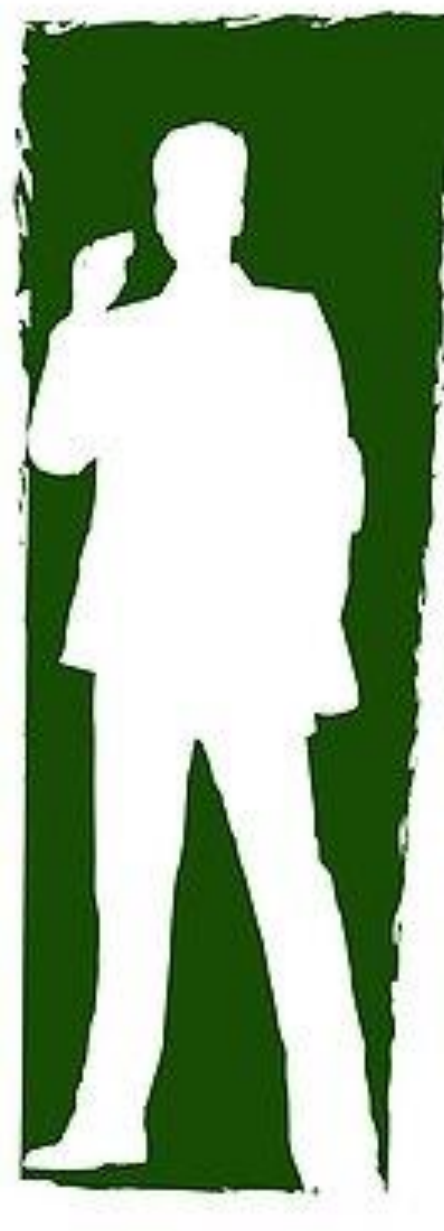
AGRICULTURE



NATURE CONSERVATION



POLITICS



The Bavarian Orchard Pact

- a milestone for the preservation of cultural landscape



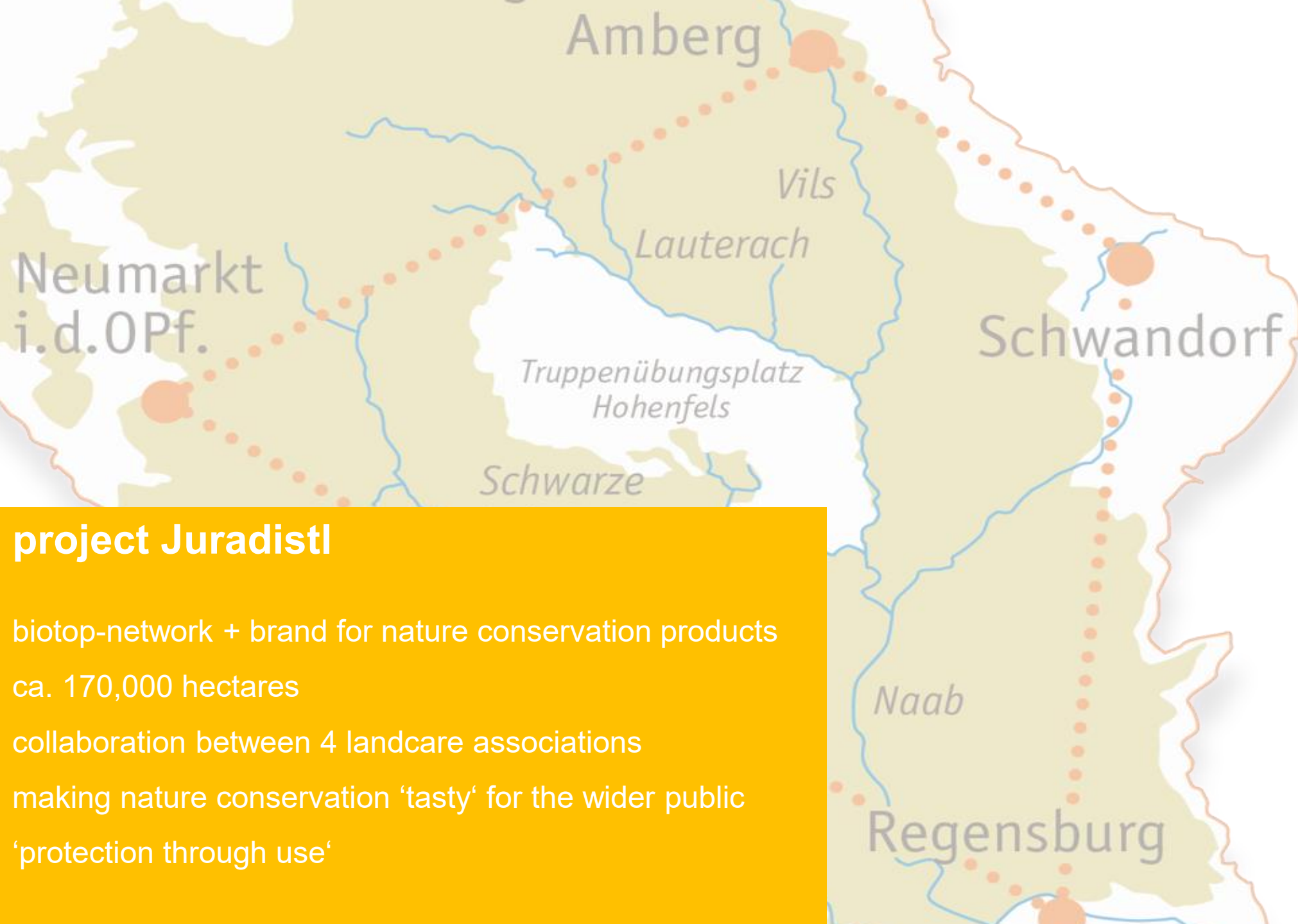
preservation



planting



appreciation



project Juradistl

biotope-network + brand for nature conservation products

ca. 170,000 hectares

collaboration between 4 landcare associations

making nature conservation 'tasty' for the wider public

'protection through use'



product groups

food products

- lamb
- beef
- honey
- fruit
- potato

non-food

- sheepwoolpellets
- experience





using orchards keeps them save
- 'protection through use'



using orchards keeps them save
- 'protection through use'



using orchards keeps them save
- 'protection through use'



using orchards keeps them save
- 'protection through use'





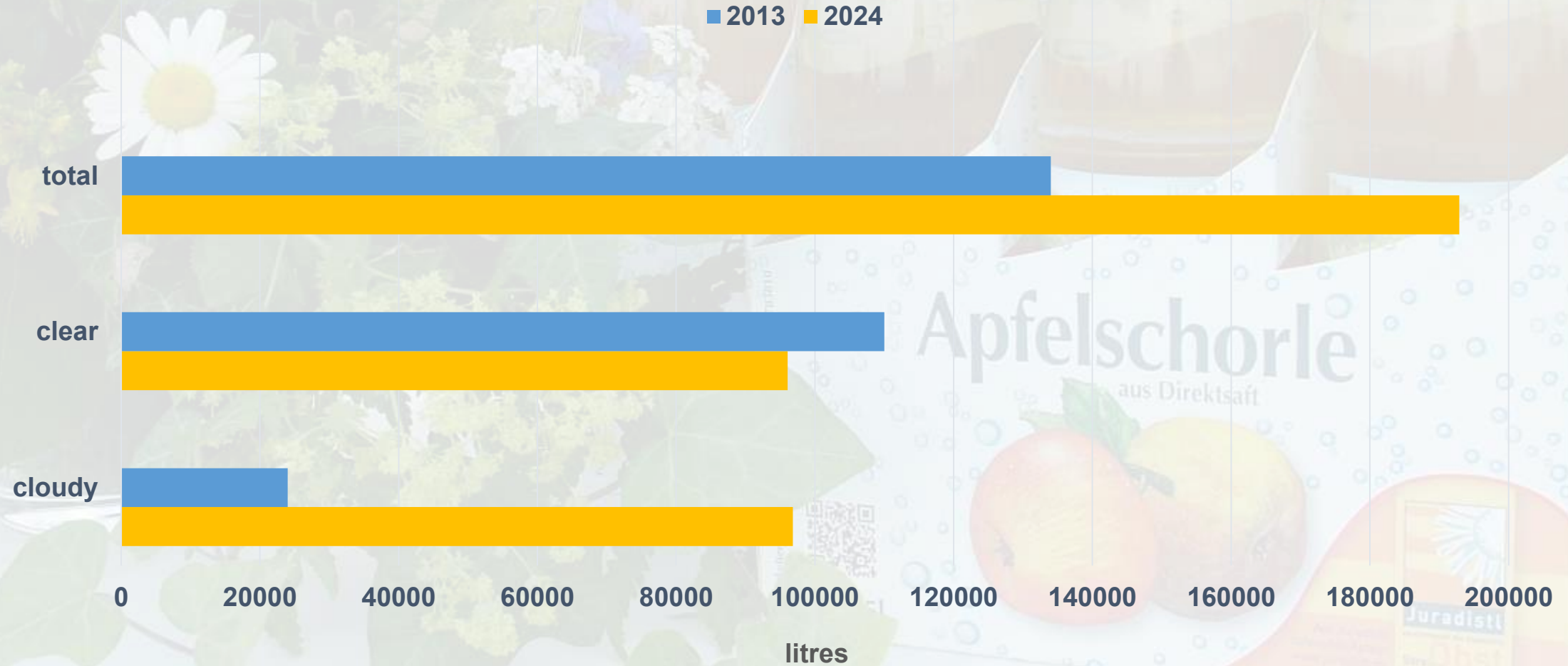
yearly local fruit collections in
September and October



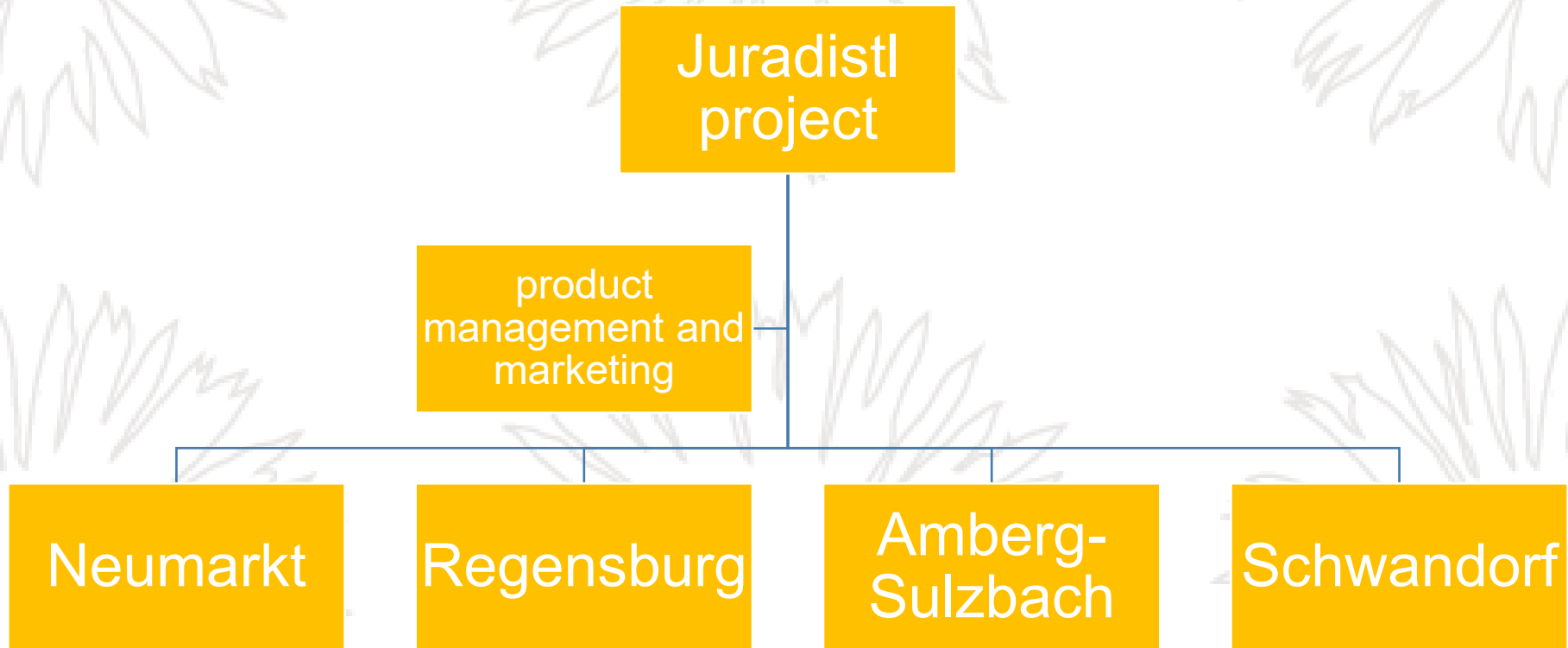
collaboration with local fruit press



comparison of apple spritzer sales



management & marketing





Thank you for your attention!

Questions are welcome!

