

**Date**

**Monday 8 October 2012**

13:00–18:00

**Tuesday 9 October 2012**

08:30–16:00

**Venue**

**“Das Eisenberg” hotel  
in Eisenberg an der Raab**

Mitterberg 32–34

8383 Eisenberg an der Raab

Austria

**NETZ  
WERK  
LAND**

**LE 07-13**

Netzwerk Land, the rural development support unit of the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management, together with the Austrian Association of Farmers' Women invites to the seminar on “Farmers' Women, Local Products and Short Supply Chains – Practical Experience, Strategic Perspectives”.

The up-coming Common Agricultural Policy will put an emphasis on the topics “Local Products”, “direct sales” and “Short Supply Chains” (“SSC”). These issues are also important elements of the EU quality package.

At this internationally announced seminar Mr Michael Erhart (European Commission) will inform about the current state of play on EU-level, selected opinion leaders will discuss practical aspects of direct marketing of farm products (hygiene, labelling, profitability, combination of different incomes) and representatives from Hungary, Slovenia and Finland will provide insights into the situation of their country. As direct selling in practice is mostly a female domain, the role of farmers' women will be highlighted.

We are looking forward to welcoming you to the seminar!



**Christian Jochum**  
Head of Netzwerk Land

**Anna Höllner**  
President of the Austrian  
Association of Farmers' Women

**8 + 9 October 2012**

**“Das Eisenberg” hotel | Eisenberg an der Raab  
Burgenland | Austria**

**Netzwerk Land | Seminar**

**Farmers' Women, Local Products  
and Short Supply Chains –  
Practical Experience, Strategic  
Perspectives**

CO-FUNDED BY THE FEDERAL  
GOVERNMENT, THE PROVINCES  
AND THE EUROPEAN UNION



European Agricultural Fund  
for Rural Development –  
Europe Investing in Rural Areas.

**LE 07-13**  
Entwicklung für den Ländlichen Raum



Lebensministerium.at

# Information

**Organiser** Netzwerk Land | Austrian Association of Farmers' Women

## Arrival at seminarlocation

Please find a detailed description of the arrival by car under [www.daseisenberg.at/hotel-burgenland/anreise.html](http://www.daseisenberg.at/hotel-burgenland/anreise.html)  
A shuttle service from Vienna to Eisenberg an der Raab will be provided.

**Registration** Please register till Monday 1 October 2012.  
Registration link: [www.netzwerk-land.at/lum](http://www.netzwerk-land.at/lum)

**Contact** Hanspeter Gratzl  
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[hp.gratzl@netzwerk-land.at](mailto:hp.gratzl@netzwerk-land.at)

As some of the participants will come from abroad, all slides are shown in English and German. The working language is German or English.  
Participation is free of charge. Travel, accommodation and meals are at attendant's expense.

**Accommodation** "Das Eisenberg" hotel | Mitterberg 32–34  
8383 Eisenberg an der Raab | Austria  
Tel. +43/3329/488 33 | [www.daseisenberg.at](http://www.daseisenberg.at)  
42 rooms booked in advance  
Tourism Office Jennersdorf  
Tel. +43/3329/486 83  
[www.thermenhotels-jennersdorf.at](http://www.thermenhotels-jennersdorf.at)



## Programme for Monday 8 October 2012

- 13:00 Arrival and welcome coffee**
- 14:00 Welcome address and opening of the seminar**  
Eva Rieschl, chairwoman of Farmers' Women of Burgenland  
Anna Höllerer, President of the Austrian Association of Farmers' Women and Member of the Austrian Parliament  
Andreas Liegenfeld, Member of Board of the Burgenland regional government
- 14:30 Lecture and discussion**  
**Local Products, direct sales, Short Supply Chains – state of play on EU level**  
Michael Erhart, Head of Quality Unit, GD Agri, European Commission
- 15:30 Coffee break**
- 16:00 Lecture and discussion**  
**Direct sales in Austria – facts&trends, strategy&outlook**  
Martina Ortner, Austrian Chamber of Agriculture
- 16:30 Lecture**  
**Direct selling is a female domain – a field report from Styria**  
Auguste Maier, President of Styrian Farmers' Women
- 17:00 Flashlights with round table discussion**  
**Direct sales and authorities – The practical implementation of food legislation**  
> Bogomira Rotman, farmer, Slovenia  
> Borbála Ware, organic farmer, Hungary  
> Anton Heritzer, Vice-President of the Carinthian Chamber of Agriculture, spokesman of Austrian direct sellers  
> Angelika Thamhesl, direct seller, Burgenland  
> Karl Weber, food inspector, Burgenland  
> Herfried Haupt, Styrian Veterinary Office
- 17:45 Conclusions of the first day**  
Franz Stefan Hautzinger, President of the Chamber of Agriculture of Burgenland
- 18:00 End of the meeting**
- 19:00 Dinner at a nearby Buschenschank (farmer's restaurant)**

## Programme for Tuesday 9 October 2012

- 8:30 Presentation**  
**Local food and direct sales in Hungary**  
Olga Rendek, Slow Food Hungary
- 9:15 Presentation**  
**Local food and direct sales in Slovenia**  
Irene Ule, President of the Slovenian Farmers' Women
- 10:00 Presentation**  
**Local food and direct sales in Finland**  
Anni-Mari Syväniemi, Finnish Farmers' Union (tbc)
- 10:45 Coffee break**
- 11:15 Lecture**  
**How sustainable and short are supply chains?**  
Wilhelm Linder, University College for Agrarian and Environmental Teacher Education
- 12:00 Round table discussion**  
**Short supply chains and the CAP after 2013 – What needs to be done from a farmers' women point of view?**  
> Olga Rendek, Slow Food Hungary  
> Irene Ule, President of the Slovenian Farmers' Women  
> Gerhard Wlodkowski, President of the Austrian Chamber of Agriculture  
> Laszlo Vajda, Hungarian Ministry of Rural Development  
> Monika Pinter, Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management  
> Martina Bavec, Director-General, Slovenian Ministry of Agriculture, Forestry and Food
- 12:45 Conclusions and final announcements**  
Anna Höllerer, President of the Austrian Association of Farmers' Women and Member of the Austrian Parliament
- 13:00 Lunch**
- 14:00 Excursion to direct selling holdings in Slovenia and Austria**
- 16:00 End of the seminar**  
**Moderation**  
Michaela Glatzl, Austrian Chamber of Agriculture  
Christian Jochum, Netzwerk Land