

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 Höllerer

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



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
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

Contact Hanspeter Gratzl
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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
42 rooms booked in advance
Tourism Office Jennersdorf
Tel. +43/3329/486 83
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