

## PRESS RELEASE



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## EISA member performs with EventFarm mobile in Luxembourg

**EISA (Brussels):** For the first time, the “EventFarm mobile”, a mobile exhibition on modern, sustainable agriculture of the German EISA member FNL (Association for the Promotion of Sustainable Agriculture) participated in an event outside of Germany. Almost 35,000 visitors from Luxembourg and surrounding countries came to the three days event “Foire Agricole” in Ettelbrück in July to experience modern agriculture, about 240 exhibitors making the “Foire Agricole” the biggest agricultural fair in Luxembourg. In several stations on the fairground, FNL demonstrated and addressed productivity, innovation, biodiversity and other important aspects of the multiple tasks, challenges, achievements and benefits of sustainable agriculture.

During the opening ceremony of the fair, representatives of FILL, FNL and EISA addressed the cooperation among the countries and the approach to promote sustainable agriculture. EISA Vice-President Sylviane Martin-Pierrat, a wine-grower of the French Association FARRE, represented the European dimension of Integrated Farming in interviews on-stage as well as in conversations with interested visitors. *“Within EISA, we have a network of demonstration farms. These are regular farming businesses, many of them family owned and family run. They open their farm gates to the public on a regular basis. Further to events such as the “Foire Agricole”, there are many opportunities to see and learn what modern agriculture and Integrated Farming are all about”*, Sylviane Martin-Pierrat said. For her, it is important that consumers understand that there are three pillars of sustainability which all must be taken care of, including respect for the environment, social responsibility and a viable economy for all partners in the food chain.

When evaluating this first performance of the EventFarm mobile outside of Germany, Dr. Anton Kraus, general manager of FNL and chairman of the EISA Executive Committee, concluded: *“Together with our partners we addressed visiting experts as well as the interested general public. We were able to demonstrate Integrated Farming and its important role in modern, sustainable agriculture in Europe. This first appearance of the EventFarm mobile outside of Germany was quite a challenge with regard to logistics and organisational issues, but in spite of this ‘unknown terrain’, our colleagues from FNL, from our partner organisation FILL in Luxembourg and from EISA were able to successfully promote Integrated Farming at this years’ jubilee event of the ‘Foire Agricole’”*.

Nico Kass, dairy farmer and FILL president in Luxembourg, made clear why he is engaged in agricultural communication. *„As consumers know less and less about agriculture and hardly have any idea what Integrated Farming is all about, we must actively address the public. With their purchase behaviour, consumers in Luxembourg decide which kind of agricultural produce will be present in their shops, and even though regional products may be somewhat more expensive, sustainable regional agriculture is more transparent and trustworthy and will keep jobs in the area,”* Kass said and added: *“There is no contradiction at all between modern sustainable agriculture and nature protection, such as water protection or the protection of biodiversity for example – as both go hand in hand.”*

Further information and photos of the event can be found on the websites <http://www.erlebnisbauernhof-mobil.de/> and <http://www.foireagricole.lu/>.

#### **About the EventFam mobile:**

The “EventFam mobile“ is a joint initiative of the German Farmers Union, the German association information.medien.agrar (i.m.a) and FNL under the leading co-ordination of FNL. The appearances of the EventFarm mobile are supported by Landwirtschaftliche Rentenbank and Fachagentur Nachwachsende Rohstoffe e.V. (FNR), both Germany. Since 2009, the EventFarm mobile is on tour in German cities.

#### **About FNL:**

Within FNL, the Association for the Promotion of Sustainable Agriculture e.V., associations, organisations and businesses of agriculture as well as up- and downstream sectors have joined forces with the objective to inform about the multiple accomplishments of today's agriculture.

#### **About FILL:**

With its projects and programmes, FILL stands for a holistic and innovative approach to agriculture, covering aspects such as soil and pasture management, animal husbandry, landscape, wildlife and biodiversity. In this way, it includes integrated as well as organic agriculture.

#### **About EISA:**

The European Initiative for Sustainable Development in Agriculture (EISA), founded in 2001, is an association of national organisations from six EU Member States: FARRE (Forum des Agriculteurs Responsables Respectueux de l'Environnement), FILL (Förderungsgemeinschaft Integrierte Landbewirtschaftung, Luxemburg), FNL (Förderungsgemeinschaft Nachhaltige Landwirtschaft, Germany), LEAF (Linking Environment And Farming, United Kingdom), ÖAIP (Österreichische Arbeitsgemeinschaft für Integrierten Pflanzenschutz, Austria) and OiB (Odling i Balans, Sweden). Seven associations of the up- and downstream-sectors of agriculture have joined EISA as associate members. EISA and its members promote Integrated Farming on a European level.

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