

## Press Information

06.06.2014

### FNL involved in 'Meeting Point Plant Breeding' at DLG-Field Days

#### Campaign „farmer wants a variety“ (Bauer sucht Sorte) at the centre of the presentation

When the DLG-Field Days in Bernburg-Strenzfeld are the centre of attraction for German agriculture from 17 to 19 June 2014, Fördergemeinschaft Nachhaltige Landwirtschaft e.V. (FNL) will contribute to the 'Meeting Point Plant Breeding' (stand GJ02) with numerous partners. Dialogue with farmers will be at the centre of the FNL presentation under the heading "farmer wants a variety". Visitors will be encouraged to express and deposit their expectations, wishes and needs with regard to modern plant breeding at the FNL-stand. A model of the globe will be used as point of concentration for ideas and suggestions for "varieties of the future". Farmers can also address their wishes to plant breeding prior to the event via the FNL Facebook page.



With regard to the activities of FNL at the DLG-Field Days, FNL's general manager Dr. Anton Kraus explains: "Without modern plant breeding, the development of yields in arable farming which we encountered in the past would not have been possible nor would it be possible in the future. With our presentation, we support the search for innovative and sustainability-oriented solutions of all partners in the agricultural value chain, whilst the conservation of natural resources and an increased efficiency are key objectives of all efforts."

Under the auspices of Bundesverband Deutscher Pflanzenzüchter e.V. (BDP – Federal Association of Plant Breeders), the 'Meeting Point Plant Breeding' (stand GJ02) will provide comprehensive information on the achievements of plant breeding to date and on strategies to master tomorrow's challenges. A breeding compass will be at the centre of the presentation. This tool will impressively demonstrate how breeders define breeding goals and which characteristics of plants have to be kept in mind in the overall process. As can be seen on the compass, a multitude of factors – be it regional and global challenges or political and societal demands – has to be considered. Further highlights of the presentation will be the 'interactivity-corner' with practical approaches to plant breeding and a presentation of different plant species which stand as impressive examples for the success of breeders with regard to yield and performance in the last decades.

In addition to FNL and BDP, also Deutsches Maiskomitee (DMK – German Corn Committee), the Deutsche Pflanzenphänotypisierungsnetzwerk (DPPN – German Phenotyping Network), the Gemeinschaft zur Förderung der privaten deutschen Pflanzenzüchtung e.V. (GFP – Association for the Promotion of Private German Plant Breeding), the Grüne Labor Gatersleben (Green Laboratory Gatersleben), i-bio, the Max-Planck-Institut für Molekulare Pflanzenphysiologie (MPI – Max-Planck-Institute for Molecular Plant Physiology) as well as Plant 2030 will be partners in the 'Meeting Point Plant Breeding'.

#### About the association Fördergemeinschaft Nachhaltige Landwirtschaft e.V.:

Within FNL, associations, organisations and companies of agriculture and the up- and downstream sectors have joined forces with the common aim to inform about the multiple accomplishments of today's agriculture on the basis of solid facts. Further information is available online at <http://www.fnl.de>.

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