TRADITIONAL ORCHARDS
IN GERMANY

How to maintain cultivation of traditional orchards and their environmental, cultural and social value in a context of globalisation and societal change?

GERMANY

The Support Association for Regional Traditional Orchard Cultivation is an initiative that aims to support the cultivation of regionally traditional orchards through price premiums on fruit and juices.

ACTORS
The Support Association, 45 orchard producers, 37 supporting members (including local NGOs and communities), and one fruit processor.

ENVIRONMENTAL AND SOCIAL BENEFITS
• Achieving (or maintaining) the presence of diverse and sufficiently plentiful species and habitats
• Maintaining or restoring a high level of landscape character and cultural heritage

Photo: © Pixabay

GERMANY

SOUTHERN HESSE AND NORTH-WESTERN BADEN-WÜRTTEMBERG

IN BRIEF

LANDSCAPE CHARACTER AND CULTURAL HERITAGE

SPECIES AND HABITATS
Demographic change has brought about issues with the number of people volunteering to the initiative and the management of traditional orchards. Within the initiative, there is no sense of community or corporate identity and no appreciation or awareness of social ESBOs. The initiative has limited knowledge of ICT which could be a way to engage more actively with volunteers and consumers. Funding and reorganisation of the initiative are also hampered by the absence of professional advice.

A market premium scheme is a transferable solution as long as actors along the supply chain are interested and a consumer demand exists.

NetworkiNg with other traditional orchard initiatives could increase synergies and reduce the workload per initiative.

Increasing consumers’ and volunteer’s awareness of the range of environmental and social benefits delivered by the orchards is essential element of maintaining them.

1. A market premium scheme is a transferable solution as long as actors along the supply chain are interested and a consumer demand exists.

2. The organic farming label and the regional branding of the orchard’s produce allow connecting to the growing organic and regional market.

3. Public policy support should include capacity building of initiatives.

4. Tasks and responsibilities should be distributed in a balanced way on a number of well-trained and prepared volunteers to ensure long-term success of an initiative.

5. Societal trends like seeking “hobbies with a purpose” as well as young families moving to the countryside represent currently untapped potential new volunteers to the initiative.

6. Networking with other traditional orchard initiatives could increase synergies and reduce the workload per initiative.

WHAT ARE THE MAIN DRIVERS?

<table>
<thead>
<tr>
<th>SUPRA-NATIONAL DRIVERS</th>
<th>NATIONAL &amp; REGIONAL DRIVERS</th>
<th>PRIVATE DRIVERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CAP Pillar 2 payments for: - organic production - agri-environment - climate measures</td>
<td>• Funding through regional funds and co-financing of RDPs - Regional control mechanisms - Demographic change</td>
<td>• Pressures from global market pressures and industrialisation trends - Increasing market for regional and organic food</td>
</tr>
</tbody>
</table>

WHAT SUPPORT IS RECEIVED?

<table>
<thead>
<tr>
<th>NAME OF MEASURE</th>
<th>TYPE OF SUPPORT</th>
<th>BENEFICIARIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>HESSE</td>
<td>Agri-environment - climate measure: Conservation of traditional orchards</td>
<td>€ 6/tree for appropriate maintenance (pruning)</td>
</tr>
<tr>
<td>BADEN-WÜRTTEMBERG</td>
<td>Agri-environment - climate measure: Conservation of traditional orchards</td>
<td>€ 2.50/tree for appropriate maintenance (pruning)</td>
</tr>
<tr>
<td></td>
<td>Directive on Countryside Conservation (partly EAFRD)</td>
<td>Restoration and maintenance of traditional orchards: up to 90% of the total costs</td>
</tr>
<tr>
<td></td>
<td>Organic certification payment (outside EAFRD)</td>
<td>Refund of certification costs of €125/ha</td>
</tr>
<tr>
<td></td>
<td>Promotion and marketing measure (outside EAFRD)</td>
<td>Promotion and marketing activities for products from traditional orchards</td>
</tr>
<tr>
<td></td>
<td>Income diversification measure</td>
<td>Investments for processing fruit and storing juice – up to 25% of costs</td>
</tr>
<tr>
<td></td>
<td>Land consolidation (outside EAFRD)</td>
<td>Improvement of fragmented land to facilitate management of orchards</td>
</tr>
</tbody>
</table>

* Funding for traditional orchards and related activities in Hesse and Baden-Württemberg (based on Sterly & Hüllemeyer 2015, adjusted).

http://pegasus.ieep.eu/case-studies/list-of-case-studies