

The Sustainable Food and Agricultural Movement in Munich, Germany

Melissa Schafer

Technical University of Munich
Dept. of Agricultural Economics



Outline of presentation

- First - explain Munich as case study of a successful sustainable food and agricultural movement
- Second - explain the theory to be used (Actor Network Theory or ANT)
- Third - explain the methodology of how to study the relationships between the actors in the sustainable food and agriculture network (movement) in Munich
- Fourth – overview of the actors to be interviewed



Munich, the Organic Capital of Germany

- Why Munich? Why Germany?
- Munich is largest market for natural food and organic products in Germany
- Germany has been the largest market for organic food in Europe
- Germany is one of the founders of organic farming



Sustainable Food and Agriculture Movement

- Food produced following organic standards, as well as food produced regionally, but not necessarily organic.
- Other terms used in literature: alternative food network (AFN) or alternative agri-food networks





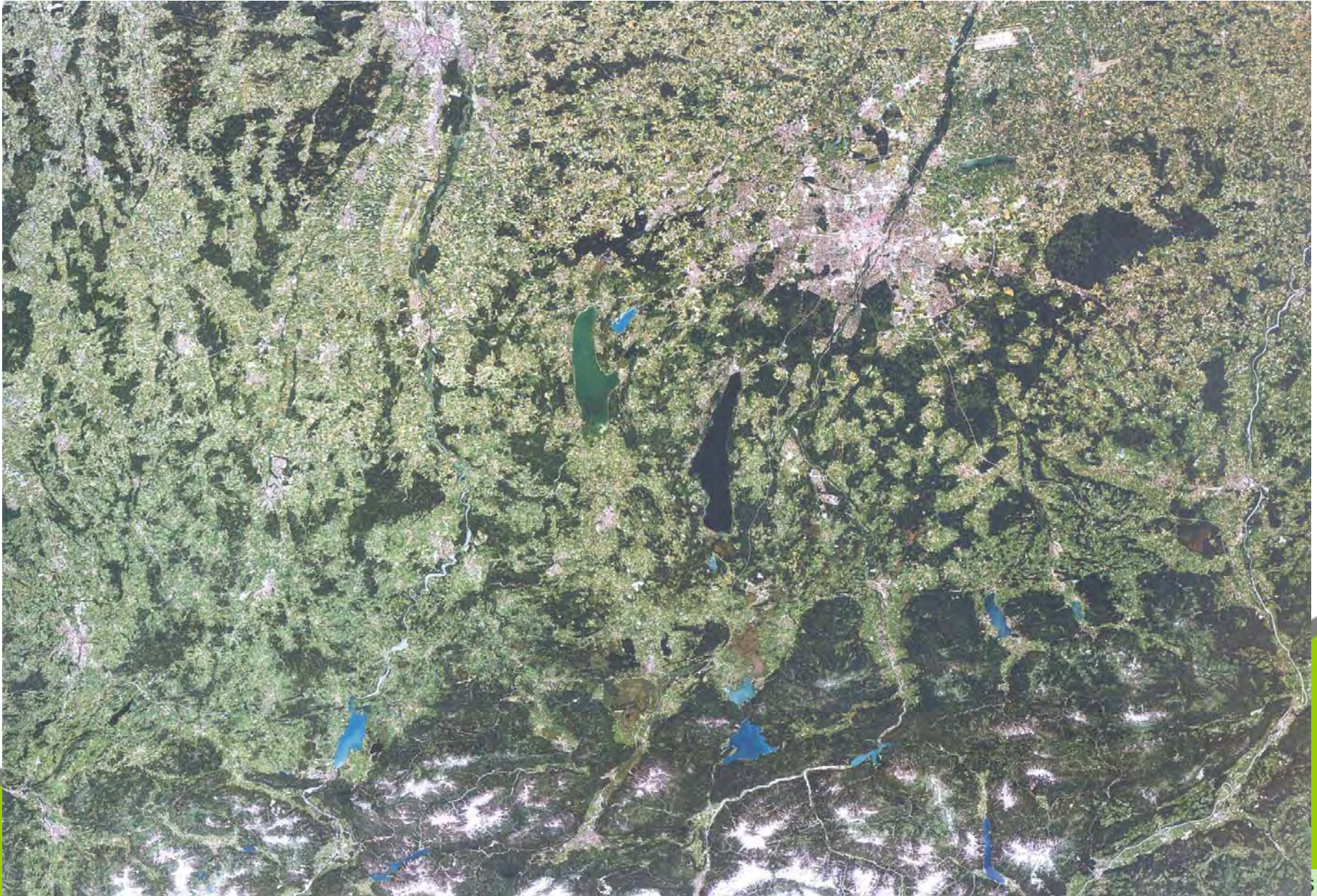
Political map of Germany

- Munich (München) is located in the southeast of Germany
- Munich capital city of the state of Bavaria (Bayern)

Downtown Munich



Munich from space



Munich, Germany

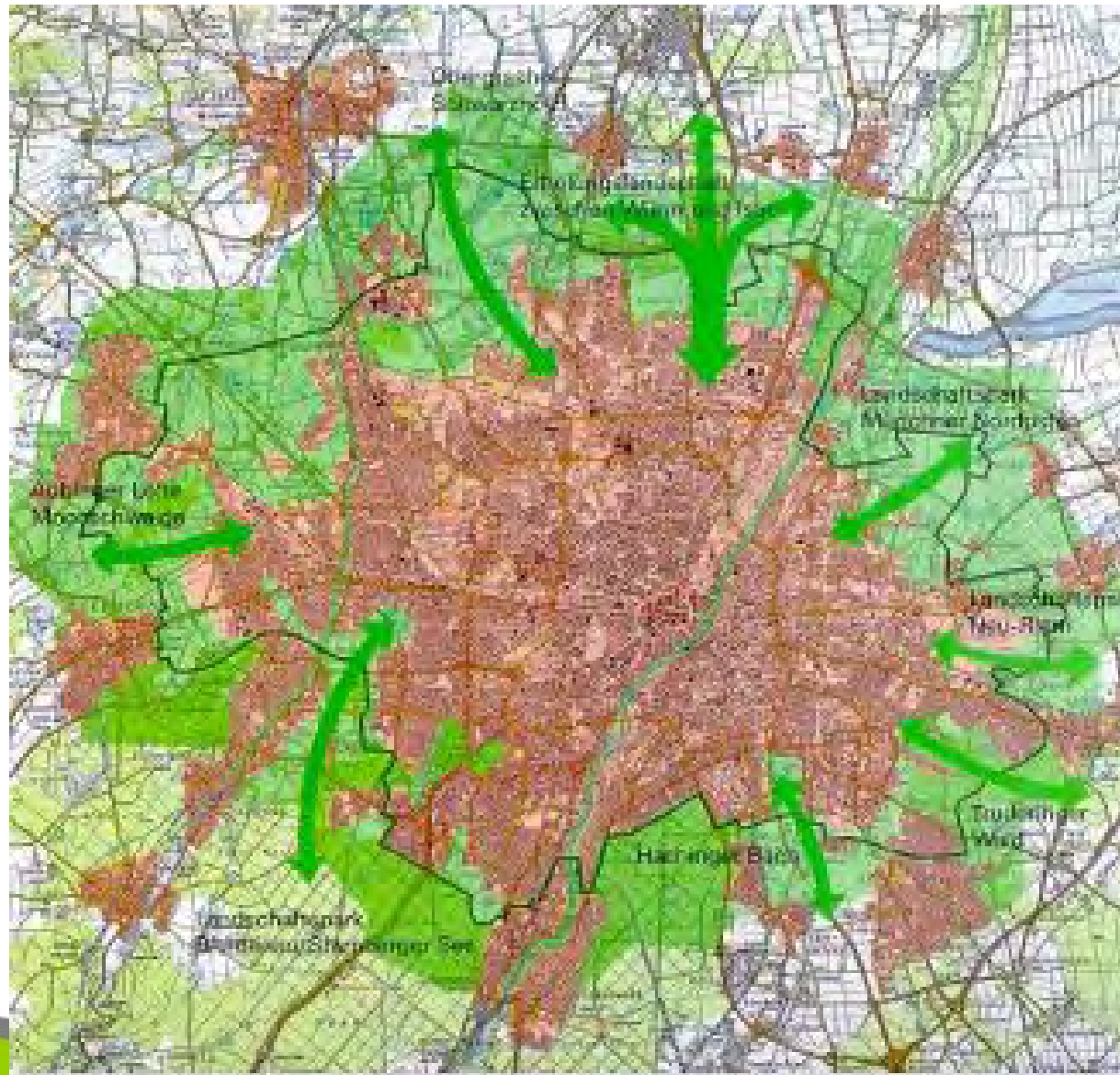
- 3rd largest city in Germany
- City population: 1.2 million
- Metropolitan Munich region: 2 million
- Most densely populated city in Germany
- Second only to Berlin in Germany in terms of museums and cultural events, university and research institutions, number of corporate headquarters and transit accessibility



Metropolitan Region of Munich



Munich's Greenbelt



Summary of Actor Network Theory (ANT)

4 main features that make it useful sociological theory for studying emerging and existing networks of actors

1. Non-dichotomous – meaning does not focus on the micro or the macro level, but instead the relationships between the actors at all levels of a network
2. Does not separate between the social and natural realms – considers both human and non-human actors (e.g. material objects, plants, animals) part of network
3. Used to study network formation and actors integral for stability of network and the actors with power in network
4. ANT opens „black boxes“ – describes the participants and functioning of networks



Methodology

- Open-ended interviews with actors already identified as participants in network
- Initial starting point of interviews will use “purposeful or judgmental sampling”
- From there, “snowball sampling” method will be used to follow the networks of relationships among the actors
- Snowball sampling is a multistage technique – it begins with one or a few people or cases and spreads out on the basis of links to the initial cases



Actors in the Sustainable Food and Agricultural Movement in Munich

- Consumer and environmental organizations
- Consumers
- Political institutions and organizations
- Farmer and organic organizations
- Retailers (e.g. natural food and organic food stores)
- Farmers (both direct and non-direct marketing)
- Religious organizations
- Researchers (university and government)
- Restaurateurs



Main research questions

- Who are the actors?
- Who are the key actors?
- Are there any actors that if didn't participate the network would fall apart (or be less stable)?
- Natural factors of Munich? e.g. poorer quality farmland in city, good farmland for dairy near Alps, etc.



Open-ended interview questions

- Who were those integral to starting your organization/company?
- What was your original goal?
- Who helped you along the way?
- What is your goal?
- Who do you plan on working with in the future?
- Who makes the decisions in your org?
- What would you have done differently/better to reach your goals? e.g. Who would have worked with sooner?



Retail Actors

- Largest organic grocery store in Germany is in Munich (now with 3 locations) called “Basic”
- Organic bakery shops called “Hofpfisterei” (very large chain)
- Innovative organic farm with its own butchery, brewery and dairy with shops in Munich and in Germany called “Hermannsdorfer Landwerkstetten”
- Numerous natural food and organic shops represented by the Association of Natural Food Stores of Southern Bavaria



Direct marketing of regional and organic food

Munich is home to:

- 29 weekly markets (produce handlers)
- 15 farmer's markets (of which 2 are strictly organic)
- 4 permanent outdoor produce markets
- At least 2 organic vegetable box delivery services



Munich's Greenbelt

- Around Munich is a Greenbelt covering an area of 335 km² and the majority of land is in agricultural use
- Currently 30 farmers of the approximately 100 full-time farmers in the Greenbelt participate in the Greenbelt agricultural direct marketing project
- Self-harvest vegetable gardens (“Krautgärten”) for citizens to rent in the Greenbelt



Munich's Self-harvest Vegetable Gardens

- Ideal for city dwellers who want their own garden
- Garden parcels are up to 60 m² and are as close as possible to a residential area
- There are now 10 locations in Munich and over 500 parcels
- The planting of the parcels is done by an experienced gardener. After that the city dwellers take over the care of the parcel and do the harvesting themselves.
- About 20 varieties of vegetables are planted on each parcel
- Mineral fertilizers and synthetic pesticides are forbidden



City of Munich – largest organic farmer in Bavaria!

- City of Munich itself owns 11 farms covering 2,800 hectares (6,919 acres)
- Six are organic farms – making it one of largest organic farmers in Bavaria!
- Decision to convert the city owned farms to organic will be discussed in interviews
- City of Munich offers tours of the city owned organic farms to encourage citizens interest in organic farming



City of Munich – Other organic food and farming projects

- Two of the city's cafeteria's have converted to buying organic and regional food
- Pilot program sponsored by the municipal utility of Munich to protect the drinking water supply of the city of Munich



Organic farming to Protect Munich's Drinking Water Supply

- Started in 1992, goal to support the conversion to organic farming in a valley very important to drinking water supply
- By 1998 90 farms had converted to organic through the program, 70% of the agricultural area in the valley
- Now the largest connected area under organic agricultural production in Germany
- This pilot project now set the standard for all Germany



German Organic Organizations to be Interviewed

- Bioland
- Naturland
- Demeter
- Biokreis
- State Coalition for organic farming in Bavaria



German Organic Organizations in Bavaria to be interviewed

- **Bioland**
 - Largest national organic organization in Germany.
 - Headquarters in Bavaria in Augsburg, near Munich.
 - 1,500 farmers in Bavaria
- **Naturland**
 - Headquarters in a suburb of Munich
 - 1,248 farmers in Bavaria



German Organic Organizations in Bavaria to be interviewed

- Demeter
 - The oldest organic organization in Germany and the world. Founded in 1924
 - 400 farmers in Bavaria
- Biokreis
 - 450 farmers in Bavaria
- State Coalition for organic farming in Bavaria
 - Location of office in Freising, suburb of Munich
 - Represents 4,700 organic farmers in Bavaria
 - Represents above 4 orgs. in politics



Regional Marketing Initiatives

- “Unser Land” (Our Land) is an umbrella organization for the marketing of regional products from the counties surrounding Munich
- The products are marketed under the name of the counties where they come from
- The products are sold in about 150 conventional grocery stores in Munich



Further Research

- Case study of Munich is part of larger comparative study on the sustainable food and agricultural movements in Munich, Germany and Portland, Oregon, USA
- Ultimate goal – determine the similarities and differences between these successful food movements and to draw conclusions about which actors play an integral role with hopes that such movements can be replicated in other cities

