Objectives of the event

Seminar
To present and dialogue about
• the importance of organic breeding in organic food systems
• examples of value-chain based collaborations to promote organic breeding
• financing strategies applied in the organic breeding sector

Workshops
• Benefits and barriers and of sector wide financing strategies of organic breeding
• Communicate the benefits of organic breeding to the wide public
Organizers and related projects

Engagement of the organic value chain to support Organic Breeding in Europe
biobreeding.org

Pilot project to apply a sector wide solution to finance organic breeding work in Germany
boelw.de

Boosting organic seed and plant breeding across Europe
liveseed.eu
ONLINE EVENT
How organic breeding adds value to the food chain
15 October 2020

PROGRAM

PART1 (Seminar) 10:30-12:30 The taste of diversity: organic breeding for biodiversity increase and high-quality organic food

- How the organic sector can benefit from organic breeding (Monika Messmer and Mariateresa Lazzaro, FiBL)
- Examples and views from the organic plant breeding sector (Herbert Volkle, GZPK - Getreidezüchtung Peter Kunz)
- Examples and views from the organic animal breeding sector (Wytze Nauta, SBV- De Stichting Biologische Veeverbetering)
- Added value of products from organically bred cultivars for processors and consumers (Sigmund Welbaum, Naturata)
- Current situation of breeding financing schemes (Freya Schäfer, FiBL Germany)
- A cross-sector pool funding strategy. Perspectives from the pilot project in Germany (Mitja Seyffert, Bund Ökologische Lebensmittelwirtschaft e.V.)

PART 2 (Workshop) 14:00-16:00 Value-chain collaborations to boost organic breeding: how to make it work

Parallel Workshops:

- Workshop 1 - Identification of benefits and barriers for value-chain actors to engage in cross-sector cooperation
- Workshop 2 - How to present the benefits of organic breeding to organic consumers

Intro and structure of the event – Mariateresa Lazzaro – FiBL Europe
Seminar instructions

- As participant, keep mic and camera off
- Name your account with *Surname FirstName (Organisation)* – eg Lazzaro Mariateresa (FiBL)
- For any technical problem send private message to **Ferrari Leone** in the zoom chat

**NOTE:** the seminar is recorded, the chat will not be published

- Use the chat to formulate questions to the speakers and to provide your comments

Add the tag

**Q**- for a QUESTION and **C**- for a COMMENT

- After each presentation (max 10 min) we will take 1-2 Q (max 5 min). 30 min for Q&A after all presentations
live-tweeting and social media campaign

- Re-tweet from @LIVESEEDeu
- Use #BreedingABrightFuture in your tweets

stay tuned – LIVESEED social media campaign will last for several weeks
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Agenda
• How the organic sector can benefit from organic breeding
  Monika Messmer, FiBL
• Examples and views from the organic plant breeding sector
  Herbert Völkle, GZPK - Getreidezüchtung Peter Kunz
• Examples and views from the organic animal breeding sector
  Wytze Nauta, SBV- De Stichting Biologische Veeverbetering
• Added value of products from organically bred cultivars for processors and consumers
  Sigmund Walbaum, Naturata
• Current situation of breeding financing schemes
  Freya Schäfer, FiBL Germany
• A cross-sector pool funding strategy. Perspectives from the pilot project in Germany
  Mitja Seyffert, Bund Ökologische Lebensmittelwirtschaft e.V.

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