

Thursday 08.03

## Exposure trips to rural development projects of BESH and other partners

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### Field trip 1

Farm with Swabian-Hall swine (Schwäbisch Hällischen Schweinen) and “Wurst” manufacture of the “Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w.V. (BESH)

Tour of the farm “Memmler” including a visit to the Schwäbisch Hällischen Schweine (local breed) and of the sausage manufacture - Processing and marketing of quality meat from Schwäbisch Hall PGI

Family Memmler keeps pigs on straw near Schwäbisch Hall. The pigs are very special – they are of the local breed “Schwäbisch-Hällisches Landschwein”. This breed was saved from extinction by Rudolf Bühler, founder of BESH. The pigs kept by Klaus Memmler live on a pasture from spring to autumn. In order that the pigs can feed on acorns all summer, BESH invites people to collect acorns every autumn. The pasture pigs are marketed by BESH as “acorn fattened pigs”. Extensive exercise of the pigs and the high intramuscular fat content make the meat very tender and tasty.

The meat is processed at the farmer owned manufacture using the latest technology. There “Echt Hällische Wurst” is produced. At least 80 different recipes for sausages and ham are produced and marketed by BESH.

### Field trip 2

Farm with Swabian-Hall swine (Schwäbisch Hällischen Schweinen) and slaughterhouse of the “Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w.V. (BESH)

Tour of the farm “Memmler” including a visit to the Schwäbisch Hällischen Schweine (local breed) and of the farmer owned slaughterhouse - slaughter and cutting of pigs

Family Memmler keeps pigs on straw near Schwäbisch Hall. The pigs are very special – they are of the local breed “Schwäbisch-Hällisches Landschwein”. This breed was saved from extinction by Rudolf Bühler, founder of BESH. The pigs kept by Klaus Memmler live on a pasture from spring to autumn. In order that the pigs can feed on acorns all summer, BESH invites people to collect acorns every autumn. The pasture pigs are marketed by BESH as “acorn fattened pigs”. Extensive exercise of the pigs and the high intramuscular fat content make the meat very tender and tasty.

In the farmer owned slaughterhouse the animals from member farms of BESH are slaughtered. The members of the producer association deliver the animals when they are ready for slaughter. Transport is as short as possible due to animal welfare reasons. The animals are killed humanely; then they are either directly delivered to contracting butchers or processed to “Echt Hällische Wurst”.

### Field trip 3

ECOLAND Herbs & Spices, organic spices – spice manufacture of the “Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w.V. (BESH)

Tour of the spice manufacture, presentation of spice projects of ECOLAND

Local producer associations were founded in four completely different climate zones of the world. They exclusively produce endemic high quality organic spices for ECOLAND Herbs & Spices GmbH. The producers are solely peasants and peasant cooperatives that grow and process herbs and spices following old traditional methods in mostly unspoiled regions far away from any large industrial centre.

#### Field trip 4

Village cheese dairy in Geifertshofen, organic cheese produced from pasture milk from Hohenlohe  
Presentation of the philosophy of the village cheese dairy, the manual cheese production from organic pasture milk, the regional value chain and the marketing

The community of pasture milk farmers of the region Hohenlohe contribute to the conservation of peasant agriculture and traditional value based dairy manufacturing. During summer the cows live on the green pastures of the region and eat lush grass and fresh herbs, in winter they are fed with spicy, sun dried hay. The cheese of the village dairy Geifertshofen acquires its inimitable taste due to the purity requirements and the traditional manufacturing. The cheeses mature with a natural rind which gives them their unique flavour and characteristic appearance.

#### Field trip 5

Sheep milk dairy in Langenburg

Tour of the farm including dairy sheep and cheese production from Demeter certified sheep milk with direct marketing

The family farm Fischer keeps East Frisian dairy sheep in the region of Hohenlohe. When the sheep are not grazing on their pastures, they live in a very special stable. Currently there is peak season in the sheep stable. The ewes are lambing all at the same time at the beginning of the year – right now it is lambing season. After the tour of the farm sheep cheese will be offered for tasting. The cheese is produced on the farm in their own dairy.

#### Field trip 6

Agricultural family counselling of the “Evangelisches Bauernwerk Württemberg e.V., Hohenbuch”

Information about the agricultural family counselling on a dairy farm. Tour of the stables with subsequent discussion

The evangelic church supports farming families with counselling regarding the transfer of farms from one generation to the next, marriage problems and generation conflicts as well as financial difficulties. People working in agriculture receive a psychological training and counsel – with professional assistance - farming families in need.

We visit a dairy farm. The operations manager is also active in family counselling and his wife was working in farm support services. After a tour of the dairy farm they will tell us about their dedication, background and methods of the family counselling. The idea of this counselling model comes from farmers organisations in the USA. Now it has also been established in parts of Europe and all over Germany.