

GET INVOLVED NOW!

International Orchard Day on the 30th of April 2021

Orchard cultivation has been added to the National Register of Intangible Cultural Heritage! ([More information](#))

It's time to celebrate this and expand it at a European level. As this first success should only be the beginning. Thanks to the initiative of our fellow orchard lovers from [ARGE Streuobst](#) and the [Umweltdachverbands Österreich](#) [Austrian Environment Federation], the last Friday in April (30.04.2021) has been declared **International Orchard Day!**

We look forward to working with many partners, including ARGE Streuobst, [Umweltdachverband Österreich](#), the [Lallinger Winkel Orchard Competence Centre](#), various different orchard initiatives and [Freie Stiftung.N](#), to celebrate this day and turn it into a tradition.

With the motto "**Orchards everywhere**", not only do we want to reach fruit growers and the public in Germany, Austria and Switzerland, but also in Poland, the Czech Republic, Luxembourg or Belgium, where there are large numbers of orchards. All are facing similar problems such as a lack of care, falling prices, etc. Orchards play a particularly important role in maintaining and increasing the planet's biodiversity and also in view of the upcoming reform of the common agricultural policy.

Everyone is warmly invited to celebrate the first **International Orchard Day** on the **30th of April 2021** and take part in all the different activities organised!

Here at Hochstamm Deutschland e.V., we will record your **(Covid-19 compliant) events** and will include them in our public relations work. We will be setting up a section on our homepage to present all the events and activities taking place to celebrate this special day. We would also like to use this section to collect and display the logos of our partners and other players involved in European Orchard Day to show our alliance!

Examples of events:

- 🍏 Guided orchard tours
- 🍏 Fruit variety identification
- 🍏 Tastings (e.g. online)
- 🍏 Informative events, exchanges, discussions, presentations, videos, etc. (e.g. online)
- 🍏 Campaigns, e.g. informative videos or text-based social media posts

All orchard fans are also invited to post their orchard-related posts on social media on the 30th of April with the hashtags **#streuobstistüberall** and **#orchardseverywhere** so that the posts can be followed and their reach increased.

You can find more information on our [homepage](#) and in the next newsletter, or simply send us an email to kontakt@hochstamm-deutschland.de.



Background information

Hochstamm Deutschland e.V.

Hochstamm Deutschland e.V. is a non-for-profit, nationally active association with headquarters in Baden-Württemberg that campaigns for the preservation of orchards. Behind Hochstamm Deutschland, there are orchard initiatives, local authorities, associations and private people.

The aim of the association is to support friends of orchards in maintaining the remaining orchards and provide ideas for how to develop them further through networking, exchanges and getting involved. In addition, Hochstamm Deutschland offers a platform for doing this, for example through its website (www.hochstamm-deutschland.de). The association is also committed to ensuring that the time-consuming and labour-intensive care and maintenance of an orchard is not just a labour of love. They aim to create an economic basis for the cultivation of standard fruit tree orchards with new marketing channels and ideas. This includes their latest community marketing project. Here, the association is working with many working farms and other experts to create a shared seal for “100% orchard products”.

In addition, the association, together with their over 1.3 million supporters, managed to get orchard cultivation added to the National Register of Intangible Cultural Heritage. The aim of this was to bring orchards back to the public’s attention and to help maintain orchard cultivation and the knowledge that goes with it.

Intangible cultural heritage

Intangible cultural heritage is any cultural form of expression that is sustained by human knowledge and passed down and developed from generation to generation. Intangible cultural heritage is not physical, instead it is intrinsically linked to humans. They keep it alive through their dedication.

Orchard landscapes in the form of fields, meadows or avenues with tall, large-canopy, fruit-bearing trees are a result of agricultural and cultural use and are thus directly linked to human knowledge. Establishing, managing and maintaining orchards, breeding and harvesting fruit, as well as fruit processing is all based on extensive experience in dealing with nature. Alongside cultural forms of expression, such as harvest festivals and rituals, over the centuries special handicraft techniques, e.g. for maintaining orchard trees, have been developed and refined. The cultural characteristics of orchards meet the UNESCO criteria in the following points: Knowledge and practices that relate to nature and the universe, traditional handicraft techniques, practices, ritual and festivals.

The idea to add orchards to the list of intangible cultural heritage came about during the Baden-Württemberg Orchard Day in 2015. Since then, the initiators develop this idea further and discussed it, e.g. via their own newsletter. In 2019, Hochstamm Deutschland e.V. took the initiative to organise the application as a national collaborative project. The application, which was supported by over 1.3 million people, was approved in 2021 and orchard cultivation was added to the National Register of Intangible Cultural Heritage.

The association’s campaign was supported with funding from the Bundesprogramm Ländliche Entwicklung (BULE) [*Federal Rural Development Programme*].

IMAGE for free use



"International Orchard Day 2021" in the file attachment

Now it's official: Orchard cultivation in Germany is classed as an intangible cultural heritage. Get involved and celebrate the first International Orchard Day.

Source: Manfred Wolf

Contact Hochstamm Deutschland e.V.

Geschäftsstelle c/o neuland+ GmbH & Co KG
Hornungshof 3-4, 74575 Schrozberg, Germany

Hannes Bürckmann & Jannis Burk

Tel.: +49 (0) 7936 / 99 05 20

Mobile: +49 (0) 172 / 712 65 97

kontakt@hochstamm-deutschland.de

www.hochstamm-deutschland.de

Association headquarters: Niedenbach 13, 72229 Rohrdorf, Germany

Chairperson: Martina Hörmann

Register of associations: VR 723 737

Registry court: Stuttgart