

Focus Group 'Local plant genetic resources in view of climate change and biodiversity loss'

Madrid, Spain
27-28 November 2024

„Hesselberger“ - A Franconian region benefits from its orchards and ancient varieties

Arno Todt

„hesselberger“ - A Franconian region benefits from its orchards and ancient varieties

› DESCRIPTION OF THE CASE (*CONTEXT*)

- Long tradition : more than 150 varieties, such as “Blue apple” or “Champagne-Renette
- Decrease of the number of trees by almost 70 % (since 1960)
- Regional value network and a regional fruit beverage brand in the Hesselberg region: “hesselberger”
- 1500 producers and around 170 points of sale and restaurants for orchard drinks



„hesselberger“ - A Franconian region benefits from its orchards and ancient varieties

› AGRONOMIC & ENVIRONMENTAL BENEFIT/VALUE

- Conservation and care of landscape with valuable ecosystems and high biodiversity.
- Grassland contribute to a good soil water balance and a CO₂-storage



„hesselberger“ - A Franconian region benefits from its orchards and ancient varieties

› SOCIO-ECONOMIC VALORISATION

- Better revenue for extensive management of orchards
- Development of products, regional value chains and logistics
- Branding and improving the market access for the products
- Regional identity and community



„hesselberger“ - A Franconian region benefits from its orchards and ancient varieties

› SUCCESS FACTORS:

- › An initiator with competence and passion.- National and international cooperation.
- › Harmonious coordination and co-operation of the various local partners and opinion leaders
- › LEADER start-up funding for a self-sustaining market concept with regional structures
- › Attractive products, regional structures and a brand for sustainability

› CHALLENGES & OPPORTUNITIES:

- › Compensation of fluctuations in harvest quantities due to unfavorable weather conditions for consistent
- › Sales of products to the nearby metropolis of Nuremberg and other surrounding cities with greater purchasing power



EU CAP Network Focus Group 'Local plant genetic resources in view of climate change and biodiversity loss'

27-28 November 2024 | **Madrid, Spain**

All information on the Focus Group is available on the webpage:

<https://eu-cap-network.ec.europa.eu/focus-group-local-perennial-plant-genetic-resources-view-climate-change-and-biodiversity-loss>

