

Global Thinking – Local Responsibility

International Conference (not only) for IFBC and SIA Students

**Thursday, October 15th to Saturday, October 17th in Witzenhausen,
Campus Nordbahnhofstraße**

Dear participants,
Some of the speakers and workshop facilitators have provided some additional information on their person and/or topic. Have a look to get help in your decision making if you haven't registered yet! And if you have done so, it will hopefully just improve your anticipation.



Water: A central challenge for the future of agriculture and food business

Water: A central challenge for the future of agriculture

Tim aus der Beek, Center for Environmental Systems Research, Kassel University

The topic: Freshwater availability is one of the most important factors for the occurrence of agriculture. However, in many regions of the world water is regarded as scarce resource, often due to arid climate conditions but also due to strong competition by other water use sectors (for example households and industry). Climate change driven temperature increases will raise evapotranspiration rates of most crops, which is leading to higher irrigation demands. Scenarios which simulate the future impact of climate change on irrigated agriculture show two potential candidates to counter these climate change effects: water use efficiency (for example water saving technologies and better field management strategies) and crop selection (regionally adapted crops vs. cash crops).

The speaker: Tim aus der Beek has studied hydrology in Freiburg, Vancouver and Aberdeen. During the last four years he is being employed by the Center for Environmental Systems Research (CESR) in Kassel, where he is co-developer of the global state-of-the-art hydrology and water use model WaterGAP. At CESR, Tim aus der Beek has worked in numerous projects for the United Nations Environment Programme (UNEP), the European Union (EU), the Federal Ministry of Education and Research (BMBF) and the German Research Foundation (DFG). In his spare time he is working on his PhD thesis, which deals with climate change impacts on the hydrological cycle in Central Asia.

Ethical consumption: Fair Trade

Ethical values of organic food and consumers

Dr. Katrin Zander, Department of Agricultural and Food Marketing, Kassel University

The topic: Due to globalisation and growing anonymity of trade with organic products, farmers in Europe are under pressure to lower their production standards in order to keep up with world-wide competition. On the other hand consumers increasingly criticise food products which were produced under unsatisfactory social and environmental conditions. Thus 'Fair trade' seems to be an issue also for domestic products. The arising question tackled in this presentation is whether there is a demand for organic food with additional ethical values in order to create possibilities of product differentiation with respect to ethical values. This paper investigates various ethical communication arguments and the price from the consumers' perspective by means of an Information-Display-Matrix in five European countries. It turns out that 'regional production' and 'animal welfare' are the most important ethical arguments.

The speaker: Dr. Katrin Zander has studied Agricultural Economics in Goettingen. In 2001, she received here PhD (Economic assessment of the traditional fruit production system - the view of the farmer and of society) at the Institute of Horticultural Economics at the University of Hanover. She worked on several projects on federal and EU level, from 2002 on being a Senior Research Fellow at the Federal Agricultural Research Centre in Brunswick. Since July 2007, she is Senior Research Fellow at the Department of Agricultural and Food Marketing at the University of Kassel. Her current field of work is the international CORE ORGANIC Pilot Project: Farmer Consumer Partnerships.

Workshop Food culture and food taboos

Insects: A „new“ food item?

Hendrik Brand, Bachelor Student of Organic Agriculture, Kassel University

The topic: In recent years it has become more common to find insects on the menu of some restaurants. Are there people who are interested to eat them? In many cultures around the globe, insects are a delicacy or an important part of the diet.

Are we as Europeans ready to eat insects or is this step too far for “civilized” people? Do we have enough resources to feed the world according to western standards?

The speaker: Since October 2006 Hendrik Brand studied the bachelor study Ökologische Landwirtschaft (organic agriculture). He grew up in Zwartsluis, a village in the east of the Netherlands. Three years ago he did an internship in Chaing Mai, Thailand and there he got in contact with farmers who raised insects. After that his interest in this topic became stronger he studied about the background of eating insects and what are advantages and possibilities for the future.

Workshop Nutrition and education

Diet and Health - the potential role of the food industry from a public health nutrition perspective

Prof. Dr. Anja Kroke, Department of Nutritional, Food and Consumer Sciences, Fulda University of Applied Sciences

The topic: In this workshop we will discuss the various potential approaches for the food industry to contribute to the prevention of nutrition related diseases. Specific topics include

- The pros and cons of 'Golden rice'
- Portion sizes
- Marketing and image campaigns
- Food prices

After a brief introduction into the overall topic 'Diet and Health' participants will receive brief documents for discussion and to work on in small groups. The results of each group will then be presented to the plenum.

The speaker: Prof. Dr. Anja Kroke studied medicine at Hannover Medical School and the Free University of Berlin and did her Master in 'Public Health' at the University of North Carolina. She now is a Full Professor at the University of Applied Sciences in Fulda. Teaching nutritional epidemiology, nutrition related diseases and prevention approaches / Public Health Nutrition, her research focus is set on evidence based prevention, nutrition as a risk factor for chronic diseases and dietary assessment methods.

Workshop Soft skills in project management: Share your skills to improve your teamwork

Estuardo Calderon, Glória Costa, Violetta Pleshakova, SocialDesignSite - a project from the Systemic Excellence Group

The topic: You probably heard about soft skills and you certainly know something about project management. We believe we can show you how to combine your current know-how in your future projects!

This is an interactive workshop that strives to demonstrate how important interpersonal communication skills are when running or participating on a project of any kind. After using some techniques such as tagging and peer-to-peer communication, we will illustrate practical examples with actual projects found in the SocialDesignSite.

The speakers: Estuardo Calderon from Guatemala, Gloria Costa from Portugal and Violetta Pleshakova from Russia are currently all living and working in Berlin. All of them are involved in the SocialDesignSite project.

Workshop Certification and accreditation in Organic Agriculture

Birgit Boor, bioherb (Consulting for International Organic Agriculture)

About the topic: After giving a short introduction on the differences between certification and accreditation procedure, Birgit Boor will focus on certification, giving examples, sharing knowledge and experience from over 20 years work experience, for example in consultancy in production, processing and marketing of organic products. Other topics could be international food safety standards, quality assurance or value chain analysis.

About the speaker: Birgit Boor studied International Agriculture in Witzenhausen. After having been employed by Prof. Dr. Vogtmann at Uni Kassel, Faculty of Agriculture, Department of Organic Agriculture in the early 80ties, in 1984 she founded BIOHERB – Consulting for International Organic Agriculture and Medicinal Plants. Since then, she has gathered experience in all aspects of NTFP, spices, medicinal and aromatic plants; consultancy, development of sector strategies, GAP, domestication of wild plants; controlled wild harvest in regard of organic certification and staff training. Besides, she can offer 18 years international experience in trade promotion programmes, in the conduction of marketing and feasibility studies and in the establishment of trade links on behalf of development agencies
