

Update 26 September 2018

#swissagtour18

## Press Tour

# Consumer Criticism questions Food Security & Sustainability for international Journalists near Lucerne, Switzerland

When: **September 27 – 30, 2018**

Dear Colleagues, welcome!

We are pleased to welcome you to Switzerland for a seminar on the topic of “Consumer Criticism Questions Food Security & Sustainability”. We expect colleagues from different countries to share their experience and questions about these topics.

Switzerland has many referendums where consumers question agricultural production and farming techniques, even though production standards and environmental restrictions are high. Initiatives seeking higher standards gain popular support. An “**Animal welfare Initiative**” was launched to end “factory farming” in Switzerland. Animal rights groups and environmental organisations launched a popular initiative to ban intensive, large-scale livestock farming. Two more popular initiatives aimed at banning pesticides throughout Switzerland are pending, one was filed with the Federal Chancellery. According to a poll “70 percent of the Swiss population wants to **ban pesticides**”. Will consumer criticism have threatening consequences? The objective of the tour is to promote awareness of current developments in Consumer Criticism about Agriculture in Switzerland and other countries.

During the tour we will not only talk politics but also visit farms, cheese makers and other interesting places in the area of Lucerne. You will learn about and participate in the national Swiss cheese awards contest, participate in the descent of cows from the alps to the valley, visit a cheese cave and discuss the concept of sustainable production and how music influences cheese! There will be a apero on the famous mountain Pilatus and a dinner on a ship.

**Organizing Committee:** Corina Burn, Jürg Jordi, Markus Rediger, Roland Wyss, Adrian Krebs, Alois Hodel, Sandra Steffen

**Language:** English

**Participants :** Agriculture and food journalists worldwide, journalists of IFAJ and ENAJ member guilds: *40 participants*.

**Cost :** No cost except travel to Switzerland. Participants cover their own travel expenses to and from the press tour hotel in Switzerland. As well as personal expenses and individual consumptions at the restaurants / bars.

**Location:** Hotel Kurhaus Heiligkreuz, 6166 Hasle LU / Lucerne in the valley Entlebuch ([www.entlebuch.ch](http://www.entlebuch.ch))  
40 minutes drive by car or train/bus from Lucerne City. Detailed travel information was sent in separate document.

**Contact:** Corina Burn: [info@lid.ch](mailto:info@lid.ch) ,phone +41 77 414 41 57 or call Markus Rediger +41 79 407 95 52

We are looking forward to this seminar and welcome you to Switzerland!

# Program

## Overview:

1. **Start Day, Thursday, 27. September** Arrival
2. **Friday, 28 September** : Agro Vision, Swiss Cheese Awards, Mount Pilatus, Boat trip
3. **Saturday, 29 September:** Descent of cows from the alps, traditional alp party, conference consumer criticism questions agriculture in Switzerland and the role of the media in the food debates
4. **Sunday, 30 September**  
Visit famous cheese cave Kaltbach, Final Presentations and Panel



## 1. Day Thursday, 27 September 2018

**Arrival** (Visit of mountain farms, depending on arrival time)

Time	Program
10.00-18.00	<b>Arrival</b> of participants in Entlebuch / Hotel Kurhaus Heiligkreuz, 6166 Hasle LU Choose Group for Saturday morning: Chesse or beer? <a href="https://www.kurhaus-heiligkreuz.ch/">https://www.kurhaus-heiligkreuz.ch/</a> <a href="mailto:info@hotel-heiligkreuz.ch">info@hotel-heiligkreuz.ch</a> Phone: +41 41 484 23 09 Welcome Buffet Shuttle-Bus Railway-Station Entlebuch – Hotel Heiligkreuz
12.00-18.00	<b>Welcome Desk</b> Hotel Kurhaus Heiligkreuz, Hasle (Conference Hotel for whole Press Tour)
15.00 - 18.00	Optional, depending on arrival time: Visit of mountain farms (15.00 h bus departure at hotel) - Alpine Cheese Maker Reto Theiler, Äbnistetten, Goat Farm Beat & Rita Wigger, Hasle - Option for participants arriving later than 15.00: Visit Farm of Thomas and Franziska Portmann on your own (son Daniel speaks English) This farm is close to the hotel Kurhaus Heiligkreuz (walk).
19.30-21.00	<b>Welcome-Dinner</b> Hotel Heiligkreuz Taste fine Swiss wine with the dinner and learn more about the story behind Swiss Wines Agriculture in the region Entlebuch / a UNESCO Biosphere: Stefan Emmenegger, Managing Director Landwirtschaftsforum Entlebuch
22.00	Accommodation Hotel Kurhaus Heiligkreuz Restaurant open until 0.30 h

## 2. Day Friday, 28. September 2018

Time	Program
7.00	Breakfast
8.00	Bus departure
8.45-10.30	Visit Agrovision, Burgrain 8, 6248 Alberswil <a href="http://www.agrovision.ch">www.agrovision.ch</a> Organic farm, cheese production and meeting centre where consumers and producers meet and experience agriculture: Andi Lieberherr
10.30	The sustainability strategy of Migros Industry 2040 (largest retail group in Switzerland)

	Daniel Schilliger, Chief Sustainability Officer, M-Industrie, Migros. <a href="http://www.mindustry.com/en/about-us/overview/sustainability">http://www.mindustry.com/en/about-us/overview/sustainability</a>
11.30 - 12.45	Lunch Agrovision
13.00	Departure Agrovision – Messe, Allmend, Lucerne
14.00	Laboratoire du Gout, Swiss Cheese Awards, Allmend, Messe Luzern / Fromarte, 3 Groups Taste and define what makes a great cheese: Which is the best cheese for you? Compare different cheese varieties. Talk with judges and scientists. <a href="https://cheese-awards.ch/de/">https://cheese-awards.ch/de/</a>
16.00	Departure for Kriens with Bus / With SCM-journalist group
16.30	Departure Cable Car Dragonride from Kriens to Mount Pilatus
17.30	Apéro on Mount Pilatus Kulm <a href="http://www.pilatus.ch/en/">www.pilatus.ch/en/</a>
18.45	Descent with steepest cogwheel railway in the world to Alpnach
19.29	Bus from Alpnachstad to Lucerne <a href="http://www.luzern.com/en/">www.luzern.com/en/</a> Short walk to the Schiffsteg
20.30	Boat trip on Lake Lucerne and Dinner on Ship with Michael Lucerne, Artist Input: How music influences cheese: Beat Wampfler, Burgdorf (Tasting of black cheese)
22.30	Departure in Lucerne City for Hotel Heiligkreuz by bus
23.30	Overnight at Hotel: <a href="http://www.kurhaus-heiligkreuz.ch/">www.kurhaus-heiligkreuz.ch/</a>

### 3. Day Saturday, 29. September 2018

Time	Program	
07.15	Breakfast	
08.40 / 08.15	<del>08.40</del> Bus departure <b>Group: Cheese maker</b> Klusen Bring rain coat and good shoes (mountain farms), lunch bags.	<del>08.15</del> Bus departure <b>Group: local beer brewery.</b> Bring rain coat and good shoes (mountain farms), lunch bags.
09.00 / 08.30	Visit the cheese maker Klusen before the annual Entlebucher Alpabfahrt (descent from the Alps)	Visit the local beer brewery “Entlebucher Bier”, Entlebuch «Beer and Food Pairing»
10.15	Alp Steinetti (Family Distel), passes the cheese maker Klusen. Picture opportunities.	
10.25	Departure to Alp Holzboden after the Family Distel has passed	
10.30	Picture opportunities in Holzboden. Alp Farnere is preparing their cows for the descent (flowers etc.)	
11.30	Alp Äbnistetten passes by.	
11.45	Bus departure to the village of Schüpffheim	
12.00-13.00	Lunch bags / Individual meal at the traditional alp party (up to over 10'000 visitors – don't get lost!)	
13.15	Meeting on top of church stairs in front of church, Photo of group and	
13.30	Local yodelling choir sings on stairs	
13.50	Transfer to Pfarreiheim Schüpffheim, Lädergass 8, 6170 Schüpffheim (beside Church, walk)	
14.00	<b>Welcome</b> Pfarreiheim, Schüpffheim: Markus Rediger, LID	
14.10	<b>Introduction</b> Adrian Krebs (Moderator)	

	<p><b>The society determines the future of agriculture:</b> Prof. Dr. Bernard Lehmann, Director of Federal Office for Agriculture BLW, Berne</p> <p>&gt;The different roles of the stakeholders in defining future Ag-policies</p> <p>Ag-policies and markets today and tomorrow</p> <p>Questions and answers</p>
14.45 – 15.40	<p><b>Theme: Consumer Criticism questions Food Security &amp; Sustainability</b></p> <p><b>An Overview: The relationship Consumer – Farmer in Switzerland (Possibilities of influencing, changing the system):</b> Beat Rösli, Swiss Farmers Union, Bern</p> <p><b>Presentation of 4 Referendums / Questions</b> (each 10-15 Minutes and Questions)</p> <ol style="list-style-type: none"> <li><b>1. Referendum about Fair Food (more sustainability for domestic and imported food):</b> Maya Graf, farmer, member of the national parliament (Popular vote 23 September 2018)</li> <li><b>2. Referendum for “Horn-Cow” introduction of direct payments for cows and goats with horns</b> Armin Capaul, farmer and head of the referendum committee (Popular vote 25 November 2018)</li> </ol>
15.40 - 16.00	<b>Break</b>
16.00 – 17.00	<ol style="list-style-type: none"> <li><b>3. Referendum for “Clean drinking water” (Direct payments only for production without pesticides):</b> Franziska Herren, head of the referendum committee</li> <li><b>4. Referendum against “Factory Farming” (ban big scale animal farming).</b> Meret Scheider, head of the referendum committee.</li> </ol> <p><b>The voice of the farmer:</b> Young Farmer</p> <p>Podium / Questions / Answers</p> <p>Moderation: Adrian Krebs, chief editor BauernZeitung, Berne</p>
17.00- 17.15	<b>Break</b>
17.15 – 18.15	<p><b>The role of media in the food debate and the growing number of referendums:</b> Do the media widen or bridge the gap between the consumer and the producer, processing, NGOs, etc.?</p> <p>Roland Wyss, Chief editor Alimenta, President of the Swiss Agricultural Journalists, Bern</p>
18.30	Transfer to Dinner at the Äplerchilbi, Hornschlitte-Tenn in Schüpfheim (Traditional local meal)
20.30 / 21.00	Bus transfer back to Hotel Heiligkreuz

#### 4. Day Sunday, 30. September 2018

Time	Program
06.45	Wakeup call / Breakfast
08.15	Departure Kurhaus Heiligkreuz with Luggage
09.00	<p>Arrival at the village of Kaltbach (Emmi, cheese caves)</p> <p><a href="http://www.emmi-kaltbach.com/international/en/homepage/">http://www.emmi-kaltbach.com/international/en/homepage/</a></p> <p><b>International perspectives about the management of consumer concerns about Agriculture:</b></p> <p><b>Marjolein van Woerkom</b>, Journalist, Editor meedraads.nl, Netherlands:</p> <p>Presentation about consumers and agriculture. In Holland it's a hot topic for a long time already, because consumers and farmers live close to each other, still there's a gap that needs to be closed</p>


	<p><b>Steve Werblow</b> Journalist, General Secretary of IFAJ, Oregon, USA: Consumer Criticism questions Agriculture in populated areas in the US</p> <p>Questions / Discussion</p> <p><b>The answers of stakeholders to the new demands</b> (Consumer acceptance is basic for the future of agriculture and food production)</p> <p><u>Referees / Inputs:</u></p> <ol style="list-style-type: none"> <li><b>The society sets high standards but prohibits adequate research and new technologies</b> (Gene editing, CRISPR, EUGEH, etc.) How do we deal with it: Regina Ammann, Syngenta, Basel</li> <li><b>Traceability of food: Scientific approaches to prove the origin of food</b> Dr. Eva Reinhard, Director Agroscope, Federal Swiss Research Group, Posieux <a href="https://www.agroscope.admin.ch/agroscope/en/home/about-us/agroscope.html">https://www.agroscope.admin.ch/agroscope/en/home/about-us/agroscope.html</a></li> </ol> <p>Moderation: Hansjuerg Jaeger, Editor BauernZeitung, Berne</p> <p><b>The new Swiss Farmers campaign: Farmers are the best ambassadors of agriculture</b> How Swiss farmers build bridges between city and country / producer and consumer Susanne Betscher, Altishofen Meet: <a href="https://www.landwirtschaft.ch/werbekampagne/aktuelle-kampagne/plakatkampagne/susanne-betscher/">https://www.landwirtschaft.ch/werbekampagne/aktuelle-kampagne/plakatkampagne/susanne-betscher/</a></p>
11.00	<p><b>Visit the cheese cave Kaltbach by Emmi</b> David Stadelmann / Sibylle Umiker</p>
12.00	<p><b>Lunch in Kaltbach</b> (Swiss cheese speciality: Raclette)</p>
13.00	<p><b>Closing remarks</b> Markus Rediger, Organizing Crew</p>
<p><b>Departure / individual follow-ups</b></p>	
13.30	<ul style="list-style-type: none"> <li>• Transfer to railway-stations, airports</li> <li>• Individual visits of farms upon request</li> </ul>

Pictures and Articles from the Press Tour Lucerne 2017: <https://www.lid.ch/medien/press-tours/press-tour-2017/>

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Information Press Tour : [www.lid.ch/press-tour](http://www.lid.ch/press-tour)

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