

## Press Tour “Food Security, Free Trade and Sustainability” for international Journalists in Lucerne, Switzerland

**Friday, 22. until Monday, 25. September 2017**

(Voting weekend about Food Security referendum in Switzerland)

Dear Colleagues,

We are pleased to invite you to Switzerland for a seminar on the topics of “Food Security, Free Trade and Sustainability”. We expect colleagues from many different countries to share their experience and questions about the topics.

On September 24, 2017 Switzerland will have a referendum with the goal to anchor food security in its constitution - as one of the first nations. The minister of Agriculture and the farmers organizations promote a "yes". IFAJ and SAJ organize a presstour for journalists in Lucerne over this weekend from September 22 -25, 2017.

The objective of the tour is to promote awareness of current developments in food security around the world and in Europe, to witness direct democracy in Switzerland by means of popular vote, as well as get an update on UN/FAO positions on the extent to which trade and free trade promote or threaten food security. We will visit alpine and valley farms and cheese makers in Lucerne and Central Switzerland, and have many discussions among journalists and agricultural professionals.

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

**For the Organizing Committee**

Markus Rediger      Roland Wyss

**Language:** English      **Organisation:** Roland Wyss, Jürg Jordi, Adrian Krebs, Markus Rediger, Corina Burn

**Participants :** Agriculture and food journalists worldwide, journalists of IFAJ and ENAJ member guilds and Young Leaders of the guilds (*Depending on registration numbers. The number of participants per country may be limited.*)

**Register as soon as possible by 15<sup>th</sup> August 2017** by email at [info@lid.ch](mailto:info@lid.ch) or online:

<https://www.lid.ch/medien/press-tours/press-tour-2017/>

**Cost :** No cost except travel to Switzerland. Expenses incurred in Switzerland will be covered by our partners and sponsors; participants are expected to cover their own travel expenses to and from Hohenrain Lucerne, Switzerland.

**Location:** Agricultural College, Center for Nature and Nutrition, (Berufsbildungszentrum Natur und Ernährung BBZN) 6276 Hohenrain, Lucerne Switzerland [https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn\\_hohenrain](https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn_hohenrain)

# Program

## Overview:

### 1. Start Day, Friday, 22 September 2017

Arrival/ until Evening, Possibility of visiting mountain farms before cows move to the valley farms the next day.

### 2. Saturday, 23 September 2017

Visit Unesco Biosphere and Annual Entlebucher Alpabfahrt (descent from the Alps). Discuss developments and perspectives on food security worldwide. Farm visits.

### 3. Sunday, 24 September 2017

Observe vote on referendum to anchor food security in the Swiss constitution

### 4. Monday 25 September 2017

Panel on sustainability as key factor for food security. Visit Farms and processing facilities.



*Lucerne in the heart of Switzerland*

### 1. Day Friday, 22 September 2017

Arrival (possibility of mountain farm visits)

Time	Program
Until Evening	Arrival Arrival at the Agricultural College, Center for Nature and Nutrition, (Berufsbildungszentrum Natur und Ernährung BBZN) 6276 Hohenrain, Lucerne Switzerland (100 km from Zurich Airport / 2 hrs Train)
12.00 – 18.00	Additional program: Visit mountain farms a day before the descent in the Entlebuch, Lucerne. Cheese production, Alp farm operations and cheese works, sustainability
After 15.00	Arrival at the convention centre from 3 o'clock until 10 o'clock in the evening
19.30	Dinner
	Overnight in Hohenrain / Lucerne

### 2. Day Saturday, 23. September 2017

Visit Unesco Biosphere and Annual Entlebucher Alpabfahrt (descent from the Alps), Developments and perspectives of Food Security worldwide, Farm visits

Time	Program
6.15	Breakfast
6.45	Bus departure
8.00	Visit the Alp Sörenberg before the annual Entlebucher Alpabfahrt (descent from the Alps) Relevance of alpine farm and nature management for the food security, tourism, ecological rules, sustainability, local population
9.00	Visit the alp descent from the Entlebuch / Schüpheim <a href="http://thewanderers.net/w/?p=1026">http://thewanderers.net/w/?p=1026</a>
10.00	Walking together with the farmers and cows from Flühli to Schüpheim
11.00-12.30	Individual meal at the traditional alp party (up to over 10'000 visitors)
12.45	Transfer to conference centre BBZN Schüpheim

13.30	<b>Welcome</b> Short presentation of the participants and their expectations
13.45 – 14.15	<b>Developments and Perspective on Food Security in Switzerland and Europe (initial position)</b> <i>Speaker: Bernard Lehmann, Director Federal Office for Agriculture, Minister FOFA</i>
14.15 – 15.30	<b>Concept of Food Security and Its Challenges</b> <ol style="list-style-type: none"> <li>1. Free trade versus fair trade? Can fair trade guarantee worldwide food security? Sustainable food production and trade.</li> <li>2. Food exports on costs of the domestic supply? Food security as a game ball in politics and the importance of international trade, using an example from Africa.</li> <li>3. Role of a multinational food company for food security in the global South. A opportunity for profit increase?</li> <li>4. Perspective for the worldwide food security as a vision of the FAO and UN. Balance and outlook.</li> </ol> 4 short inputs (EU, South Africa, FAO, 10YFP); 15 minutes with question session.
15.30	<b>Break</b>
16.00 – 17.00	<b>Food Security 2047?</b> <b>Which factors are important in the future and how can we manage them?</b> <b>Question round / Panel</b> Moderation: Roland Wyss, chief editor Alimenta, President SAJ
17.30	<i>Bus transfer to a farm</i>
18.00	<b>Visit a Swiss farm and dinner on the farm</b>
20.30	<b>The role of regional food for the food security</b>
21.00	Bus transfer back to accommodation
	<b>Overnight in Hohenrain / Lucerne</b>

### 3. Day Sunday, 24. September 2017

Observe vote on the referendum to anchor food security in the Swiss constitution

Time	Program
06.45	Wakeup call / Breakfast
07.45	Bus departure
8.45	<b>Food Security In History And In The Future: The Federal Constitution, domestic production or Trade – Who Guarantees Enough Food For All In 2047?</b> 1717 until 2017: What does history tell us today? 2047: What role do self-supply and trade play in future?
10.00	<b>Welcoming in the town hall and voting location in the city of Lucerne</b> <b>The Success Of The Direct Democracy In Switzerland: Chances And Risks.</b> <b>Representative participation from the population in every sector.</b>
10.30	<b>Panel discussion about the vote with key players and journalists</b>
13.00	<b>Lunch in a city farm, Lucerne</b> Update: first results from the vote
15.00	<b>Visit of farm, then transfer back to the centre of Lucerne</b> Free Time

	<b>Transfer to the port</b>
18.00	<b>Dinner on a ship</b> The Role Of A Free Press (Or Professional Press) For Food Security
19-00 21.00	Input: Vote results and media conferences <b>Discussions:</b> Media trends: Perspective On The Future Of The Agriculture Press Journalists: What Does The General Public Expect From Farmers?
21.00	Transfer back to accommodation
	<b>Overnight in Hohenrain / Lucerne</b>

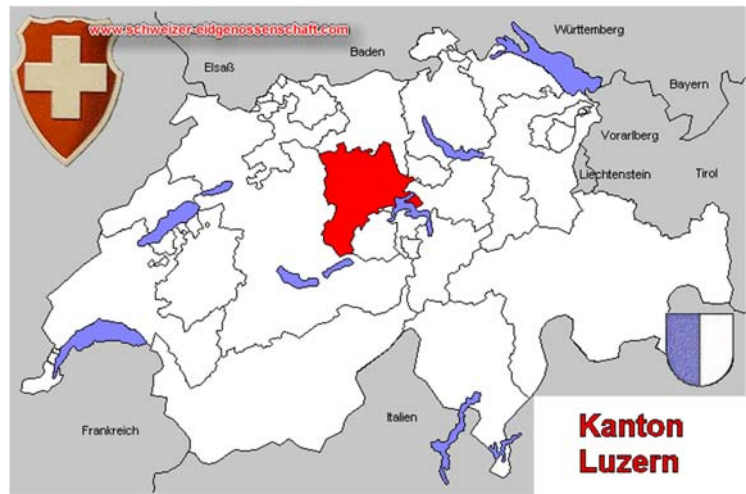
#### 4. Day Monday, 25. September 2017

Sustainability as key factor for Food Security, Visit Farms, processing / Departure

Time	Program
<b>Sustainability as key factor for Food Security</b>	
06.00	Wakeup call (Breakfast 6.30)
07.00	Departure Hohenrain
08.30	Arrival Kaltbach <b>Sustainability As Basic For Global Markets And The Role Of Global Players And Local Producers</b> <u>Referees / Inputs:</u> <ol style="list-style-type: none"> <li>1. Importance of Sustainability for Migros (Largest retailer in Switzerland, winner of World Sustainability Award (Importance of local markets for a national retailer)</li> <li>2. The Good Growth Plan from Syngenta As A Model for Sustainable Production Worldwide (global Players in global markets) One planet. Six commitments. Every day, our planet wakes with nearly 200,000 more mouths to feed and more farmland lost to erosion. Many people who produce the world 's food are living in poverty, while biodiversity is disappearing fast. We need a plan to meet these challenges.</li> <li>3. Perspectives of a Producer. Global perspective for basic foods and specialties (local producer in the market)</li> </ol> Moderation : Adrian Krebs, chief editor, Farmers Journal
10.30	<b>Visit the cave cheese Kaltbach / Emmi</b> <b>Specialities for domestic and international markets</b>
12.00	<b>Lunch in Kaltbach</b>
13.30	<b>Closing remarks</b>
<b>Departure / individual follow-ups</b>	
13h30- 15h15	<b>Follow-up care:</b> - Visit of a milk farm
15h30- 17h15	- Visit of meat / crop farm <i>Transfer to train station</i>

- Individual visits of farms or
- Transfer to railway-stations, airports

## Press Tour in the Canton of Lucerne in the heart of Switzerland



Links to some places and events we will  
visit during the press tour:

<http://thewanderers.net/w/?p=1026>

<http://www.myswitzerland.com/en-ch/unesco-biosphere-entlebuch.html>

[https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn\\_hohenrain/bbzn\\_ho\\_tagungszentrum](https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn_hohenrain/bbzn_ho_tagungszentrum)

<http://www.emmi-kaltbach.com/international/en/homepage/>

<http://www.luzern.com/en/sehenswuerdigkeiten>

<http://www.agrovision.ch/home.html>

<https://www.admin.ch/gov/fr/accueil/documentation/communiques.msg-id-66373.html>

<https://www.ernaehrungssicherheit.ch/de>

## Registration

# Press Tour: Food Security, Free Trade and Sustainability for International Journalists

**Friday, 22 to Monday, 25 September 2017**

**1. Day, Friday, 22 September 2017 (Arrival)**

Arrival until Evening, Possibility of visiting mountain farms before cows move to the valley farms the next day.

**2. Day, Saturday, 23 September 2017**

Visit Unesco Biosphere and Annual Entlebucher Alpabfahrt (descent from the Alps) Developments and perspectives of Food Security worldwide, Farm visits.

**3. Day, Sunday, 24 September 2017**

Watch referendum with the goal to anchor Food Security in the constitution

**4. Day, Monday 25 September 2017 (Departure)**

Sustainability as key factor for Food Security, Visit Farms, processing

**Register as soon as possible by 15<sup>th</sup> August 2017** by email at [info@lid.ch](mailto:info@lid.ch) or online:

<https://www.lid.ch/medien/press-tours/press-tour-2017/>

Title: \_\_\_\_\_

First name, surname: \_\_\_\_\_

Media/organisation: \_\_\_\_\_

Position: \_\_\_\_\_

Date of birth: \_\_\_\_\_ ☐ male ☐ female

Address: \_\_\_\_\_

Landline/mobile no.: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Country: \_\_\_\_\_

Guild: \_\_\_\_\_

Language: \_\_\_\_\_

In what language do you publish? \_\_\_\_\_

If you have questions do not hesitate to contact us at [info@lid.ch](mailto:info@lid.ch) .

The number of participants is limited; confirmation of registration will be sent.

IFAJ/SAJ c/o LID, Weststrasse 10, CH- 3000 Berne 6, Switzerland, E-mail: [info@lid.ch](mailto:info@lid.ch)

Tel.: +41 31 359 59 77

## Your travel arrangements

Please indicate your means of transportation to and from Switzerland back to your country, departure airport/station and departure time. If you did not book yet, please let us know your schedule as soon as possible.

☐ I want to participate in visiting of mountain farms on 22 September before cows move to the valley farms the next day. This is a special program before the press tour starts (see program)

### Flight

Arrival on flight no.: \_\_\_\_\_

Arrival time: \_\_\_\_\_

Airport: ☐ Zurich (CH) ☐ Milano ☐ Munich ☐ Frankfurt \_\_\_\_\_

Departure on flight no.: \_\_\_\_\_

Departure time: \_\_\_\_\_

Airport: ☐ Zurich (CH) ☐ Milano ☐ Munich ☐ Frankfurt \_\_\_\_\_

### Rail

Arrival in Hochdorf \_\_\_\_\_

### Bus

Arrival in Hohenrain / LU \_\_\_\_\_

### Road

☐ Arriving and leaving by road: \_\_\_\_\_

I will travel together with (please indicate name): \_\_\_\_\_

### Accommodation at the Agricultural College BBZN Hohenrain, (Canton Lucerne)

[https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn\\_hohenrain](https://beruf.lu.ch/berufsbildungszentren/bbzn/bbzn_hohenrain)

(50 km from Zurich Airport: 1 hour by car / 2 hours by train and bus or 30 minutes from downtown Lucerne)

☐ You will share a room with a colleague.

Proposal: I would like to share a room with: \_\_\_\_\_

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### The cost of the seminar and accommodation: Free

The cost for the seminar 22 -25 September 2017 board and lodging for participants will be covered by the sponsors and partners. Participants are expected to cover their own travel expenses.

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**Remarks** (food allergies/intolerances, vegetarian, etc.)