

# Consumptions from Homeland Lower Saxony



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## Goals are ...

- to maintain/continue landscape management and nature conservation work and therefore to preserve a varied and species-rich cultural landscape.
- to raise the consumer's consciousness with regard to the relationship between consumption and the preservation of landscapes.
- to make products from landscape management and nature development and to raise public interest for them as a partial supply of regional food marketing.
- to promote appropriate and interested producers, processors and ways of marketing by the networking of actors.

It is intended to connect the project with existing concepts and initiatives of regional food marketing and to use synergies.

## Contribution to Biodiversity

In Central Europe, landscapes have become species-rich cultural landscapes by former human interventions in the context of cultivation. The diversity of landscapes has enabled species to immigrate from very different habitats and to settle down. To maintain the basis for species diversity, it is essential to restrict intensive agricultural use and to expand the extensive cultivation and management of these areas. Therefore, old farm animal breeds are often used. This use enables to preserve and to develop high-moors, landscapes with hedgerows, light oak forests, grassland etc.

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Products from landscape management resp. nature conservation are...

products and services that contribute to the conservation of regionally typical landscape sceneries, to a sustainable nature development and to the management of landscapes in- and outside of protected areas. The production, preparation and ingredients should fulfil the requirements and standards of organic farming as much as possible.

The following people and institutions can join in...

- multipliers, producers and actors that cultivate and manage areas or offer services and thereby preserve or develop landscapes and nature in Lower Saxony in a sustainable way,
- processors and traders that process and trade such products or offer such services,
- coalitions that organise regional marketing,
- actors that want to support the project aim because of private reasons.



Instruments are...

a thematic exhibition and a movie. From June 2008, both will be on tour in Lower Saxony. The project started in the middle of 2007 and will end in 2009. It is sponsored by the Federal Land of Lower Saxony and the Lotto Foundation of Lower Saxony.