

Sowing the Future!

Campaign Report 2009





Summary

Our initiative has experienced a strong growth in 2009. The goal of having 50 sowing-events has been achieved. Besides having sowing-events in Switzerland and Germany, for the first time we were able to have *Sowing the Future!*-events in Luxemburg, England and the U.S.

After having started with the first sowing-event in 2006, 8 events in 2007 and 34 events in 2008, we were able to significantly increase our number by having 53 sowing-events in 2009.

In addition, this year we were lucky to have two Government Representatives participating: Swiss Federal Counsellor Evelyn Widmer-Schlumpf helped sowing on September 19th, and Agriculture Minister Romain Schneider from Luxemburg held a speech on September 27th before also lending a strong hand sowing.

In Spring we have carried out sowing-events in all three linguistic regions of Switzerland. In Ticino on March 6th, in Lausanne on March 15th and in the Canton of Aargau on April 15th. These events have been documented in the attached newsletter of May 2009.

The event in Lausanne, a first-ever urban sowing, has demonstrated that *Sowing the Future!* is also possible in the city. In Autumn, between September 5th and October 25th, every weekend one or more Sowing the Future!-events were held. In Switzerland from Graubünden to Geneva, and from Lake Constance to Ticino. In Germany from Lake Constance to the North Sea, and from the Rhine to the Elbe. In Luxemburg, in England and in the U.S. Each event had a touch of its own, each farm individually put the original idea into practice, each farmer prepared the field and organised the seeds. Everywhere people gathered and everywhere the media had something to report about. Everywhere the seed of the future has been sown. Reports can be found in the October 2009 edition of our newsletter.

Most farms that join our movement are Demeter-Farms. But in Switzerland we have also had other farms participating that follow other certification schemes (organic and integrated production). Even conventional farms have signalled interest.

For the roughly 8000 participants, the sowing-event was a unique experience, embedded in a joyful festive mood and associated with a concrete socio-political commitment.

Zukunft säen! Semer l'avenir! Seminare il futuro! Sowing the future!

Our budget of CHF 130'000 has not been fully used up. Shortly before closure our expenditures are at CHF 78'000. We have been strict saving money, so that some of our planned projects were not put into practice.

The costs per sowing-event could be significantly lowered compared to preceding years. In terms of income generation we are able to record CHF 71'000 so far. The exceedings go to Fondation L'Aubier and Getreidezüchtung Peter Kunz.

The initiators see the 2009 campaign as a full success, both quantitatively and qualitatively. "Sowing the Future!" is gaining renown and earns positive feedback.

The sowers

The public was colourfully mixed. It really is an event for everyone. Anyone can participate and gain from this experience.

Sowing is a practical activity. The surrounding elements must concur so that everything works well: A reasonably dry field ready to be sown, germinable seeds, the caps as seed containers, the even sowing in the right density, which is achieved by having an even distribution of people across the field. All sowing events with all participants succeeded well, everyone, man and woman, was meaningfully involved.

Sowing is an archetypal act. Every human being is touched by it. Before and after the sowing one is a different person. The active immersion into the world of the living, while uniting heaven and earth through the sowing act, moves every soul. It is not a loud, but a silent emotionality that everyone experiences. And many feel profound gratitude.

A human community gathers to Sow the Future! Through the common sowing, a randomly diced-up bunch of people becomes a community of action: "**We did this together**", this mood can be felt, even while still chatting at the field fringes. And for each participant that will pass along the field during the next months until harvest, these feelings will become alive again.

The farms

All farms that have joined have made enormous efforts, so we would like to heartily thank everyone. The efforts preparing and carrying out the sowing itself are small compared to the efforts required for publicity, receiving and hosting the participants. Sowing the Future! has many facets to it, so each farm finds its own start-off:

For some it is a farm festival, for others an urban-rural encounter, for others still a political action or an educational exercise.

These farms have participated in the 2009 Sowing the Future! activities:

**Zukunft säen! - Eine Initiative von Getreidezüchtung Peter Kunz und L'AUBIER
PC 20-5335-3 Fondation de L'Aubier**

Zukunft säen! Semer l'avenir! Seminare il futuro! Sowing the future!

Spring 2009

March 6th – CH-6592 Sant'Antonio/TI, Mario et Angela Tognetti, together with Greenpeace
March 14th – DE-61118 Bad Vilbel, Dottenfelderhof
March 15th – CH1000 Lausanne/VD, Montbenon, with Nice Future and Bois Genoud
April 4th - DE 37136 Käsehof Landolfhausen
April 15th – CH-5512 Wohlenschwil/AG, André Meyer, with Greenpeace
April 25th – DE 08399 Uhlisdorf, Guidohof, Armin Lucht
May 19th - CH 1700 Fribourg, en ville, karawane non OGM

Autumn 2009 Switzerland

September 5th & 6th - CH-8462 Rheinau/ZH - 1001 Gemüse & Co
September 19th - CH-7427 Urmein/GR, Biohof Coms, Anna and Christian Bühler
September 26th- CH-2037 Montezillon/NE, Ferme de L'Aubier
September 26th- CH-6265 Roggliswil/LU, Beat and Ursula Erni, Hansenhof
September 27th- CH-1489 Franex/VD, Ferme Gassmann, Le chemin du blé
September 27th – CH-1415 Démoret/VD, Ferme Bovay Le chemin du blé
September 27th – CH 1526 Creman/VD, Ferme Bessard, Le chemin du blé
September 27th - CH-4143 Reinach/BL, Christian and Susanna Schürch, Neu Hof
Oktober 10th- CH-6592 Sant'Antonio/TI, Mario and Angela Tognetti, Lacolombera
Oktober 17th– CH-1323 Romainmôtier/VD, Famille Cheseaux
Oktober -17th CH-5624 Bünzen/AG, Roman und Gertrud Abt, Rütihof,
Oktober 18th- CH-8714 Feldbach, Oberhuswiese, AG Richartz, Kunz, Gnant & GZPK
Oktober 18th - CH-4457 Diegten/BL, Familie Hans Häfelfinger
Oktober 18th - CH-8261 Hemishofen/SH, Bolderhof, Doris anund Heinz Morgenegg
Oktober 18th - CH-4934 Madiswil/BE, S. and V. Delley, Quellenhof Mättenbach
Oktober 18th - CH-5075 Hornussen, Beatrice and Anton Herzog-Jakober, Brunnhof
Oktober 18th – CH-1323 Romainmôtier/VD, Famille Cheseaux
Oktober 24th- CH-8607 Seegräben/ZH, Hof Wagenburg
Oktober 24th - CH-1253 Vandoeuvres/GE, Les Ares et Vous , Thomas Descombes
Oktober 24th - CH-3113 Rubigen/BE, Oberholz , Alexandra + Martin Bigler
Oktober 24th - CH-1257 Croix-de-Rozon/GE, Landecy, Reto Cadotsch

Autumn 2009 Germany

12. September - in D-17159 Dargun Hof Ulenkrug, OTStubbendorf
12. September in D-15374 Müncheberg, Gärtnerei Apfeltraum
20. September in D-89522 Heidenheim, Talhof
26. September in D-91463 Dietersheim, Hausenhof
26. September in D-21256 Handeloh, Hofgemeinschaft Wörme
26. September in D-21493 Fuhlenhagen, Buschberghof
27. September in D-64287 Darmstadt, Hof Oberfeld
3. Oktober in D-88633 Heiligenberg, Camphill Dorfgemeinschaft, Hermannsberg
3. Oktober in D-23744 Schönwalde-Halendorf, Hof Hollergraben
3. Oktober in D-88634 Herdwangen-Schönach, Lautenbach, Magdalenenhof
3. Oktober in D-74379 Ingersheim, Gärtnerei Willmann
3. Oktober in D-01683 Nossen, Hof Mahlitzsch
4. Oktober in D-79650 Schopfheim, Hof Dinkelberg
4. Oktober in D-78333 Stockach, Pestalozzi Kinderdorf Erlenhof, Wahlwies
4. Oktober in D-88662 Überlingen, Hof Höllwangen
10. Oktober in D-36039 Fulda, Saisongarten
10. Oktober in D-91230 Happurg, Hofgemeinschaft Vorderhaslach
10. Oktober in D-88634 Herdwangen-Schönach
11. Oktober in D-88662 Überlingen, Hofgut Rengoldshausen
17. Oktober in D-02829 Pfaffendorf, Gemeinschaft Lindenhof

**Zukunft säen! - Eine Initiative von Getreidezüchtung Peter Kunz und L'AUBIER
PC 20-5335-3 Fondation de L'Aubier**

Zukunft säen! Semer l'avenir! Seminare il futuro! Sowing the future!

Luxemburg 2009

27. September L-9755 Hüpperdingen, Schank Haff, Jos Schank

England 2009

10th October: Plaw Hatch Farm, Sharpethorne, East Sussex RH19 4JL

10th October: Little Selkeld Water Mill, Penrith, CA10 1NN

24th October: Hungary Lane Farm Sutton Bonnington, LE12 5NB

USA 2009

4th October: Hawthorne Valley Farm / The Nature Institute, Carpenter Road, Ghent, New York

Seeds as message and key factor

Seed are a central issue everywhere. Seeds are a key factor regarding the kind of agriculture we want to have for the future. We speak in favour of a regionally anchored, multi-functional, ecological agriculture. Many people feel concerned and have already gathered some knowledge about this key role seeds have to play.

As our main business is crop breeding, this issue is of major importance to us and we excel in competence in this domain. Thanks to our own breeding activity, we are able to provide best varieties, and thereby offer concrete alternatives to GMOs: To the motto **“Stop GMOs”, we add: “we have something better to offer”**.

According to our concept, for each event we have a public person hold a speech. This is very important, as it helps to focus and creates resonance.

Many events have seen politicians say a few words, for at least 2 events we had church representatives showing great commitment. Especially important were the participation of Swiss Federal Counsellor Widmer-Schlumpf and Agriculture Minister Romain Schneider in Luxemburg.

Communication, Presentation, Networking

This year again we had a good collaboration Greenpeace, both for the sowing in Ticino on March 6th and for sowing the letters “GM-free” into a field in Wohlenschwil on April 15th. The writing is visible from the railway line Zurich – Berne. 40'000 people transit on this line every day.

On March 15th, in Lausanne we had Nice Future as co-organisers together with Bois Genoud and Philippe Barilier (farm and restaurant). The city of Lausanne provided the space for us and prepared the field for the sowing.

In Germany Demeter e.V. was interested in a collaboration with us, so we signed an agreement of cooperation with them. Demeter e.V. has assisted farms carrying out the events in Germany and has taken over all material-related expenses for these farms. Many thanks Heike Lorenz for the good cooperation!

**Zukunft säen! - Eine Initiative von Getreidezüchtung Peter Kunz und L'AUBIER
PC 20-5335-3 Fondation de L'Aubier**

Zukunft säen! Semer l'avenir! Seminare il futuro! Sowing the future!

In Luxemburg Anja Staudenmaier was the organiser of STF!-events and in England we had Bernhard Jarman of the Biodynamic Association promoting the initiative.

Steffen Schneider and Craig Holdrege carried out the first STF!-event in the U.S., where about 60 participants sowed a field of rye.

At the Biofach Fair in Nürnberg, the world's largest fair for organic products, the initiative Sowing the Future! was presented at the Demeter stand.

On August 28th, the initiative Sowing the Future! was presented to all members of the Swiss Green Party during a tour of L'Aubier. The initiative received further visibility and publicity during the 25-year anniversary celebration of Getreidezüchtung Peter Kunz on June 28th and the 30-year anniversary celebration of L'Aubier on September 26th.

The homepage www.avenirsem.ch is user-friendly, operative in 4 languages and very well documented with pictures. The website was up to date at all times. Often the pictures of an event would be online the very next day. The homepage has so far been serviced by Peter Kunz.

As a novelty this year we have launched a **Newsletter**. We had a May and October edition, and both are attached to this report. The goal of the Newsletter is above all to keep the initiative alive during the year, in our neighbourhoods, but also among farmers, donors and the media.

We have decided to have our logo Sowing the Future! registered as trade mark. We are not the only ones using this slogan. KWS, an average-sized breeding company in Germany, which also produces GM seeds, uses the slogan "Sowing the future since 1856".

The company has registered this slogan as trade mark in Autumn 2007, shortly after our initiative became publicly visible. We therefore had reason to worry about this company causing trouble. Thanks to professional advice, we have found this solution: We have registered the mark „**www.avenirsem.ch ZUKUNFT SÄEN!**“ for categories 35 and 41. The trade mark registering took place with no inconvenience whatsoever. The costs were of CHF 3'450.

Accordingly, the graphics - taken care of by Christoph Cordes of L'Aubier - have been adapted to the new conditions of the registered trade mark.

For Switzerland, 12'000 flyers have been printed in 2 languages, the distribution has been taken over by Biopartner Schweiz AG.

For all other countries the flyer graphics have been adapted to suit country-specific requirements. The initiative Sowing the Future! has been presented during a number of fairs and markets, with the help of banners, stands and flyers.

Nearly all farms managed to have the media follow the events. Many articles were published on Sowing the Future!. The pictures showing Swiss Federal Counsellor Evelyn Widmer-Schlumpf sowing a field found wide distribution. Even in TV news a clip was shown.

The material

The entire action depends on the seeds: Sowing the Future! confers both real and symbolic meaning to the seeds, for them to be germinals of the path into our agriculture and food future.

The initiators care greatly about having best quality seeds go through the hands of the many participants. Other than in passed years, farms had to provide the seeds themselves. In most cases, wheat or spelt varieties from Getreidezüchtung Peter Kunz (GZPK) were used for sowing, some farmers used their own seeds or seeds of GZPK - varieties that had formerly been cultivated on their farms. In some case varieties of other origin were used.

We did our best to have all textile items (caps and t-shirts) be made of organic cotton. We managed to have this done for t-shirts. Patrick Hohmann and his Remei AG company was able to produce, package and label best-quality organic cotton shirts in India through the Maikaal-project. And what's more: he and his company offered Sowing the Future! all 3'500 shirts for free! This is a greatly generous token that unites our initiative in Switzerland with farmers and entrepreneurs in India. Many heartily thanks!

The caps are not available in organic cotton. As in previous years, we had them produced in Czechia where a former employee of Peter Kunz now works. This time we had 6000 pieces in German, French, Italian and English. The cooperation with Czechia works perfectly.

The shiny red was very well visible from the fields and is markedly expressive on the pictures too. The field boards, where all participants write down their names after sowing, has been replaced by metal boards of the same size (2 x 1 meters).

The shipment is easier and this alternative also only costs half the former price. The metal board is placed in the field or on the farm and remains visible all year round. All materials have been made available to participants and farms for free.

The initiators' work

The initiative is carried by Peter Kunz and Ueli Hurter. They do all the work related to it. For both of them, the efforts done for Sowing the Future! are only marginal over the entire year, but there are times when the project requires full commitment. The motivation for Sowing the Future! is high and the participation in the many sowing-events is always a great gain.

Budget and balances

The 2009 budget of CHF 130'000 remained well below preceding years' expenditures. It was clear at an early stage that a number of institutional donors would be reluctant in the face of the financial crisis, so we made savings wherever we could. Shortly before closure of annual accounts, we predict a total spending of CHF 78'000.

Expenditures were lower than budgeted in all activity domains, but especially in „communication“. Regarding income generation we registered CHF 71'000. The losses due to donor in-

Zukunft säen! Semer l'avenir! Seminare il futuro! Sowing the future!

solvency were partly balanced out by two large private donations together adding up to CHF 18'000. The remaining sum shouldered evenly by Fondation de l'Aubier and Getreidezüchtung Peter Kunz is of CHF 3'500.

The following donors have supported *Sowing the Future!*:

- Zukunftstiftung Landwirtschaft Fr. 4'500.-
- Stiftung für Mensch, Mitwelt und Erde Fr. 10'000.-
- Remei AG, T-Shirts Fr. 4'500.- (Sachspende)
- Coop Schweiz AG Fr. 10'000.-
- Demeter Konsumenten Schweiz Fr. 1'000.-
- Contributions of partners und collaborating organisations Fr. 22'500.-
- private donations Fr. 18'500.-

Many thanks für all this contributions!

Outlook on the future

Sowing the Future! continues to grow. For the year 2010 we have 75 sowing-events planned.

- The extension of the GM-moratorium in Switzerland for another 3 years until 2012 puts us in a different situation. The planned culmination of Sowing the Future! with 100 sowing-events in 2010 does not make much sense at the moment. This year we will therefore keep the initiative within its usual scope.
- In many surrounding countries the GM-debate however remains a hot issue. Accordingly, we will push the internationalisation of *Sowing the Future!*. Our goal is to at least double the number of countries carrying out STF!-events.
- Sowing the Future! shall remain closely linked with the reality of farms, therefore 100 sowers per farm is a good and manageable size.
- The cooperation with partner organisations has been worthwhile and we will look for new partners.
- Regarding financing we intend to address more institutions, but also have partner organisation take over some of the financial burden. The budget for 2010 is of CHF 126'000.

Montézillon and Hombrechtikon, December 29th, 2009

Ueli Hurter

Peter Kunz



Newsletter October 2009

“Sowing the Future!” is spreading all over Europe. Before the end of October more than 35 sowing-events are still to take place: Join sowing YOUR future!

[“Sowing the Future!” in Graubünden with Federal Counsellor \(Minister\) Eveline Widmer-Schlumpf and MP Hansjörg Hassler..](#)

“Widmer-Schlumpf sows GM-free”. Today, with the event “Sowing the Future!” happening on family Bühler’s farm “Coms” in Urmein, a further signal has been sent out in favour of a GM-free Swiss agriculture. Following a speech by the President of Graubünden’s farmers association, MP Hansjörg Hassler, farmers and consumers alike sow a field, joined by Federal Counsellor Widmer-Schlumpf” (südostschweiz 19.9.09)



[300 people join “Sowing the Future” for L’Aubier’s 30th anniversary](#)

Ten years ago, for its 20th anniversary, the first collective sowing event took place with over 500 sowers. What they did was sowing a new, biodynamically bred variety, “Aszita”. On September 27th this year, under a bright blue sky, again over 300 enthusiasts gathered in Montezillon/NE. The sowing was just as joyful as the first time.



www.avenirsem.ch

Zukunft säen ! - Semer l’avenir ! - Seminare il futuro ! - Sowing the future !

Eine Initiative von L’AUBIER und Getreidezüchtung Peter Kunz

PC 20-5335-3 Fondation de L’AUBIER und GLS Bank Bochum Kto. 4013 396 700 BLZ 430 609 67

Newsletter October 2009

Im Germany ...

there are still 15 events to take place this October, most of the time in cooperation with demeter.de.



On September 26th about 100 people participate in sowing the wheat variety "Scaro" on the Busch mountain farm in Fuhlenhagen, near Hamburg



In Luxemburg...

September 27th: Agriculture Minister, Romain Scheider, and Sindaco, Raymond Thielen, lend a strong hand sowing. The event was co-organised by Demeter-Bond Lëtzebuerg and the initiative GM-free Luxemburg.



First Sowing the Future! events in England

On October 10th and 24th the first Sowing the Future! events will be held in England, hosted by Ana & Nick Jones, by Peter Brinch, and by Joe Bradley.

More infos see: www.biodynamic.org.uk



Take part of Sowing the Future!

The initiative is represented by its initiators Ueli Hurter and Peter Kunz, as well as by all those farms that have carried out an event before.

The initiators are responsible for the project development, communication and external representation. The initiative provides the following services for farms wishing to be involved: training and advisory guidance for the practical aspects of the sowing event, supply sources for seeds, caps as seed cask for all sowers and t-shirts for all helpers, a field banner where all sowers will write their names, and basic communication tools: flyers, webpage, media raw material (texts, images), presence at fairs and markets.

Are you able to organize a Sowing the Future! event on your farm? Are you a consumer, or do you entertain a partnership with a farm in your area, and would be willing to co-organise and support a Sowing the Future! event?

For more information and pictures, visit

www.avenirsem.ch

Ueli Hurter, CH-2037 Montézillon,

ueli.hurter@aubier.ch, +41 +79 339 51 56

Peter Kunz, CH-8634 Hombrechtikon,

getreidezuechtung@peter-kunz.ch, +41 +55 264 17 88

SOWING FUTURE!

Newsletter - May 2009

Sowing the Future! events in Spring 2009

In Ticino (Italian-speaking Switzerland)

While the North is still befogged and rainy, in Airolo the sun is already shining above heaps of snow, and later, in the Magadino plane, the field is ready to be sown. In collaboration with Greenpeace we sowed a field in Sant'Antonino on March 6th, accompanied by farmers from Spain and Canada as well as by Ticino public persons. Many thanks to Mario and the entire farm La Colombera!



In French-speaking Switzerland

The first urban event of Sowing the Future! was held in Lausanne on March 15th. In park Montbenon, in front of the Palais de Justice in the city centre, 350 participants sowed a round "field" of just 10 metres in diameter. The event was prompted by an open-field GMO trial held at the time in nearby Pully. Support this time came from co-organisers Nice Future and Bois Genoud. A sign of collective commitment and a festival all dressed in red in shiny Springtime.

Many thanks to the city of Lausanne for providing the field!



In German-speaking Switzerland

"GM-free!" – this claim we inscribe with 25-metres high letters in a field in Wohlenschwil (canton Aargau) on April 15th. This action was carried out in partnership with Greenpeace on André Meyer's farm. The field is very well visible from the railway line Zurich – Bern, a line frequented daily by 45'000 passengers.



www.avenirsem.ch

- Sowing future ! Zukunft säen ! - Semer l'Avenir ! - Seminare il futuro !

An initiative from L'AUBIER and Getreidezüchtung Peter Kunz

PC 20-5335-3 Fondation de L'AUBIER and GLS Bank Bochum Kto. 4013 396 700 BLZ 430 609 67

SOWING FUTURE!

Newsletter - May 2009

In Germany

March 14th: Farm Dottenfelder in Bad Vilbel – some sowers are dressed warm, while others arrive barefoot, so as to better feel the ground beneath them freshly prepared for the sowing ... see www.avenirse.ch

April 25th: Farm Guido in Uhlendorf – “More than 100 people joined and were all enthusiastic”, says Farmer Armin Lucht. He and his wife Silke organised a joint action in collaboration with demeter.de. “I hope the movement gains momentum and will contribute to achieving a GM-free world”.



April 4th: Sowing oats with swing and rhythm on Cheese Farm Landolfhausen in Göttingen

“What’s the trick?”, asks Eberhard Prunzel-Ulrich and shows sowers how it works: “the left swings while the right sows”, is the supporting motto. Keeping the rhythm is all about throwing the oats with the right swing. Neither too high nor too low. The seeds should fall on the earth in half-moon shape. The red cap full of oats must last for 40 metres, two times 20 metres. Almost a devotional act, kids and adults alike throw the oat seeds ...



Call to join Sowing the Future! in Autumn 2009

We are looking for farms, people and organisations who would want to carry out or support a Sowing the Future! event in Autumn 2009 ...

Any farm can host a Sowing the Future! event, provided the following conditions are fulfilled:

- The farm provides a field (25 – 30 km²) ready to be sown.
- If possible, seeds of biodynamic breeding will be used.
- The farm mobilises and gathers about 100 sowers from around the area. Nobody is too little to be a sower!
- A public person participates actively.
- Before the sowing, an introductory and explanatory speech is held.
- Sowing the Future! is carried out by all sowers together and at the same time. Sowing the Future! may be integral part of a farm festival or any other event.

Collective actions with one or more regional partners, with other farms, with consumer or environmental associations, schools, etc. are more effective and give the event larger public visibility.

About the initiative Sowing the Future!

The initiative is represented by its initiators Ueli Hurter and Peter Kunz, as well as by all those farms that have carried out an event before. The initiators are responsible for project development, communication and external representation. The initiative provides the following services for farms wishing to be involved: training and advisory guidance for the practical aspects of the sowing event, supply sources for seeds, caps as seed cask for all sowers and t-shirts for all helpers, a field banner where all sowers will write their names, and basic communication tools: flyers, webpage, media raw material (texts, images), presence at fairs and markets.

We look forward to hearing from you ...

Are you interested in organising a Sowing the Future! event on your farm? Are you a consumer, or do you entertain a partnership with a farm in your area, and would be willing to co-organise and support a Sowing the Future! event? For more information and pictures, visit www.avenirse.ch

- Ueli Hurter, 2037 Montézillon ueli.hurter@aubier.ch, +41 +79 339 51 56
- Peter Kunz, 8634 Hombrechtikon, getreidezuechtung@peter-kunz.ch, +41 +55 264 17 88