

daughter ECOLAND and farmers associations in India, Tanzania and Serbia.

Rudolf Bühler, CEO of the Bäuerliche Erzeugergemeinschaft Schwäbisch Hall and initiator of "SEEDS of HOPE" will be present at the screening.

### LINK TO THE MOVIE

<https://youtu.be/OM0clzVVk5I>

### CONTACT



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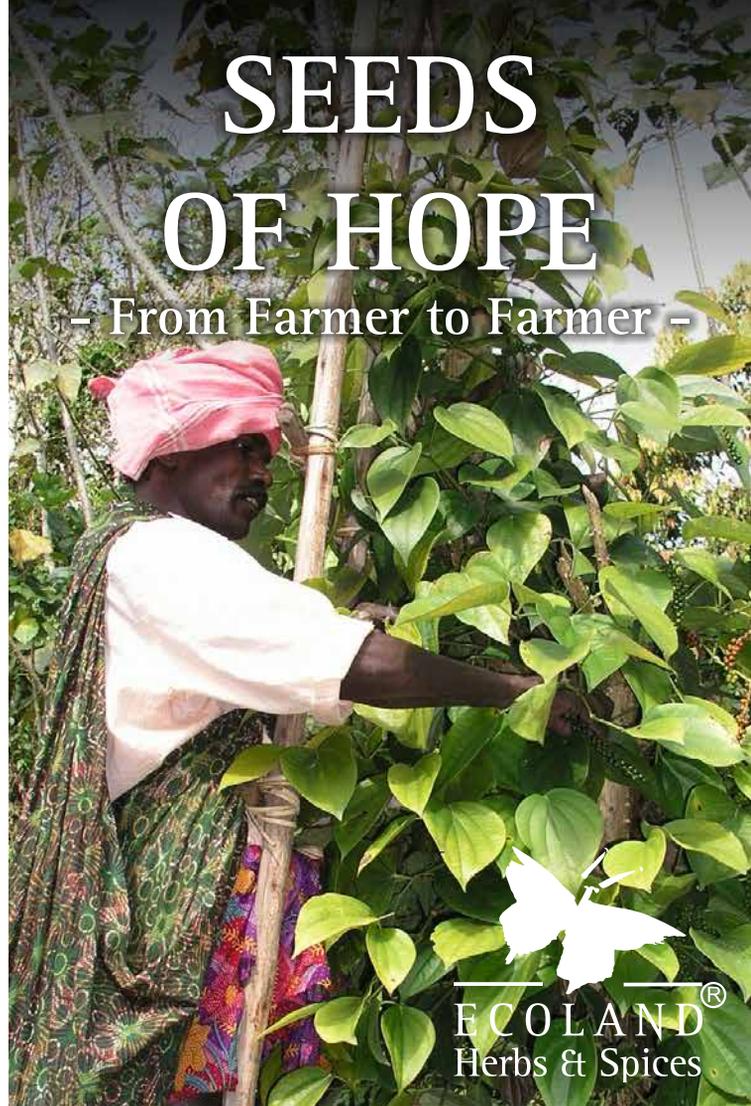


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# SEEDS OF HOPE

- From Farmer to Farmer -



**ECOLAND®**  
Herbs & Spices

**A model of cooperation between associations of farmers in North and South**

### Film Screening

Monday, 5 February 2018  
11:45 AM – 1:00 PM  
Conference Room: CR 8



## SEEDS OF HOPE

- establishes cooperation between associations of agricultural producers in North and South
- supports sustainable agriculture
- protects biodiversity
- preserves indigenous knowledge and traditional farming methods
- reduces poverty in rural areas through solidary economics and fair trade

The Bäuerliche Erzeugergemeinschaft Schwäbisch Hall (BESH) is a regional association of small-scale farmers in the region of Hohenlohe/ Southern Germany. Starting with 8 farmers in 1988, it consists of 1280 members at present and became well known in Germany and Europe as a successful example of farmers organizing themselves.

As a grass-root organization BESH establishes regional agricultural producer groups, promotes sustainable agricultural production, launches solidary business and implements rules of fair trade. Enabling farmers to receive a fair share for their products along the agricultural value stream is an essential goal.

Experience and knowledge of BESH were serving as model for the establishment of cooperation with

indigenous farmer groups in low-income countries like India, Tanzania, and Serbia. The project “SEEDS OF HOPE” introduces and supports the organic cultivation of indigenous herbs and spices and their fair trade directly to the BESH.

The aim is to help indigenous farmers being economic agents, improve their market access and generate a sustainable income through solidary economics. Rudolf Bühler started this cooperation in Kerala/India, where smallholder farmers produce local varieties of pepper, cardamom or cloves in a traditional multi-layered mixed cropping system, because he recognized how this growing system was already organic before being certified as such. In the following years the project was extended to farmers groups in Zanzibar/ Tanzania and Vojvodina/ Serbia.

The supra-regional approach brings the particular projects together, promotes peer-learning and creates synergies in North-South and South-South cooperation. With “SEEDS OF HOPE” the BESH-group has established stable and sustainable partnerships with more than 12 000 farmers in three countries. On the basis of its achievements the project is considered to be a successful model in the struggle against poverty and starvation and shows high potential to be extended to further regions.

The film “SEEDS OF HOPE” documents the establishment of cooperation between the BESH and her

