



PRESS RELEASE ON
BIOFACH2017
 into organic

Increase in value with organic products and women
 Meeting of experts at the Mestemacher exhibition booth

Nuremberg/Gütersloh, 16 February 2017:

Increasing value in society, business, agriculture / economy, ecology and socially – where will growth come from in the future? This was the topic that Prof Dr Ulrike Detmers, partner member of the management board and speaker in the Mestemacher Group, discussed with experts on 16.02.2017, at the exhibition booth of Mestemacher at the leading Bio Fach global trade fair for organic products in Nuremberg.

Martin Häusling, member of the European parliament for Die Grünen/EFA, addressed the topic of whether organic products will also remain a niche market in future or will become a dominant cultivation factor in the agricultural sector. Organic farmers, who themselves belong to the pioneering generation, demand that conventional agriculture is to use less pesticides. However, it is very difficult to convey to the EU commission that organic production refers to a fundamentally different economic approach and is more than “contains no”. It could be the leading agricultural model. However, the understanding of what is organic varies greatly in the different EU countries.

Martin Häusling sees room for improvement with the organic regulation, e.g. with import regulations



Moving organic away from the niche market. Bolstering equitable female labour. Discussing this at the Mestemacher booth of BioFach 2017 (f.l.t.r.): Prof Dr Dodo zu Knyphausen-Aufseß, head of the strategic management and global management field at the Technical University of Berlin; Prof Dr Ulrike Detmers, partner, member of the central management board and speaker in the Mestemacher Group; Margarete Bause, parliamentary party leader of Bündnis 90/Die Grünen in the Bavarian parliament; Martin Häusling, member of the European parliament for Die Grünen/EFA. Albert Detmers, managing partner in the Mestemacher Group. Photo: Bischof + Broel

MESTEMACHER – GROSSBÄCKEREI FÜR VOLLKORNBROT UND INTERNATIONALE BROTSPEZIALITÄTEN SEIT 1871

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regarding organic raw materials from third countries as well as the standardisation of the interpretation of the Eco regulation.

Prof Dr Dodo zu Knyphausen-Aufseß, head of the strategic management and global management field at the Technical University of Berlin, sees the risk of an increasing divide between digital natives and those who are excluded from the digital world. In future, digital competence will increasingly play a decisive role regarding social standing and gains.

Like the feminist Detmers, Margarete Bause considers women's labour to be a crucial business factor. Margarete Bause was the parliamentary party leader of Bündnis 90/Die Grünen in the Bavarian parliament until 15.02.2017. Merely the reproductive aspect, keeping together the social fabric in societies worldwide, is an immense value. However, this hardly plays a role in the purely economically-defined understanding of what constitutes value creation. Yet, without this unmentioned contribution, nothing else would be possible. This is noted especially in the so-called third world with education and social activities and, luckily, the promotion and integration of women in a targeted manner is increasingly becoming life praxis. Also with the integration of foreigners in Germany, women were neglected in the past. Thereby, they play a truly essential role when it comes to integration: as a social anchor, regarding education and as role models for children and adolescents. This is the credo of the former parliamentary party leader, who is running for the Bundestag.

According to Prof Dr zu Knyphausen-Aufseß, companies should act in a socially-responsible manner. Companies are strong players and both social and societal commitment is expected from them. When playing an active role with the promotion of social standards, social progress that might not be possible somewhere else can also be promoted independently in developing countries. Here, this not only refers to improving the living conditions or improved schooling but also to improved productivity. Thus, the value-creation phrase is definitely to be interpreted more widely than merely economically. Social progress and the equal distribution of value creation is also a part of the business phrase companies are to be measured by.

For Ms Bause, the enlightened and networked civil society is a crucial factor for re-shaping and creating a new understanding of value creation. A "business case" without exploitation will also be well-received in the future. However, once exploitative behavioural actions are uncovered as a result of social networking, the pressure increases exponentially, and no company can afford this. To a certain extent, an enlightened civil society also controls social standards by itself. Thereby, ideally, economic and social requirements can be merged. This is a benefit of digitalisation – production that is based on values also has an own economic value per se.

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Mein Wohlfühlbrot



Additionally, the other part of the population, the male part, must also assume responsibility concerning social matters and family, where contributions by the female population have not been “injected” yet.

For Mestemacher, Prof Dr Ulrike Detmers’ draws the conclusion that social opportunities can be found in the economy, especially in times of higher risk of society. Companies can push social standards in the international supply chain and sustainably establish these in cooperation with big politics.

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