



Bioland

Junges Bioland

JUNGES BIOLAND E.V.

LENNART BERTELS – CHAIRMAN
BARI, ITALY – 9 JULY 2024 – ORGANIC EUROPE YOUTH EVENT
BUILDING RESILIENT FOOD FUTURES



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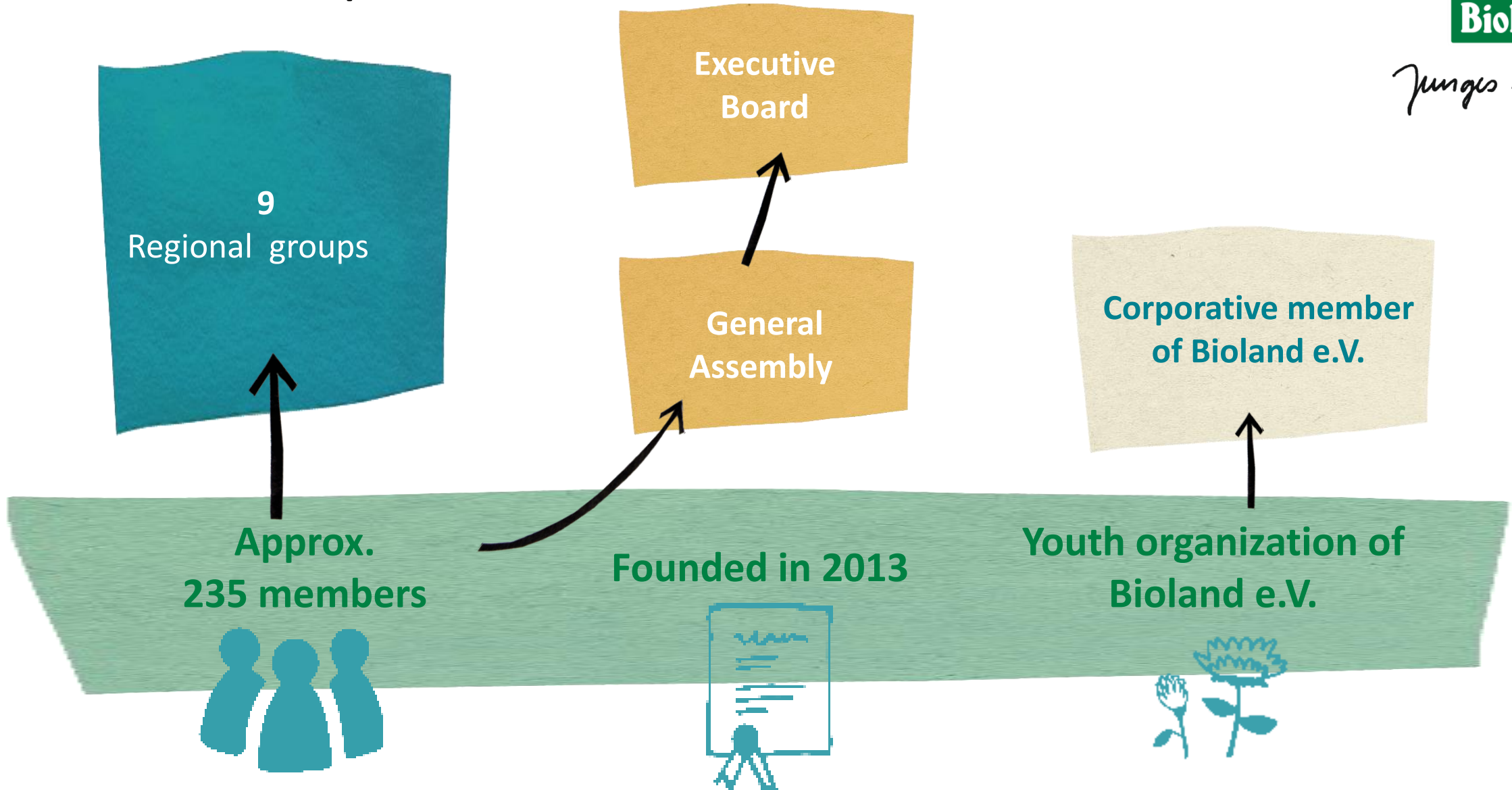
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What is Junges Bioland?

Association profile

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Who are our members?

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Young generation on Bioland farms

- Young farm managers 
- Apprentices 
- Young family members 
- Students 
- Interested consumers 
- Young employees of food processing and trade 
- Young employees of Bioland e.V. 
- ...

Necessary condition: Regular exchange with Bioland member farm



Executive board

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Junges Bioland



From left: Luis, Eli,
Johanna, Lennart,
Daniel



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What does Junges Bioland e.V. do?

Tasks of Junges Bioland e.V.

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**Platform & network
for
young professionals**

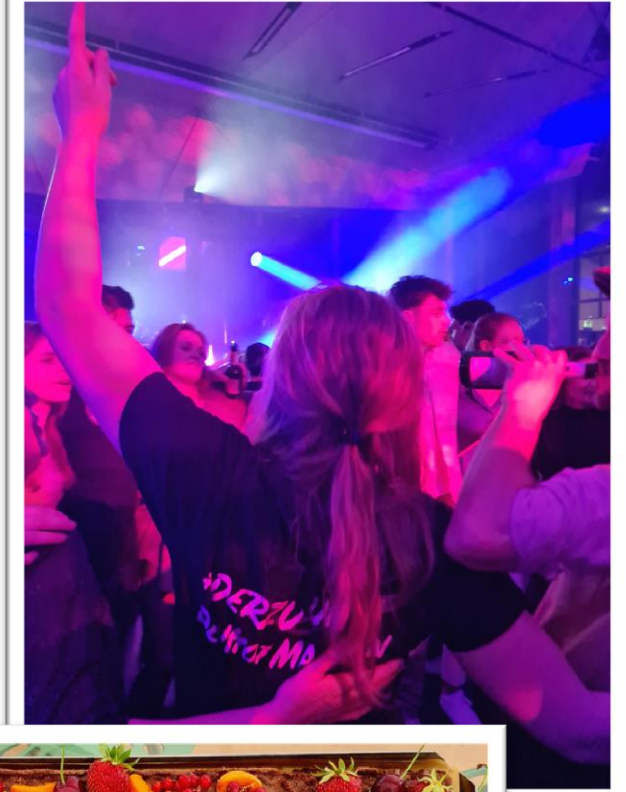
**Participation in policy
processes of Bioland
e.V.**

**Information
& training opportunities**

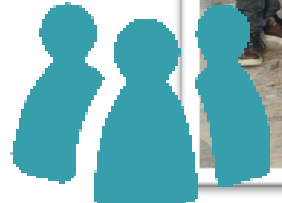
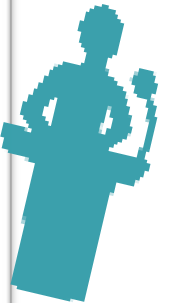
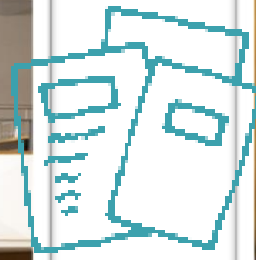
Political advocacy

**Cross-regional
and associational
networking**

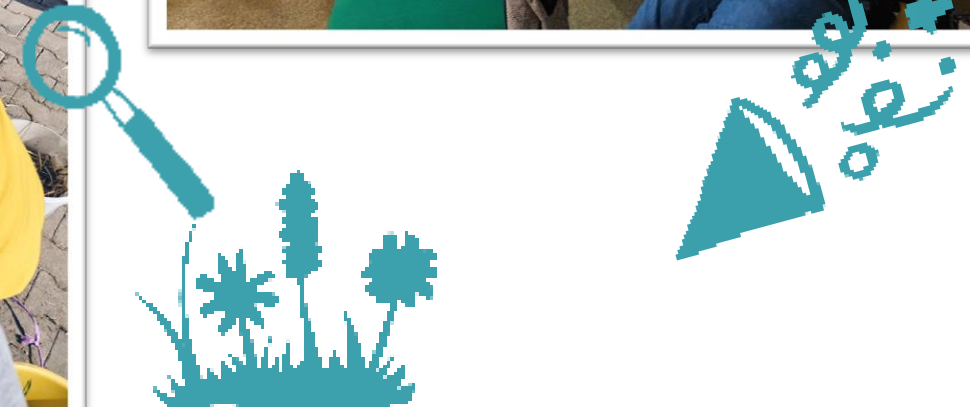
Platform & network



Participation at Bioland e.V.



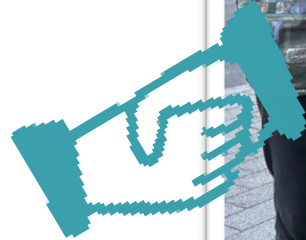
Information- & training opportunities



Political advocacy



Foto: Meine Landwirtschaft



Cross-regional & associational networking

INFO



Bündnis JÖLL

Bündnis Junge ökologische Land- und Lebensmittelwirtschaft

Bioland

Junges Bioland

- Alliance of 6 german youth organizations 
- Representing the whole organic food chain from production to consumption 
- Founded in February 2024
- Raised political and public attention
- **Challenges:**
 - Defining purpose & mission 
 - Governing members 
 - Securing financial basis 
 - Maintaining voluntary commitment



European Organic Youth Network

A Junges Bioland perspective...

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■ **Societal & political rollback**

○ *Great demand for common political voice*

■ -> Junges Bioland e.V. assures commitment

First steps

- Calling for commitment
- Forming a project group
- Timeline & milestones
- Division of tasks
- Definition of purpose & mission
- ...

Governance of members

- Legal entities only
- Creating bottlenecks
- Addressing national organic associations
- ...

Assuring solid foundation

- Human resources
- Financial resources
- Mode of collaboration
- ...

Positioning

- Exploring political environment
- Name & Logo
- Public relations
- Foundation & claiming a role
- ...



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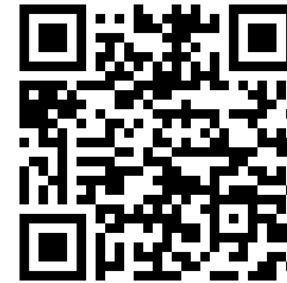
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Curious?

Social Media

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Contact



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DER ZUKUNFT DEN HOF MACHEN!



- Soweit nicht anderweitig gekennzeichnet: alle Bildrechte beim Junges Bioland e.V.
- Hintergrundbilder: Sonja Herpich