

Target Group of Workshop

This workshop is mainly addressed to small and medium sized enterprises in the field of grain processing (traditional bakeries).

Time Schedule of the Workshop

Date: **10.-11. November 2015**

Place: Landesinnungsverband für das Württembergische Bäckerhandwerk e.V.,
Wilhelmstraße 7, 70182 **Stuttgart**

Time: **Day 1:** : 14:00-17:30 h ; **Day 2:** 09:00-13:30 h

Organizers:

EU- Project TraFooN and Landesinnungsverband für das Württembergische Bäckerhandwerk e.V.

Cooperating partner: Bioland

Aim of the Workshops:

The aim is to foster craft enterprises (focus on traditional bakeries), especially to preserve their traditions in the field of grain processing. In addition, the objective is to enable innovation along the value chain to be properly prepared according increasing competition by the industry.

A healthy diet is still in vogue, and the use of ancient grain has risen sharply and secured a high consumer acceptance. Since these ancient grains have other properties than the standard wheat high level of expertise and specialized knowledge are necessary for the manufacturing process of the dough as well as for the processing. This also includes the marketing of these ancient grains. In our two-day workshop you will experience, what potential the ancient grains have, and what is possible with the use of precursors and long dough processes! We also draw your attention to marketing opportunities and strategies.

Language

This workshop will be held in German.



AGENDA

Tradition and Innovation in the baking sector – baking with ancient grains

Workshop Day 1

Tue, 10.11.2015

- 14:00 h **Welcoming**
*Andreas Kofler, CEO of the Landesinnungsverband für das
Württembergische Bäckerhandwerk e.V.*
- 14:05 h **Short presentation of the EU-Project TraFoON**
*Hartmut Welck, Senior Projekt Manager, Steinbeis-Europa-Zentrum,
Partner of the EU-Project*
- 14:15 h **Introduction into the world of ancient grains**
*Dr. Friedrich Longin, State Institute for plant breeding at the University of
Hohenheim*
- 14:45 h Practical Part: **Manufacturing of precursors and doughs for long term management
processes**
Joachim Burkart, master baker und deputy director of the baking school
- 17:30 h End of first day
- 18:00 h Exchange of experiences during a dinner on invitation of the EU-Project TraFoON



Workshop Day 2

Wed, 11.11.2015

- 9:00 h **Practical part: Processing of doughs, controlling of the dough fermentation process, performing the baking process**
Joachim Burkart, master baker und deputy director of the baking school and Franz Schmid, Ecological-Biological producer group Hohenlohe
- 12:30 h **Practical experiences of the marketing of ancient grain products**
J. A. Hartmayer, Management consultant of the Landesinnungsverband für das Württembergische Bäckerhandwerk e.V. and Florian Lutz, Bakery Lutz, Owner
- 13:10 h **Gluten free cereals und challenges for their marketing**
Dr. Claudia Axel, University of Cork, Ireland
- 13:30 h End of second Day
- 13:30 h Tasting of self-made ancient bakery products and small lunch served

