



PRESS-INFORMATION

Imaginative projects in Saxony-Anhalt make the food industry more sustainable

A healthy diet improves people's well-being and productivity. But the way we eat not only influences our own health, but also has an impact on our environment in many different ways. The German Nutrition Society (DGE) has highlighted the importance of sustainable nutrition based on regional, seasonal, fair-trade foods that are not highly processed. In the long term, this will lead to improvements in living and environmental conditions worldwide and greater global equity and fairness.

The "Meals of the future – superfoods from Saxony-Anhalt" project, based in Halle (Saale), is concerned with healthy eating, sustainable agriculture and innovative, integrated nutrition concepts from farm to fork. With the support of farms and the cooperation of Martin Luther University Halle-Wittenberg, new crop varieties are being grown, old varieties rediscovered and innovative cultivation systems developed to safeguard the supply of healthy food in times of climate change. The methods include mixed cultivation instead of monocultures, biochar to improve soil quality and agroforestry systems, where arable fields are divided up by strips of trees. The project involves cultivating superfood plants such as quinoa and amaranth. These species come from Latin America and are particularly resistant to the effects of drought and therefore also to climate change. "Our activities range from research, consultancy, carbon footprinting and education through to product development for large kitchens and communal catering. For us, sustainability means working with farmers, chefs, scientists and consumers to develop ideas for food sovereignty in the 21st century," says Urte Grauwinkel, an agronomist and environmental scientist, who is also the coordinator of the "Meals of the future" project.

Experimenting with superfoods

In the recipes and products developed for communal cooking, the emphasis is on plant-based foods and dishes, such as millet croquettes, quinoa croutons or buckwheat burgers. The products are made available to the public, so that they can evaluate the quality and the flavor. The tasting sessions involve small groups on the campus of the University of Halle-Wittenberg or at local markets. The testers can give their opinions on the products before they are launched on the market. The "Meals of the future – superfoods from Saxony-Anhalt" project also offers practical training sessions and workshops where people can work together to experiment with creating and tasting dishes and delicacies made from regional products. The goal of the workshops for chefs is to foster creativity with regional produce and allow new products to be developed. Quinoa, millet, chickpeas and buckwheat are rarely found on menus, but chefs are given the chance to gain experience of these ingredients and share their findings. The workshops take place throughout the region and are intended to bring chefs and farmers together with the aim of increasing regional awareness.

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One of the most labor-intensive industries in Saxony-Anhalt

Saxony-Anhalt offers the ideal conditions for developing good ideas for sustainable nutrition, because the food industry plays a very important role in the region and has for many years been its highest-earning manufacturing sector. In 2021, almost 25,000 employees worked for companies that produce food, animal feed or drinks. This makes the food industry one of the most labor-intensive sectors in Saxony-Anhalt. A few facts and figures:

- 182 companies produce food, animal feed or drinks.
- In 2021, the annual turnover of the industry was more than 7.8 billion euros.
- Abattoirs and meat processing companies had an annual turnover of more than 2.9 billion euros.

The amount of food that is wasted also plays an important role in sustainable eating. Around twelve million metric tons of food waste is produced every year in Germany. The majority of this (52 percent or 6.1 million metric tons) comes from private households. This means that every consumer throws away around 75 kg of food every year. These are the results of a study carried out by the Thünen Institute in collaboration with the University of Stuttgart on behalf of the Federal Ministry of Food and Agriculture. Germany has therefore committed to meeting the United Nations goal of halving the amount of food wasted by retailers and consumers by 2030. To achieve this goal, the ministry has launched the initiative "Too good for the bin!", which is highlighting the avoidance of food waste in an eye-catching way. The "Saxony-Anhalt is joining in" campaign aims to actively support the federal government's initiative.

Transforming food packaging

Good ideas about food packaging are also coming out of Saxony-Anhalt. Packaging plays a useful role in protecting food and extending its shelf life. At the same time, all types of packaging have a negative impact on the environment and the natural world. For this reason, the packaging industry is undergoing a transformation, with a focus on sustainability. Companies in Saxony-Anhalt have also made a commitment to sustainability, such as meshpack GmbH, a plastic processing firm based in Kusey in the Altmark region, which produces and sells recyclable mesh products and packaging.

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PRESS-INFORMATION

The food of tomorrow: forward-looking innovations from Saxony-Anhalt

The growing global population, climate change and economic pressures will present the food industry with major challenges in the years to come. Saxony-Anhalt is home to considerable expertise in the field of food research. Innovative approaches in areas ranging from basic research through to industry-ready products can be used to drive the sustainable development of the food industry.

Establishment of a research center in Köthen

The Interdisciplinary Research Center for Sustainable Food Production (InFonaL) is being set up at Anhalt University of Applied Sciences in Köthen and will be completed by 2027. Life sciences have been one of the main areas of research at the university for many years, in particular at the Center of Food Science and Engineering (CFSE). The new research center will cost around 26 million euros and will be funded by the German government and the regional government of Saxony-Anhalt. It will bring together the individual processes and areas of research in one location on an interdisciplinary basis. The center will enable basic research to be networked more effectively with applied and transfer-oriented developments and will allow innovations to be turned into industry-ready solutions.

New methods of food production

The Department of Food and Nutrition Sciences at Anhalt University has been developing innovative processes and technologies for food production and food product development for over 25 years. The team focuses on applied and transfer-oriented research relating to healthy nutrition and sustainable production. Some of the department's current projects, such as the development of a new process for maturing sausages, are already in the industrial launch phase. This new process uses multiple sensors and relevant parameters, including some from the current weather forecast, to control the maturing process, which can lead to energy savings of between 30 and 40 percent. An innovative project on the road to Industry 4.0.

Algae – the all-rounders

Algae production has increased in significance since the recent decision by the EU Commission on November 15 to harness the potential of algae in the European Union. Algae are true all-rounders that can be used in foods, cosmetics and pharmaceuticals and also to generate energy. They also represent one of the key areas in the Saxony-Anhalt innovation strategy.

At the Competence Center for Algae Biotechnology, which is part of the department of Applied Biotechnology and Process Engineering at Anhalt University, detailed research is being carried out into algae as a sustainable source of raw materials for a bio-based economy. One key area is the development of functional foods and the extraction of nutritionally important proteins, Omega 3 fatty acids and natural colorings. A blue algae beer, Real

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Ocean Blue, has been developed in collaboration with the department of Brewing and Confectionery Technology.

More than 20 years ago, the first algae farm in Europe was set up in Klötze. Today, Roquette Klötze GmbH & Co. KG produces food supplements there from naturally cultivated algae. A new course for algae sommeliers, the only one of its kind in the world, has been launched by a team headed by Jörg Ullmann, the managing director in Klötze, working in collaboration with the Chamber of Industry and Commerce in Magdeburg, to spread information about the varied uses of algae in the restaurant and hotel industry in particular. "Algae are the all-rounders that can help resolve all the problems affecting humanity: climate change, food security and the circular economy," says Ullmann

Making farming more efficient with AI

Harz University of Applied Sciences is taking part in two research programs in the field of automation and IT, funded by the Federal Ministry of Food and Agriculture, which also support the sustainable development of the food industry. One is an intelligent, real-time monitoring and mapping system, known as weed-AI-see, which identifies weeds on agricultural land. Another project (StaPrax-Regio) aims to develop highly efficient, site-specific fertilizing strategies. "These examples show the different ways that research institutes in Saxony-Anhalt are driving the food industry forward," says Matthias Bönecke, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt.

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PRESS-INFORMATION

In the breadbasket of Germany: Magdeburger Mühlenwerke invests in expanding its premises

Magdeburger Mühlenwerke is one of the largest privately owned milling companies in Germany. It was founded in 1896 to process the large quantities of cereals grown on the fertile soils of the Magdeburg Börde region. The company was privatized after the reunification of Germany and has now modernized and expanded its facilities.

Magdeburger Mühlenwerke GmbH, better known under its brand name Bördegold, recently celebrated its 30th anniversary. This related to the privatization of the company in 1992, rather than its founding 126 years ago. However, it was not only the 30th anniversary that was a cause for celebration at the company's site in the Magdeburg Science Port, but also the commissioning of a new milling system that will increase the capacity of the existing plant. Modern cleaning machines have been installed in the rye and wheat mills and clay storage cells have been fitted. In addition, a warehouse was built as an extension to an existing building to improve the company's internal logistics systems. The new facilities will give Magdeburger Mühlenwerke a milling capacity of around 400,000 metric tons of grain per year. The company makes an important contribution to the security of the food supply in the region.

Tens of millions invested in the expansion

"By constantly improving our productivity, we have been able to mill increasing amounts of cereals each year. We work closely with the farmers, the grain dealers and the baking sector. Our company is a reliable partner in the grain cycle which leads from the farmers to the consumers," says the managing director of Magdeburger Mühlenwerke GmbH, Thomas Brumme. The new building, which involved an investment of tens of millions of euros, was funded by the regional government of Saxony-Anhalt, the European Regional Development Fund (ERDF) and the German federal government.

A decisive factor in the company's success is the quality of the soil in the Börde region. It is not only considered to have the best soil in Germany, but is also referred to as Germany's breadbasket. "The excellent arable land in the Magdeburg Börde guarantees high-quality flour. As a result, the mill where Bördegold is produced remains highly competitive," explains Thomas Brumme. The quality of the products is a high priority and the use of modern computer technology to ensure that the grain is milled to the highest standards makes an important contribution in this respect. "A high level of automation guarantees the consistent quality of the products," he says. The numerous certificates awarded to Magdeburger Mühlenwerke demonstrate the success of the company's efforts in the field of quality assurance.

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Short supply chain to consumers

However, Thomas Brumme is concerned about future challenges, such as rising energy prices and shortages of fertilizer. Sven Schulze, Minister for the Economy and Agriculture of Saxony-Anhalt and chair of the German conference of agriculture ministers, highlights the advantages of regional cereal cultivation and trading. "Against the background of rising energy prices and transport problems, regional supply chains for cereal products are becoming increasingly important. The new milling system at Magdeburger Mühlenwerke GmbH will significantly strengthen the short supply chain from the farmers and grain dealers to the bakers and the consumers," says Schulze.

Magdeburger Mühlenwerke currently employs around 100 people and has its own fleet of more than 20 vehicles. Together with its parent company Gebrüder Engelke Große Mühle Hasede-Hildesheim GmbH & Co. KG and Oderland Mühlenwerke in Müllrose, the business is one of the largest privately owned milling companies in Germany. The constant growth of the company is important to Thomas Brumme, but his main priority is the satisfaction of his customers. "Although thousands of metric tons of wheat, rye and spelt flour leave our yard every week, our aim is to fulfill every customer's individual requirements, so that we can supply them with a product that is designed for their processing facilities," he says.

Author: Beate Hagen



PRESS-INFORMATION

Fresh, healthy and sustainable: start-ups in Saxony-Anhalt bring benefits for the food industry

From cultivating samphire, producing 100% natural fruit snacks and superfoods, and developing healthy water-based drinks through to the distribution of rescued food, the start-up scene in Saxony-Anhalt is highly creative, when it comes to the food of today and tomorrow. The following are just some examples of the bold and successful business models developed by young people which are making a significant contribution to the food industry.

Salt-tolerant plants grown inland

Samphire or sea asparagus is not normally found far from the sea in Saxony-Anhalt, but in 2020 Julian Engelmann and Ken Dohrmann set up the first samphire farm in Germany in the town of Burg near Magdeburg. As part of their innovation project "Salt-tolerant plants from Saxony-Anhalt," they have developed a new process that allows tasty seaside plants to be cultivated far away from the coast. At the same time, otherwise unwanted by-products from the nearby potash mine can be used to feed the plants. This is a perfect example of the circular economy. Fresh produce is available from May to October. In addition, the company supplies dried Salicornia, the Latin name of samphire, as a healthy alternative to salt. Thanks to funding from the regional government of Saxony-Anhalt and the European Union, the start-up Salifaktur is playing a pioneering role in the food industry. "The earth has other good things to offer besides peas and carrots," say the company's founders, with a twinkle in their eyes.

Healthy snacks without added sugar or colorings

Why add sugar, preservatives and colorings to ripe fruit when a 100% natural product tastes much better? This was the question that Irina Zaytseva and Heiko Gothe from Halle asked themselves in 2017 when they founded NutriPur. The 100% natural freeze-dried fruits, smoothie bowls, smoothie powder and chickpea snacks produced by the company are simple and quick solutions when it comes to eating a balanced diet. Nutripur's delicious, natural, vegan snacks, which contain no added aromas, colorings or preservatives, are now available in supermarkets throughout Germany, including major chains such as Edeka and Rewe.

Lieblingswasser – the most natural way of adding flavor to water

The team from Die Frischemanufaktur, including founder Jenny Müller, describe the company, which is based in Beuna in south-east Saxony-Anhalt, as a "German unit start-up." The firm was founded in Munich and moved to Halle (Saale) in 2018. It originally produced hand-made fruit salads with a long shelf life. When this concept failed to take off, "Lieblingswasser," a flavored water-based drink, was launched instead. Flavors were developed in-house, such as water with lemon slices and sprigs of thyme or water with turmeric, cardamom and orange. The recipes were hand-made with no

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added sugar and the water is fruity and refreshing – the ideal thirst-quencher. The company quickly had to open its own production facility because of the demand for its products. It received start-up support from the regional government of Saxony-Anhalt and from Business Angels. From her experience in her previous job in the strategy department of food company, Jenny Müller knows how much food is thrown away every day. "I'd like to do something about all the waste," she says. "This is why we are looking for ways of keeping foodstuffs with a naturally short shelf-life fresher for longer."

"GastroHilft" rescues food

The non-profit organization "GastroHilft" from Halberstadt also aims to reduce food waste. The idea for the charity came about at the start of the COVID-19 pandemic and, in 2021, it won the nationwide "Too good for the bin!" award. Since then a team of around 25 volunteers headed by founder Andreas Gottschalt has been rescuing around 250 kilograms of food every day. The food is then made available to local residents three times a week free of charge at a "fair share station." The initiative is also supported by three local restaurants which regularly provide hot food for homeless people.

Marktschwärmer comes to Saxony-Anhalt

Germany's nationwide Marktschwärmer network, an initiative that brings together local producers and consumers, has also taken off in Saxony-Anhalt. In Burg, Halberstadt, Halle (Saale) and Magdeburg, customers can order products online directly from regional producers and pick up their order later from a collection point in their own neighborhood. The aim is to make the food supply chain fairer and more sustainable. One company that has already joined the initiative is Salifaktur. The project recently received the "Too good for the bin!" award from the Federal Ministry of Food and Agriculture.

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PRESS-INFORMATION

Specialties that tell stories

In Saxony-Anhalt, there are many small artisan food companies and producers who are passionate about their culinary specialties. Many of them are using new sales channels and can also be found on the web, which allows customers from outside the region to enjoy their products. In particular in the run-up to Christmas, these online stores enable people from all over Germany to buy delicacies from the peace and quiet of their own homes.

But finding the product you want is not necessarily simple, because hundreds of delicious foods are produced in the Altmark, the Harz region and the Unstrut valley. So how can you satisfy your curiosity and your appetite? The simplest way is to use the [Markplatz Sachsen-Anhalt](#) (Saxony-Anhalt marketplace). There you will find many of the companies which make products such as Altmark wedding soup and dark chocolate that cannot be found on supermarket shelves across the country and that tell a story about the region. If you are not sure what you are looking for, the headings, which include "Meat, milk, cheese and dairy," "Drinks" and "Bread and cakes," will help you to narrow down your search. If the origin of the food is important to you, you can also search for organic and vegan producers.

Should you still feel that there is too much to choose from, the [culinary stars](#) might help you. These identify producers who have entered their particularly original, modern and creative products into a food competition and have emerged as the winners. The competition is organized by Agrarmarketinggesellschaft Sachsen-Anhalt mbH, the agricultural marketing company of Saxony-Anhalt, and, in 2022, the jury awarded 17 new culinary stars.

Ham from local game

One of the companies which received a star for its delicious specialty is [Waldgourmet GmbH](#) in Gardelegen. "We entered our venison and wild boar ham in the competition," says managing director Marian Bohndick. "Its wonderful aroma obviously impressed the jury. We do not use nitrite salt or any other additives or preservatives to cure the venison and wild boar meat, which comes exclusively from wild animals in the forests of the region. Our secret is that we cure our ham with pure, original salt from Göttingen, known as Luisenhaller Tiefensalz, and we also add carefully selected spices. Then we need patience, because the ham only develops its natural aroma after being given a long period to mature."

Wedding soup with Altmark asparagus

A soup won the special "national market" category. This was Kelles Altmark wedding soup made in the traditional way with meat dumplings, hand-made egg garnish and asparagus from the Altmark. Antje Mandelkow, the managing director of [Kelles Klädener Suppenmanufaktur GmbH](#), which was founded in 2009, has a tip for soup lovers: "Do not on any account bring the soup to the boil. Just heat it up gently and garnish it with fresh parsley." Alongside this soup, she and her 20-person team put 17 other regional specialties into cans, including army field soup and chicken fricassee.



Juice as red as the fruit

The organic Baya Marisa apple juice made by [Voigt Pflanzen GmbH](#) in Raguhn-Jeßnitz in Saxony-Anhalt has also been awarded a star. "The jury particularly praised its delicate acidity and bouquet," says the company's owner and managing director Birgit Kleinwort-Voigt. "The juice is pressed entirely from our own organic apples. It also has an unusual color, a deep shade of red like the Baya Marisa apples, and, at the same time, it is particularly healthy. The red pigments or anthocyanins come not from the peel, but from the entire flesh of the fruit."

The special aroma of coffee

In 2020, Thomas Schatz and Dominik Rider founded [Kaffeemänner](#), a coffee roasting business in Aschersleben. They have already won a culinary star for their fruity coffee "Fruchtbombe" (fruit bomb). "In our coffee roastery we only use coffee beans that come from sustainable, transparent sources," say the experts. "We rely on direct trade and make contact with the coffee farmers ourselves. We treat their produce with the greatest of respect and roast the beans very carefully in our drum roaster." The unusual feature of "Fruchtbombe" is that the beans from Brazil have been fermented using a special process to create their aroma.

Carefully pressed flaxseed oil

[Huyland GmbH](#) produces spirits and oils in the Harz region. The company, which is based in Huy, was awarded a culinary star for its organic flaxseed oil. "It is made exclusively from flax grown in the Huyland district of the Harz," says managing director Dietmar Niemierza. "We preserve the mild, nutty flavor and the precious nutrients by using a careful cold pressing process."

Pinocchio – one of a kind

René Schwalbe, owner of the [Rollsdorfer Mühle vineyard](#), was the only one of the many winemakers in Saxony-Anhalt to receive a star for his Pinot Pinocchio Frühburgunder wine. "Here in the Mansfelder Land, where there are many lakes, we can make wines that are different from most others in the Saale-Unstrut region," says the winemaker from Seeburg. He has the certificate with the jury's verdict hanging on the wall of his cellar: "A fine fruity aroma and innovatively produced..."

Or perhaps a whole box?

What should you do if you are still undecided? You could order a whole selection of delicacies with different flavors. For example, the big or the small "star box" which contains prize-winning products from the "Culinary Saxony-Anhalt" competition. But regional hampers such as the [Harzer Schlemmerkiste](#) or the [Altmark-Kiste](#) also offer plenty of variety.

Author: Marlis Heinz

Date: 17.11.2022



Applications for the "truly Altmark" regional seal are open – apply now!

Companies can now begin applying for the "truly Altmark" (echt Altmark) regional seal of quality. You can download all the necessary information and the application form for the new Altmark regional seal from altmark.de. It is worth applying now, because any company that is awarded the seal in 2022 can take part in the scheme free of charge in the first year (2023).



To join, your business must have its headquarters in the Altmark and produce and sell its products there. You must also be fully committed to the region. You can demonstrate your commitment with a quotation or a simple video message, for example. We have deliberately set a low threshold for participation in the scheme to give as many regional companies the opportunity to join the network and to act as ambassadors for the Altmark.

All the members will be able to network and promote the "truly Altmark" seal both inside and outside the region. The seal, which is supported by the Altmark Regional Marketing and Tourism Association (ART), sends out an important message, in particular at a time when many businesses are struggling. It enables companies to work together to demonstrate what is produced in the Altmark and what the region has to offer. But it also allows consumers to identify local products that are more environmentally friendly as a result of their reduced transport miles and, at the same time, to give a boost to the regional economy.

The "truly Altmark" regional seal is aimed at farmers, food producers, restaurateurs and hoteliers, retailers, service providers, craftspeople and experience providers. The seal will make the many unique and inspirational Altmark products and experiences more accessible and more visible for local people and visitors.

The seal holders can expect a number of valuable benefits from the scheme: Networking platforms and invitations to regional events will allow them to make contact with other producers, businesses and stakeholders from the Altmark. The PR and marketing measures of the ART will increase public awareness of the producers and experience providers. In addition, the companies will be introduced on www.altmark.de and presented in ART flyers aimed at their target groups. Furthermore, discounted access to International Green Week will be offered in 2023. All the companies that are certified will receive the "truly Altmark" seal in digital form and in other formats which they can use on products, advertising and their own websites. The objective is to allow local people and visitors to identify regional products and experiences from the Altmark more quickly and more easily.



Since 1899, Konditorei Stehwien has been combining the traditional sweet delicacies from the Altmark with considerable innovative ability and, as a result, is the first company to receive the "truly Altmark" regional seal.

We would like to thank chocolate manufacturer Elisabeth Stehwien and her team in Tangermünde for this delicious start to the scheme. The principles behind the "truly Altmark" seal are: traditional, innovative and made in Altmark. This is perfectly embodied by Konditorei Stehwien from Tangermünde – Altmark born and bred!

The Tangermünder Nährstange chocolate bar is a treat that is popular well beyond the borders of the Altmark region. But the company's Tanolo and Rollstange bars have also become classics – made in Tangermünde. The long-established firm also produces a successful selection of organic vegan chocolates, pralines and chocolate bars. A new addition to its range is its Costbar chocolates, pralines and bars with 50, 60 and even 70 percent cocoa solids.

Member: Waldgourmet: A company from Jävenitz with roots in the Altmark

Waldgourmet specializes in game from the Altmark, which is why it has been awarded the "truly Altmark" regional seal.

We would like to thank Waldgourmet for the amazing photo shoot on the edge of the forest in Jävenitz near Gardelegen. Brothers Marian and Marcus Bohndick are passionate hunters and businessmen, born and bred in the Altmark. On top of that, they are warm and friendly, smart and innovative. Butcher Christopher Finke helps the two brothers in their business.

The Altmark-based start-up Waldgourmet produces game of the highest quality on the basis of a completely new mail order business model. The game is only shot when there is demand for it. This guarantees that Waldgourmet will never supply frozen meat to its customers, only fresh meat from the forests of the Altmark. A traditional, innovative family business – the team from Waldgourmet are what the Altmark is all about.

Member: PureRaw: natural, raw, vegan and truly Altmark

PureRaw is a producer of power foods and algae products in the Altmark town of Klötze and has been awarded the "truly Altmark" regional seal.

We would like to thank Kirstin Knufmann for her multi-award-winning vitality products. This superwoman practices what she preaches and promotes the Altmark region via her successful company. PureRaw has the true spirit of the Altmark, which we value and need.

The company produces natural, healthy foods that taste good. Founder Kirstin Knufmann launched the PureRaw brand in 2010 and since then has remained true to her vision of developing and supplying ethical, sustainable, natural, high-quality products and passing on her knowledge to others. In 2015, her one-person business became Knufmann GmbH.

Kirstin Knufmann recognizes the potential of the "truly Altmark" regional seal: "I think it is good for everyone to know where our products are made and to understand that the Altmark is an innovative region. The regional seal allows us to express our pride in the Altmark."



Member: HonigBär – "truly Altmark" seal for the natural, hand-made "HonigBär" delicacies

The recipe for the success of Martin Fettinger and Christoph Albrecht, the two founders of HonigBär GmbH, is that, just like their bees, they love the unspoiled countryside along the river Elbe near Tangermünde and the flourishing forests and the meadows full of colorful flowers and lush grass around Stendal.

"We genuinely belong in the Altmark. We are proud of our roots here and take a responsible and caring approach to our region. We made the deliberate decision to set up HonigBär GmbH in the Altmark." All the HonigBär products are made with love in a peaceful setting, which is something that you can see and taste. This is why customers far beyond the borders of the Altmark region love the bee pollen, beeswax candles and, of course, the genuine Altmark honey supplied by HonigBär GmbH. We are pleased to be able to welcome HonigBär GmbH to our regional seal network.

Member: ASTRAEA

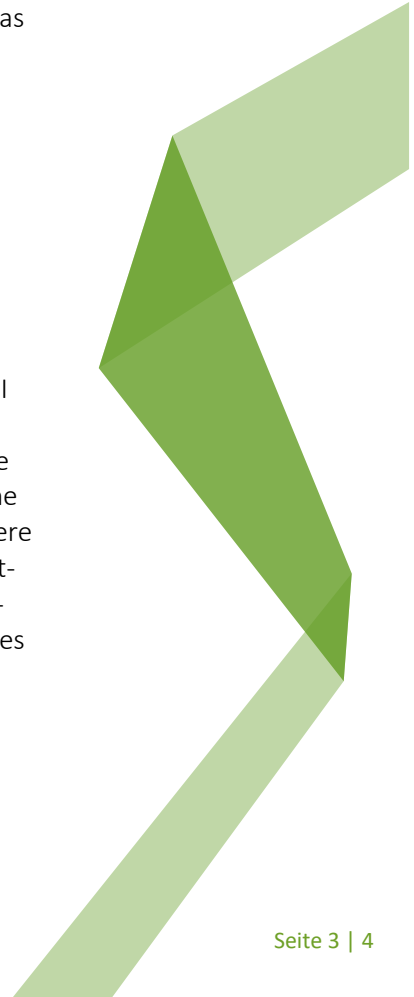
The "truly Altmark" seal is awarded to the ASTRAEA eco resort hotel

"ASTRAEA is something which has been lacking in the Altmark, but which is a perfect fit for the region. For us, both ASTRAEA and the Altmark stand for new ideas, inventiveness and a life lived in harmony with nature." The founders of ASTRAEA, Jana Kusick and Christian Laase, wanted a quiet, peaceful, healthy life in the country. In Vissum near Arendsee, the two entrepreneurs from Berlin have made their dream a reality by opening a seminar and spa hotel in the midst of the unspoiled Altmark countryside. We are pleased that their eco resort is joining our regional seal network. As well as tipis, yurts and seminar and yoga rooms, ASTRAEA also has an organic restaurant. ASTRAEA combines sustainable health tourism with entrepreneurial spirit and the relaxed approach to life that is characteristic of the Altmark. That is what makes it "truly Altmark"!

Member: Altmärker Wildfrucht

Fruity, natural and made in the Altmark

The slogan for all the Frucht.Sinn products from Altmärker Wildfrucht GmbH is: "I know where it comes from!" The company is a perfect match for the "truly Altmark" network. They go together like a red skin with a rosehip. This is why we are so pleased to welcome Altmärker Wildfrucht GmbH as a regional seal partner. The company is based in Behrendorf, a district of the Hanseatic town of Werben, where it harvests, dries, cleans and grinds fruit to produce its organic products in the Altmark. The family-owned business also cooperates with other "truly Altmark" network partners, such as Konditorei Stehwien, which coats Frucht.Sinn aronia berries in chocolate. We're truly enthusiastic!





Member: My Unverpackt

Truly unpackaged and now "truly Altmark"

Yvonne Riesmann has founded MY Unverpackt, a company in Stendal selling teas, spices and unpackaged goods, with the aim of doing nothing less than changing the world. Just like an old-fashioned grocery store, the company sells loose foodstuffs so that customers can fill their own containers, as well as useful and beautiful everyday items and inspiring gifts. "For us, regionality not only involves working together with regional producers, it also supports our business model. Because 'regional' means transporting goods over short distances and producing little or no packaging waste. As a result, we and our customers are making sustainable use of resources, all with the help of wonderful products from the Altmark." We are happy to see so much inspiring entrepreneurial spirit in our regional seal network, particularly without the wasteful packaging. We would like to welcome MY Unverpackt to "truly Altmark". Everyone should take the opportunity to browse in the store.

Member: Gardelegener Brauereigesellschaft

Garley beer is the true flavor of the Altmark

Something that has been made in the Altmark for more than 700 years is the perfect candidate for the "truly Altmark" network. The Gardelegener Braugesellschaft mbH & Co. KG. brewery company is managed by brothers Jens and Lars Vogel. Both were born and bred in the Altmark, worked at the brewery while they were still at school and export their beer to countries as far away as Sweden. For centuries, the Altmark was one of the most important hop-growing regions in Europe and so it goes without saying that beer was brewed here. After the town of Gardelegen was granted malting rights on July 16, 1314, by Margrave Waldemar of Brandenburg, beer could also officially be brewed and sold there. According to Wikipedia, Garley beer is the oldest beer in the world, with the oldest brand that has been continuously in existence. Garley brewer Lars Vogel explains: "Our Garley beer comes from the Hanseatic town of Gardelegen in the heart of the Altmark. If anything deserves the 'truly Altmark' seal, then it's our beer. We simply couldn't imagine Gardelegen without Garley beer!"

If you have any questions, we will be happy to help. Please contact:

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