

**37<sup>th</sup> year**  
**26.8. - 31.8.2010**

**Opening times:** Thursday – Monday 9:00 – 18:00  
 Tuesday 9:00 – 17:00

**Nomenclature of the exhibition:** agricultural technology  
 plant and animal production  
 foodstuffs production  
 forest and water management  
 gardening and horticulture  
 agricultural services  
 renewal and development of the countryside  
 environmental creation protection  
 ecological technologies and constructions  
 alternative energy sources  
 organic/bio products  
 production and agricultural cooperatives

**Admission:** normal: 80,- Kč  
 discounted: 45,- Kč  
 schools: 20,- Kč  
 family: 170,- Kč

**Exhibition statistics as of 24.8.2010**

**Number of exhibitors (including foreign): 453**

**Number of co-exhibitors (including foreign): 149**

**TOTAL NUMBER OF EXHIBITORS: 602**

**Of which, number of foreign exhibitors and co-exhibitors: 25**

**Number of Czech and foreign companies represented by Czech exhibitors: 55**

**Countries represented:** *Belarus, Denmark, France, Italy, Japan, South Korea, Korea, Hungary, Germany, Netherlands, Norway, Poland, Austria, Slovakia, Slovenia, Serbia, USA, and United Kingdom*

**Number of merchants: 124**

**Rented covered space: 4 998 m<sup>2</sup>**

**Rented open space: 14 667 m<sup>2</sup>**

**Special demonstration space: 9 340 m<sup>2</sup>**

**Rented commercial space: 3 189 m<sup>2</sup>**

**Number of visitors in 2009: 106,250 thousand**

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## ABOUT THE EXHIBITION

This year's **37<sup>th</sup> annual** exhibition of "The Nurturing Earth" (*Země Živitelka*) will take place at the České Budějovice Exhibition Grounds from **26.8 – 31.8.2010** with the traditional slogan "**The future of Czech agriculture and the Czech countryside**". Since the beginning of this exhibition, it has now become one of the most important agricultural exhibitions in the Czech Republic. The regular participation of foreign exhibitors and merchants is a very positive sign. The exhibition's nomenclature includes the entire agricultural-foodstuffs sector and has dedicated attention to the theme of countryside development for several years now. Presentations reflecting the newest trends associated with life and work in the countryside and regions have been prepared.

A new feature of this year's exhibition is the presentation of the brand "**Regional food**". **In pavilion R3**, the winning food items from the individual regions of the Czech Republic will be presented under the name "**Taste the best from Czech and Moravia**". The goal of this presentation is to acquaint consumers with this brand and introduce truly high quality, tasteful, traditional, and special foodstuffs produced in Czech regions onto our market. Presentations and tastings of these regional foodstuffs have been prepared by the Ministry of Agriculture in cooperation with the Czech Federation of Food and Drink Industries and Czech Chamber of Agriculture.

Visitors will be able to visit another equally interesting presentation in the "**Foodstuffs pavilion**" (pavilion H).

The Czech Federation of Food and Drink Industries has accepted partnership in the supervision of foodstuffs as part of the Nurturing Earth exhibition of 2010.

Another trend which is receiving a constantly increasing amount of attention is the development of the countryside. Cooperation with the MAS ČR National Network in last year's exhibition significantly raised the level of presentation of the Czech countryside. In the representative **pavilion R1 and surrounding areas** marked as "**Countryside pavilion**" next to the Brewery Garden, the **Nationwide countryside network, Local Czech action groups**, and the **Association for the renewal of the Czech countryside** will present their activities and contributions to life in the countryside. The atmosphere in pavilion R1 and surrounding open spaces will be enhanced for visitors with an attractive program in the spirit of folk traditions throughout the exhibition. We can also look forward to several performances by folklore ensembles, among others.

On Friday 27.8.2010 from 19:00, a social evening entitled "**An evening of the countryside**" will take place as part of the "Countryside pavilion" presentation.

The ceremonial opening of the exhibition will take place on **Thursday 26.8.2010 from 10:00** in the Brewery Garden with the participation of **President of the Czech Republic Prof. Václav Klaus**, Minister of Agriculture **Ing. Ivan Fuks**, president of the Czech Chamber of Agriculture **Ing. Jan Veleba** and president of the Food Processing Industry Chamber of the Czech Republic **Ing. Miroslav Toman**. The participation of members of the Czech Parliament and senators is under negotiation. Participation has been confirmed by the Governor of the South Bohemian Region **Mgr. Jiří Zimola** and Mayor of the city of České Budějovice **Doc. RNDr. Miroslav Tetter, CSc.**

As part of the ceremonial opening of the exhibition, several awards will be presented in the Brewery Garden:

- presentation of the certificate of the **KLASA national mark of quality**, the organizer of which is SZIF,
- Minister of Agriculture's prize for young scientific workers for 2010,
- Minister of Agriculture's prize for the best research and development result in 2010.

The exhibition's nomenclature is fulfilled in all fields, an important fact primarily for professional visitors. A number of points of interest and new features have been prepared. In the agrosalon, visitors can inspect a wide array of agricultural techniques for plant and animal production on **open spaces** and in **pavilion Z** such as tractors, harvesters, fodder harvesting techniques, sprayers, seeding machines, cleaners, transporters, grinders, squeezing machines, milking and cooling machines, communal and forestry techniques, bale and animal transporters, fodder turners and scrapers, mulchers, and more. Seed and feed firms are also represented as well as a significant number of firms presenting services for agriculture.

Exhibition visitors can also look forward to exhibitions and demonstrations of farm animals – thoroughbred cattle, thoroughbred horses, and sheep.

Exhibitors from the fields of forestry and water management will occupy a larger area this year. **Pavilions F1, F3, and F4** will feature stands from the Czechomoravian Hunters' Unit, o.s., the Czech Fishing Union, the Czech Agricultural University in Prague, the South Bohemian University – Faculty of Fishing and Water Protection, Association of Private and Public Czech Forest Owners, and many firms presenting interesting products and services.

Recent years at the Nurturing Earth exhibition have also featured presentations of the Czech Union of Gardeners, o.s., the Czech Beekeepers' Union, o.s., the Vegetable Growers' Union of Czech and Moravia, and the Czech Fruit Growers' Union. The exhibition of the Czech Breeders' Union will also take its traditional place at the Nurturing Earth exhibition.

Part of the international agrosalon of the Nurturing Earth will, like last year, feature two independent exhibitions.

**The international exhibition of cooperatives** will take place again under the auspices of the **Czech Cooperative Association** with the participation of the Union of Czech and Moravian Production Cooperatives, Union of Agricultural Cooperatives, and Union of Czech and Moravian Consumer Cooperatives. Production and agricultural cooperatives will be presented in **pavilions E1, E5, and in surrounding open areas**.

Consumer cooperatives will be presented for the second year together with regional foodstuffs in pavilion R3. Jednota, s.d., České Budějovice has provided for not only the sale of regional foodstuffs for several regional agricultural chambers, but has also prepared a seminar on the topic **"Quality foodstuffs from our region"** on Thursday, also declared **Foodstuffs Day**.

Environmental creation and protection is covered under the independent name **Ecostyle**. A unique environment has been created inside the fairgrounds for the presentation of firms dealing with alternative sources of energy, ecological technologies, structures, and ecologically-sensitive products.

An inseparable part of the Nurturing Earth exhibition has always been the guarantee and active position of the **Czech Ministry of Agriculture** and **Czech Ministry for Local Development**, both of which will support this fact with their own presentations in exhibition stands. An important partner remains the **Czech Agricultural Chamber**. A significant amount of space will

be occupied by the **National Agricultural and Intervention Fund** for the promotion of their activities including the support of quality Czech foodstuffs. All these cooperating institutions are actively participating in the creation of a professional accompanying program. This program enjoys a high visitor rate, since it offers the professional public necessary information and ideas for doing business in the agricultural-foodstuffs field.

Part of the professional accompanying program is also a contest with a long tradition known as the **“Golden Ear”**, announced by the Ministry of Agriculture via the České Budějovice Exhibition Grounds a.s. The contest will take place in its traditional five fields: **plant production, animal production, mechanization, agricultural needs and services, foodstuffs and processing industry**. Exhibits entered into the contest will be judged and evaluated by a professional jury consisting of representatives of the Ministry of Agriculture, professional educational institutions, research institutions, inspection institutions of the agricultural-foodstuff complex, and the České Budějovice Exhibition Grounds a.s. The announcer will present the winning exhibitions with the **“Golden Ear”**, diploma together with the exhibition prize. The jury may award a special recognition to diploma winners for environmental protection – the **“Golden Ear” with flower**.

**The winning exhibitions will be announced on Friday 27.8.2010 at 11:00 in pavilion R2.**

This will be followed by a press conference.

**The exhibition is traditionally divided into individual days as per professional field:**

Thursday 26.8.2010    **Ecostyle Day, Foodstuffs Day**

Friday 27.8.2010    **Czech Countryside Day, Cooperative Day, Meat Processing Day**

Saturday 28.8.2010    **National Harvest Festival of the Czech Republic, Hunting Day**

The ceremonial of “National Harvest Festival” will have its traditional festive character and will take place with the participation of the Bishop of the České Budějovice Diocese Mons. Jiří Paďour, OFMcap. and other important guests. The accompanying cultural program in the Brewery Garden, the main partner of which is **Česká pojišťovna a.s.**, will offer visitors entertainment throughout the day.

Sunday 29.8.2010    **South Bohemian Region Day**

Monday 30.8.2010    **Fruit Growers’ Day, Breeders’ Day**

Tuesday 31.8.2010    **Agriculture Day, Regional Foodstuffs Day**

Participation of the opening ceremony “National Harvest Festival of the Czech Republic” promised **Prime Minister of the Czech Republic RNDr. Petr Nečas**, bishop of the Diocese České Budějovice Mons. Jiří Paďour, OFMcap. and other distinguished guest.

The days featuring individual fields will also include an entire array of professional seminars, conferences, meetings, lectures, negotiations, and professional consultations which will take place as part of the exhibition in **pavilion Z – 1. floor, pavilion B4, pavilion R2, R3, and at the press centre**.

The professional program is not the only guarantee of the high quality of the entire trade fair. The Exhibition Grounds České Budějovice a.s. has prepared a **very active cultural program in the Brewery Garden and Summer Amphitheatre** for its visitors. For the littlest visitors, the **Children’s Corner** in the exhibition grounds has prepared plenty of fun.

# PRESS RELEASE

Further information concerning the professional and cultural accompanying program has been written out in detail in individual attachments which are part of this press conference, or are available at the website of the Exhibition Ground České Budějovice a.s. - [www.vcb.cz](http://www.vcb.cz).

**Press centre hours during the exhibition:**

\* Thursday 26.8. - Monday 30.8.

**9:00 – 17:00**

\* Tuesday 31.8.

**9:00 – 15:00**