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Gern. Land!

GET TO KNOW NEUSTADT AN DER WALDNAAB COUNTY

CONTAINS A SUPPLIER DIRECTORY AND RECIPES

2018
Summer

Stories

THE KNIGHT OF THE ROSE
From weed to wonderful rose

**TURNING LEMONS
INTO LEMONADE?**
From scrap to riches and
gallons of apple juice

A CHANGE OF PACE
Why a horse is not a cow

Gern. Land!

Neustadt an der
Waldnaab County

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Dear reader,

How much do you care about the origin and the quality of your food?

You will be pleased to know that Neustadt an der Waldnaab County is home to many direct sellers and self-marketers of food products. We invite you to meet these producers, their philosophy and their sense of quality, and to gain your own impression of how they produce their outstanding products.

Time to shine the spotlight on our regional producers, their products, and their craftsmanship! Our new „Gern.Land!“ Regional Magazine invites you on a tour of the land and its people - sharing stories about the people behind the products offered in the farm shops, online shops, or supermarkets. This issue will take you on a discovery tour of beer brewing, vegetable growing, rose breeding, and even cider making - right here in the area!

*Regional
hergestellte Produkte
sind gut für
die Erzeuger,
die Verbraucher,
die Tiere und
gut für die Umwelt!*

“Local produced products have a favorable effect on growers, consumers, animals and the environment!”

„Gern.Land!“ will be published twice annually as a Summer edition and a Fall/Winter edition.

Time to get excited about interesting facts, personal details, and an „appetizer“ or two!

Have fun!

Sincerely Yours,

Andreas Meier
The County Administrator

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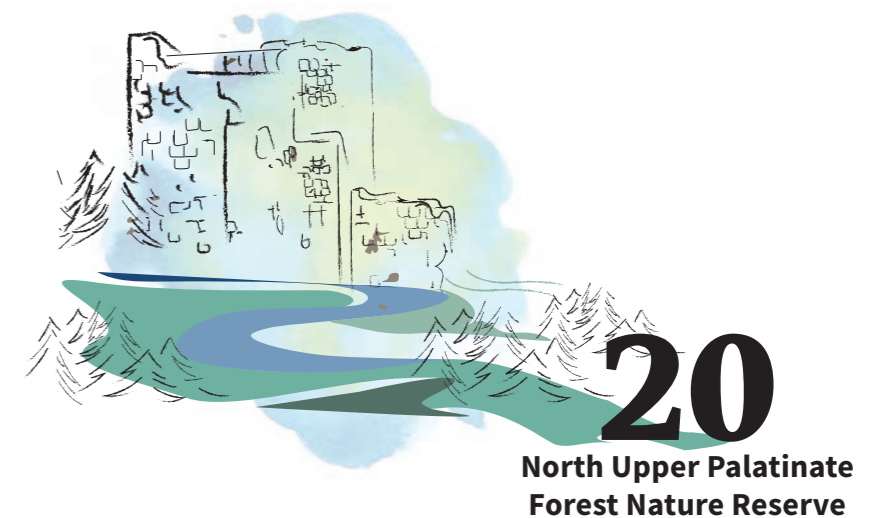


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Egging it on



Elfriede Balk talks to her chickens every day. But what may seem esoteric at first glance is actually based on serious business philosophy. The eastern part of the County, i.e., the area between Pleystein, Moosbach and Waidhaus, is home to the tranquil little village of Burkhardtsrieth. Here is where Elfriede and Karl Balk are farming as a full-time business. Whereas some twenty years ago, their homestead was still a classic dairy farm, it is now home to some six thousand free-range chickens. When the industry's trend of continued expansion really picked up at the turn of the millennium, the Balks made a deliberate decision to start something new and different.

Elfriede Balk is never far from Grießlhof. A native Middle Franconian, she trained as a rural housekeeping assistant and state-certified village helper. She met and fell in love with her future husband, Karl, while attending agricultural college in Weiden. It was love which led her Grießlhof and a career as a farmer's wife. The couple's three children, Fabiola, Marlene and Alexander, are already following in their parents' footsteps whenever their jobs allow. They also have two temporary helpers pitching in to meet the huge daily workload. The Balks' son, Alexander, who works as a master carpenter, would like to take over the business some day, together with his wife Michaela.

Everybody lends a helping hand

Right now, every family member is contributing what he or she does best. The couple's daughter, Fabiola, is a media designer by profession and handles the advertising for market and event presentations. The best organizational meetings usually start with a cup of coffee at the kitchen table. Luckily,

"We don't get our money's worth out of a lot of what we do, but it's worthwhile knowing that our animals never lack for anything."

Elfriede Balk

the Balks' table is large. Because there's a lot going on at that table. „Whenever there are tensions, the most important thing is to get together and talk to each other," Elfriede Balk says from experience. The family's WhatsApp group makes organization and coordination fast and fun.

Happy chickens not only spend their days outdoors, they also feast on healthy fare. „We don't get our money's worth out of a lot of what we do, but it's worthwhile knowing that our animals never lack for anything." Elfriede



Balk likes to practice what she preaches. That is why they enrich the chicken feed with germinated wheat, to provide the chickens with a balanced diet that goes way beyond conventional feed. To the Balk family, the way they treat their animals reflects their own attitude towards animals.

The farm's main income is from the sale of eggs. In addition, they sell meat from the chickens butchered at the farm. That way, the animals are spared the stress being transported to the slaughterhouses. And it means that the customers get the freshest meat on the market. Grießlhof will sell only the entire butchered chickens, geese or ducks to the customers. Because its owners believe in the value of a living being. Unlike typical practices in industrial processing, all edible parts of a chicken should be used in the kitchen - what a lesson for our throwaway society in appreciating the food chain's products and living creatures.

To the Balk family, keeping free-range chickens it more than a mindful way of producing healthy food, it is a part of their lifestyle philosophy. „Sometimes, we have to send home disappointed customers when the fresh food counter is bare," the farm's power behind the throne concedes. Then we have a consolation prize to keep our customers happy: a shot of our own home-made brandy. Other popular „consolation prizes" include home-made jams and products from „ye olde medicine cabinet", like soaps, creams, or oils.



*The city
and us - like
night and
day*



There is indeed a lot of „gobbledygook" on the farm. Both from the chickens and the visitors and their mix of dialects. From the Berliner's „lookie here now" to the Franconian's „whadda purdy chicken" to the Italian's „puro idil". Yes, Grießlhof enjoys an international clientele of vacationers. Especially for the children, the farm is paradise on earth. To make sure their guests won't lack for anything, the Balks have built a four-star guesthouse with holiday apartments and rank among the certified „Urlaub auf dem Bauernhof" and „Kinderland" resorts. To the Balks, sensitizing children from large cities to agriculture is particularly important. Many times, a whole new world will open for the little future consumers. Visitors can either watch the daily chores or pitch in - if they like. Enjoying the bread you baked yourself is usually the evening highlight after a long day on the farm.





Vegetables & Camping

Green is the area around Uchamühle, a solitary farm near Etzgersrieth, and just as green is Fritz Steinhilber's thumb. Since 1994, his certified organic Bioland market garden has made a name for itself as a reliable supplier of organic vegetables and natural food products. „Man shall not live by bread alone – and a few vegetables never hurt anyone either.“

From solitary farm to classroom

„Especially our little ones benefit enormously from healthy nutrition“, and Fritz Steinhilber is justly proud to supply schools and kindergartens with fruit and vegetables on a weekly basis. 50-year-old Fritz Steinhilber always wanted to be his own boss - certainly influenced by his own parents' example, who ran a market garden in the community of Schirmitz. After his older brother had taken over the family business, Steinhilber decided to study agriculture in Ellenbach near Floß and to attend the College of Agriculture

in Landshut. As a next step, he studied agriculture at Weihenstephan Agricultural University. „My grandmother had a point when she told me that I didn't have to go to college for the kind of work I do today. But to me it was important to get good a educational and professional background. And to get away from home for a while and rummage in other people's gardens“, Steinhilber, who holds a degree in engineering, honestly admits.

With a smile on his face, Steinhilber loves to tell of his teenage years spent camping at Uchamühle with his best friends. A place which shaped his youth and which he knows like the back of his hand. Back in those days, Uchamühle was still run as a cattle fattening and agricultural farm. 1990 was a year of big decisions: together with his wife Heike, he took over the former Uchamühle cattle farm. Today, the location has flourished into a certified organic vegetable growing and retail operation – with organic suckler cow husbandry.

*25 years ago
you were a
nutcase
for going
organic*



**SO
LEBEN
WIR!**
*Gern.
Land!*



dry. Steinhilber's heart was always „green“. Meanwhile, the zeitgeist has also changed to green: „25 years ago, people called you a nutcase tree hugger for going organic - today it is considered good form“, Steinhilber is happy to report. However, this area of Moosbach is not exactly the perfect place for growing vegetables - due to the location's climatic conditions and the open fields, which can only be farmed from spring through autumn. That is why he uses greenhouses to make up for the circumstances: „It actually works just like at home in your garden – the difference being that we can grow all year round and start harvesting earlier in the year.“

The farm has seen gradual expansions over the years: the Steinhilbers are now using 8 acres of farmland for growing their vegetables. Steinhilber practices organic farming: which means no artificial or chemical fertilizers. Instead, they use natural fertilizer from their own livestock farming - uncompromising sustainability for the soils and active protection of the environment. In addition, he grows mixed crops, i.e., a wide variety of plants. This helps create a living eco-structure which serves as a habitat for many insect species. Too Much of a Good Thing Ain't Enough: Wide strips of unadulterated grassland surrounding the farm, orchards, and a suckler cattle herd grazing in the pasture - a sophisticated approach to taking and giving back to Mother Nature.

The market garden and the organic grocery retail: a match made in heaven. While seasonal vegetables are grown in the market garden, the vegetable retail serves farm shop customers and the regional markets. The Steinhilbers' masterpiece is the fruit and vegetable box. „Steinhilber subscribers“ get a weekly fruit and vegetable box which is delivered directly to the customers' homes once a week. The colorful and vitamin-rich selection is huge: lettuce, carrots, beets, celery, onions, leeks, pumpkins, tomatoes, cucumbers or radishes - to mention just a few of the products offered.

No time off - not even in winter

„If all I did was crop growing, I surely would have quiet winters. But the consumers have gotten so used to getting everything all year round“, Steinhilber knows. The winter silence is broken by lots of work, thanks to the natural food retail. Every hand counts. The business could not run without the help of son Michael, daughter Jutta, and a handful of employees. Fritz Steinhilber entertains hopes of his daughter Jutta, currently a student of biology, becoming boss of the company one day.

Steinhilber's eyes light up when he talks about the „Fresh Fruit and Vegetable Program for Schools“. It's his life's call, more than a business: because it shows the appreciation of grownups for the nutritional needs of our „little ones“. For about five years now, he has been supplying five thousand students enrolled in 30 schools from Erbdorf all the way to Waldmünchen. Add to that another eight thousand children enrolled in daycare centers in Neustadt an der Waldnaab County. „I guess companies like Coca Cola would pay a lot of money for being allowed to supply pre-schools“, Steinhilber jokes.



*Gern.
Land!*

A taste from our County

Asparagus-Potato Casserole



Ingredients for 4 persons

- 2 lbs Potatoes, small (new potatoes)
- 2 Bunches of green asparagus
- 1 lb Cherry tomatoes
- 3 Tbsp Olive oil
- Salt and pepper
- Parmesan cheese
- 1 Bunch green onions

Preparation

Wash potatoes thoroughly, pre-boil them in saltwater for 8 minutes, cutting larger potatoes in half, if desired. Alternative: peel and slice the potatoes and boil them in saltwater for approx. 5-8 minutes. The potatoes should not be totally soft.

Peel the skin off the bottom third of each asparagus spear, then cut the spears into 5 inch pieces. Wash the tomatoes and cut them in half or leave them whole, depending on size. Trim and slice the green onions.

Heat oil in a large pan and fry the potatoes for about 5 minutes. Add the asparagus and onion slices, add salt and pepper to taste, fry for an additi

onal 5 minutes; add the cherry tomatoes and let the dish simmer for another 5 minutes.

Sprinkle with shavings of Parmesan cheese and serve – great with pork or lamb, or as a main dish served with savory herbed quark dip or tzatziki.

This potato casserole also tastes great when prepared with other vegetables such as green beans, bell peppers, or button mushrooms. Prepare the vegetables according to type, pre-cook them briefly if desired, then fry them in a pan as described above.

Recipe: Steinhilber Vegetables, Uchamühle (Moosbach)

The Bee Whisperer



Rudi Prölß can't wait for his busy bees to return home after a long day of work. Rudi's story as a hobby beekeeper began in 1985: That is when Rudi, now 66, literally got his interest piqued and has never looked back. „Beekeeping is wonderful and fascinating hobby because it teaches you new things every day“ – truly spoken by a true enthusiast. He knows that every beekeeper faces new environmental conditions every season, and has to deal with the ever-changing moods of nature. Prölß is also a proud collector of antique beekeeper's utensils and educational literature; he proudly shows us treasures like a bee newsletter from 1914, or an information brochure by the German Beekeepers' Association from 1963.

“...I luckily still haven't seen any signs of bee mortality around here.”

Rudi Prölß

Just as bees live in harmony with nature, so do the beekeepers when handling them. If you imagine Rudi Prölß wearing a pristine white protective suit, think again: This Kaltenbrunn native mothballed his protective clothing a long time ago. After all, he and his bees are best buddies. The daily meet and greet at the beehives has long become a familiar ritual, and has made the bees mellow over the years. Not even his guests need to live in fear of getting stung when visiting -



except during the bees' reproduction phase, or if a thunderstorm is about to break loose: that's when the little buzzers can get a bit rambunctious at times.

A bountiful harvest

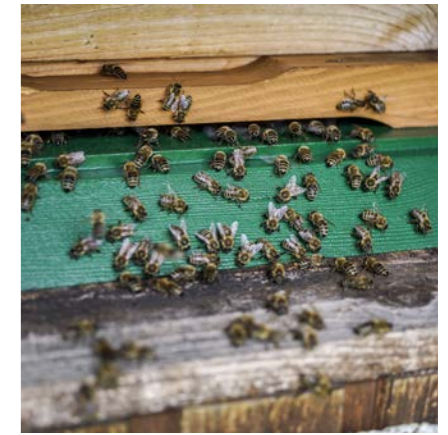
With a smile on his face, hobby beekeeper Rudi tells us that his spring harvest „totaled“ 25 kilograms of honey. He suffered virtually no winter losses in 2018, which means he can get up his hopes for good and profitable overall year. His industrious insects can produce up to 50 kilograms of pure natural honey per season. His wife Marianne (59) helps with the bottling and labeling. But she is happy to leave the care of the 18 bee colonies, which are kept in the family's private gardens and on the beekeepers club's grounds, entirely to her husband.

Located on the edge of the Kaltenbrunn forest, the Kaltenbrunn Beekeepers Club invites you to find out more about the animals and their natural habitat with a ‚bee path‘ and various information signs provided by the Northern Upper Palatinate Forest Nature Reserve. The club's 25 active beekeepers like to meet once a month at their comfy clubhouse during the summer season to ex-

change ideas. Rudi Prölß, who has served as the club's chairman for the past 14 years, has only good things to say about the community feeling and sense of belonging inspired by his club. „Basically, anybody can start beekeeping without much prior knowledge, because knowledge comes with practice,“ as he well knows from his many years of experience. However, if you want to sell your honey to the public, you need to get a few special training courses under your belt. That is because the jars, lids, inserts and labels are protected trademarks of the German Beekeepers' Association.

More than anything, Prölß wants his „babies“ to be happy. There is a good reason why beekeepers set up their beehives and incubators in locations protected against wind and weather: It makes the honey last longer. That is because the weather has a significant effect on the honey's quality: The more rainfall in May or June, the more liquid the product. Prölß bottles his honey in exactly the condition the bees produce it. Nothing is ever added to or removed from this natural product. That's why every harvest tastes a little different, depending on the season. A beekeeper always knows: only pure quality is excellent quality.

Prölß is also keeping a mindful eye on the much-cited „insect mortality“, but prefers to downplay the devastation: „Although I do see signs of insect mortality even in our region, luckily I still haven't seen any signs of bee mortality around here.“ He believes that the local farmers are treating nature well.



They won't sting ya!





In step with the times

The times may change, but good craftsmanship never does. When looking back on the chronicles of his Gailertsreuth Mill, which begin in 1612, CEO Gerald Meierhöfer can't help getting just a bit nostalgic. Still, this busy 45-year-old does not allow himself much time to indulge in memories. He loves his craft, and his love has never become routine, but a daily incentive to use state-of-the-art technologies for producing high-quality natural products.

Who would have thought back then that spelt cookies or organic cereals were going to reach their buyers via the mill's online shop? Even as a young boy, Meierhöfer realized that no matter how carefree the profession of miller may sound, it actually involves a lot of hard work. Still, he always knew that he was going to take over his father's farm one day and grow his own cereals on the family's seventeen hectares of land. Spelt, emmer and forest rye account for the largest share. In 1993, the mill was converted to „Demeter Bio“ (organic farming), which helped to reinforce Meierhöfer's belief extensive agriculture. This is how the Meierhöfers have successfully managed the balancing act between production and demand as the demand for organic products was still low at that time, as many of us still remember. There was even a noticeable decline in the mill business throughout the European market.

But: Good craftsmanship will survive. Before taking over the business, Meierhöfer worked for different mills all over Bavaria to get plenty of experience and learn how to cope with any situation. These were his watershed days, which ultimately encouraged him to build a new mill of his own in 2005. Specializing in spelt and emmer products and investing in the necessary dehushing plant has turned out to be a successful investment in retrospect. This machine separates the grains from the husks in a single step, dehushing being a necessity for these cereal types, unlike wheat or rye. Gailertsreuth Mill is currently operating as a so-called "micromill" which does not even show up in the official German mill statistics. A true Northern Upper Palatinate success story, considering that the mill produces about one thousand tons of certified organic flour per year.

Thinking beyond the mill wheel

Karin Schmid, Meierhöfers partner, also wouldn't have it any other way. Working with a good handful of employees, she has been putting her heart and soul into this family-owned business. The mill has three



For sure!

Demeter organic is even better than „regular“ organic.

Demeter e.V., a registered society, is the oldest German organic farming association established in 1924. Demeter farmers are committed to the biodynamic/organic cultivation of their fields. This farming principle, which is applied to agriculture and livestock farming, seed production and landscape management, uses as few outside fertilizers, animal feeds and other substances as possible. The Demeter philosophy instead requires the majority of these resources to originate from the owners' farms to ensure a virtually closed nutrient cycle. This sustainable form of agriculture goes way beyond what is required by the provisions of the EU Council Regulation on Organic Agriculture. Animal and natural welfare are of paramount importance. The philosophy prohibits e.g. the dehorning of cattle to promote the natural development of livestock. As of this writing, more than 1,500 farmers in Federal territory are committed to biodynamic/organic cultivation. Some 330 manufacturers, distributors and contractual partners from the organic food and health food trade are currently members of the Demeter e.V. society.

main revenue sources: contract grinding, and retail. Contract grinding in this case means processing grain for a producers cooperative from Upper Franconia. The mill's regional clientele includes notably several organic bakeries. The mill's retail includes sales via the farm shop, the online shop, and various farmers markets. Anyone receiving a parcel from Gailertsreuth Mill can look forward to a shipment packaged with loving care by the mill's online shop which opened in 2017. Even Meierhöfer himself is amazed at the success of his Internet business and direct marketing via smartphone - but then again, no wonder, considering the large selection of organic products offered by the mill and farm.

Meierhöfer also believes in maintaining personal contact and friendships with regional partners. No wonder that he should invest a lot of time and energy in his cooperation with the regional points of sale while maintaining good relations with his customers. His motto: keep the distances short. „The bakers and I are always in communication.“ The partners are devising joint strategies for ways to face the wholesalers in the market who, incidentally, are also permitted by law to „produce

organic“. For example, they have created a „price corridor“ to avoid major price changes in case of availability fluctuations due to shortages or surpluses: It helps the partners to maintain a certain level even during the “good” years, allowing them to compensate for bad years without need of major price raises. This ensures better planning reliability for both parties while making the business more predictable.

Gailertsreuth Mill focuses systematically on quality and a powerful regional network. Gerald Meierhöfer and his team are dedicated to cultivating the traditional miller's trade and developing the business step by step: „Our next step in the years to come will be to replace our silos. This will create larger capacities.“ Select ingredients, prepared with decades of expertise: experience you can taste and feel. No rest for the mill wheel - which will keep on turning in step with the times.





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A change of pace

Spacious paddocks, lush pastures and flowering meadows. The bells of pilgrimage chapel Maria Zell are chiming in the near distance. Gentle whinnying and snorting accompanies the bells. A feeling of freedom and natural harmony prevails. Sound like a typical Hollywood romance setting? Not at all: we are just taking a tour of the Grassler family property in Kirchentumbach - a family that had the courage and the willpower to embark on something new.

For decades, Katrin and Matthias Grassler had been running a well-booked horse boarding house, renting out horse stalls and caring with all their heart for their four-legged guests. A seemingly fulfilling personal and work life; except for the atopic dermatitis of their son Toni, now eleven years old. Katrin Grassler remembers the many therapeutic approaches they researched until they eventually learned about the healing power of mare's milk. Her husband's first thought: „What a crock!“. Nevertheless, Matthias Grassler, an environmental engineer by profession, decided to order a few liters of frozen milk off the Internet. Lo and behold! The redness and itching on Toni's arms

simply disappeared. His eczema healed, never to return. In 2009, it was confirmed by nutritionists of Jena's Friedrich Schiller University that Toni's recovery was not an isolated incident: „The regular consumption of mare's milk may significantly alleviate the symptoms of chronic inflammatory intestinal diseases such as Crohn's disease or ulcerative colitis as well as skin diseases such as atopic dermatitis.“

Not all milk is the same

Hardly anyone knows that the white gold of mares differs significantly from cow's milk: it contains fewer germs, which is due to the antibacterial ingredients, the quality of the udder, and the lower milking frequency compared to conventional cow's milk production. With less than one percent of fat but a lactose content of about six percent, it appears very hard to tolerate for the lactose intolerant. Its overall composition is very close to that of human milk. Mare's milk initially „trots“ around the palate with a relatively sweet taste, then „gallops“ away with rather nutty flavor. It simply does not compare to the taste of cow's milk. The quality of the Grassler's mare's milk



is laboratory-tested twice a month. The best horse in the barn? The Grasslers have four of them! Their horses are milked twice a day, six days a week. „We aren't happy unless our animals are. That's why we don't milk them more often - which we could. We take great care not to hurt them, and we don't use ankle cuffs to fixate them while cleaning their teats or milking them,“ Katrin Grassler says.

Not a cow

The milk quantities produced are much smaller than with conventional cows. One mare yields about one liter per milking. On average, each animal produces up to 25 liter per day. But they also want their foals to receive sufficient and natural nutrition. Since the mares' precious milk cannot be produced without foals, the mares are not milked year round. The Grasslers believe in a pure, natural product, which is why they would never consider artificial additives or even measures to artificially increase the mares' milk output. Their milk is and remains a natural raw product which is neither pasteurized nor supplied with additives. It is bottled directly by the company's own bottling plant in 250 ml bottles and is then deep-frozen. After bottling, it will keep for about 365 days.

The Grassler family has come to appreciate the healing effect of mare's milk from personal experience. What would seem more logical than Katrin Grassler recommending a sip of mare's milk for the following diseases: atopic dermatitis, skin problems, psoriasis, strengthening of the immune system (for example after chemotherapy), stomach and intestinal symptoms (for example Crohn's disease), metabolic and circulatory diseases, asthma, poor liver function, lack of concentration, loss of vitality, as a breast milk substitute, and for menopausal symptoms. Patients suffering from Crohn's disease should take a dose of about 250 ml daily.

Nothing to hide

Matthias Grassler's top priorities are transparency, combined with the welfare of their animals. That is why they have always invited prospective and new customers to visit their farm and see for them themselves. Their recommendation to allergy sufferers: act fast. Due to the pollen season, the demand for their products is so high in spring that there may not be enough left to serve new customers. However, a visit to the farm is always worth the trip, if only to test the liqueurs or creams, which are custom made. With their mare's milk production, the Grasslers have founded a company that is "firmly seated in the saddle".



*Our milk
has helped so
many people!*



Love for beer

Landbrauerei Scheuerer, a rural brewery based in Moosbach, does so much more than serve frothy happiness in a glass: Scheuerer is synonymous for cutting-edge beer tradition. You could say: this is the genuine taste of Northern Upper Palatinate. And because this region, poured into a beer stein, is so refreshing, you can enjoy it in France, in Italy - even in Russia and the US. You could even say that every single „Moosbacher“ is like a love letter sent on a journey round the world.

Scheuerer Landbrauerei has been brewing regional beer specialties since 1887, meanwhile in the fourth generation. In the 1990s, the „Moosbacher“ brand as such was created. The brewery's founding father, Lorenz Scheuerer, would have good reason to toast the success of today's company with a „proper pint“. The beer's unmistakable taste has remained the same throughout the years and will continue under the management of

Ulrich Scheuerer, who is about to continue the brewery in the fifth generation. The brewery's young scion was gone from the brewing kettle for a while to get his Bachelor's degree in business administration, followed by a Master's degree. He continued his career with a working stint for a Regensburg bottling plant manufacturer and a marketing position with a Mannheim brewery.

Even though he was certainly born to the craft, he completed a two-year apprenticeship as a brewer to consolidate his skills. Having a hard time starting work at six in the morning, he felt that things were anything but fun and good times at first. „It couldn't have been more different from my former life,“ the university graduate says. Anyone enjoying a cool and refreshing Moosbacher will find the sheer amount of work that goes into producing the golden liquid hard to imagine. But a brewer's life is not all ab-

out brewing: with a mischievous smile, the „young brewer“ explains that he is basically a „glorified cleaner with a passion for beer“. In a family-run business, being a brewer means more than just brewing beer: Scheuerer spends about two-thirds of his working day cleaning and disinfecting the equipment. The remaining time is more than filled with organizing, scheduling and controlling.

A powerful team

Father Erhard, senior manager and graduate master brewer, and a permanent staff of six make sure that there are no glitches in production and delivery. Depending on the season, Scheuerer offers at least eleven different house brews. The malting barley and wheat are sourced directly from the area. Even the hops, sourced directly from Spalt and Hallertau, doesn't travel far. Not to forget the third key factor in beer quality: the water. Thanks to the brewery's own water well, which yields soft and natural water, Scheuerer requires no separate water treatment, unlike the Munich breweries, but can use the water straight from the spring. The well meets virtually all of Scheuerer's brewing water needs. The rest is provided by the community's drinking water supply, which is of the same high quality.

„Moosbacher“ is at home all over the world - but was long gone from its home community of 2,500. The junior boss brought his beer back to the region, true to the motto: „Why search every low and high, when good things couldn't be closer by?“ Well, it wasn't always that way! Unlike his father or grandfather,



„...I went to every innkeeper in town and told them: I don't care what my dad or granddad said.“

Ulrich Scheuerer

Ulrich perceives great potential, especially in his home region: He believes in maintaining regional contacts with the local clubs and restaurateurs. For the first time in about forty years, the local beer can again be savored at every pub in town. Hard to believe. Like in the good old days, rustic Bräustüberl pub right next door to the admin offices is again opening its doors every Thursday to serve hearty snacks, freshly drawn beer, and that unmistakable homey atmosphere. Needless to say that the whole family „pitches in“, which is typical of small-sized, family owned businesses. And a free beer here and there never hurt anyone, but comes with the territory.

Moosbacher loves company - the more, the merrier. If you don't feel like partying, just pick up a crate of Moosbacher from your local beverage store, or have it home-delivered free of charge. „Whenever I fill in for a driver, I am always amazed about all the places we

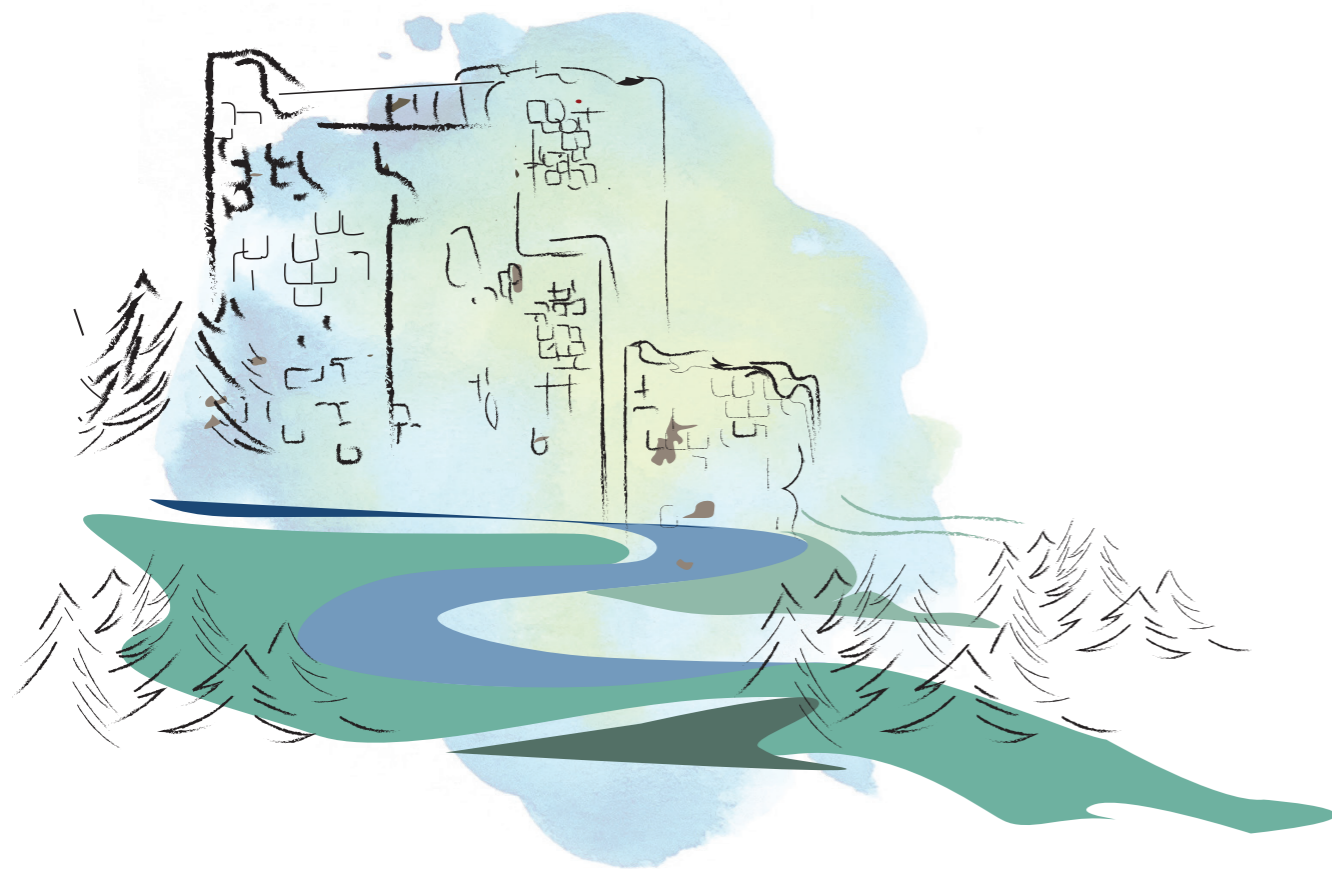
go to“, young Scheuerer says. He also likes to share an experience from the United States, where he bought his own beer for four dollars a bottle. „That was the weirdest thing!“ However, Scheuerer has given up doing business with the Chinese market: the price pressures from the big competition in China was simply too much to handle for the small family business. He believes that good negotiating skills are particularly important when dealing with foreign business partners. Although Scheuerer Brewery certainly does not lack for talent, ability, or a sense of tradition. Cheers to that!

*We all
pitch in!
The village
way.*



At home in the forest

North Upper Palatinate Forest Nature Reserve



There are few other natural reserves in Germany as richly structured as the North Upper Palatinate Forest founded in 1975. It is in the very heart of Neustadt a.d. Waldnaab County, the district-free City of Weiden i.d. OPf., and of parts of Tirschenreuth County.

Vast woodlands interspersed by serene ponded areas, bizarre rock formations interlaced by ruggedly romantic creek valleys. This area, roughly 500 square miles in size and dotted with gently rolling hills, is a real best kept secret. Here is where many superlatives abound: the deepest borehole ever drilled into the Earth's crust, the most beautiful basalt cone in Europe, the longest railway cycle trail in Bavaria, and the most gorgeous castle ruin of the Upper Palatinate. Here is also the home of the legendary philosopher's stone.

As a German quality nature reserve and long-time partner of the environmental umbrella brand „Viabono - Reisen natürlich genießen“ (Viabono - enjoy travel naturally) it ranks among the top national landscapes in local and international marketing alike. For the visitors, it's what you see is what you get: multiple award-winning green recreation.

Find out more at: www.naturpark-now.de

Facts & figures



Awards

Awards in the 2000, 2002 and 2005 National Competitions
 VIABONO Seal of Quality
 Recognized National Natural Landscape
 Recognized Quality Nature Reserve



7.5 acres

of reserve area



271

members

€ 15,400,000

worth of total investments since 1996
 with 203 individual measures
 per year



200,000 acres of

landscape protected area
 in the nature reserve
 Forest ratio approx. 40%
 (137,000 acres)



680,827

overnight stays
 173,691 guests
 521,073 day vacationers

For sure!

Nature Reserve - what is that?

Sustainable tourism - regional identity - environmental education - and lots of pure and unadulterated nature. This is what the more than 100 German nature reserves stand for. They provide the perfect space for humans, animals and plants to develop and thrive in; and they invite you to embark on your personal tours of discovery and experience - every day and during every season of the year.

Nature reserves are large areas which have been established mainly as protected landscape areas or nature conservation areas, and which are revered for the unique character of their landscape and their special beauty.

Nature reserves reconcile the protection of nature and landscape with their use by humans. They are more than „green lungs“: they are role model landscapes for the sustainable regional development of the rural area.

They are developed and maintained for that purpose by institutions. The various nature reserve administrations are coordinating the intensive collaboration between municipalities, nature conservation and protection associations and government agencies while supporting the technical work on site. At the same time, they are promoting projects designed to improve the recreation and adventure potential for reserve inhabitants and guests alike. The North Upper Palatinate Forest Nature Reserve is the heart of Eastern Bavaria.

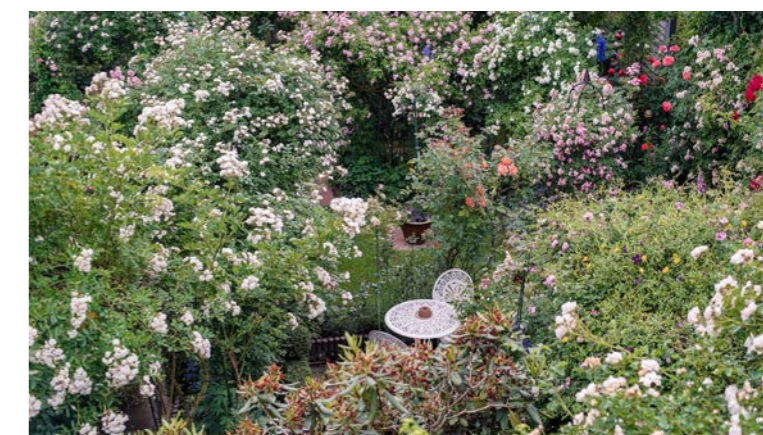


Nördlicher Oberpfälzer Wald





The Knight of the Rose



Anyone who doesn't know Franz Wänninger will be glad to make his acquaintance. Because this 69-year old retiree is a nationally acclaimed expert on roses. In his home town, Altenstadt an der Waldnaab, people are proud of having such a preeminent rose grower and author of reference books in their midst. But Wänninger was not always a „Knight of the Rose“. Wänninger, now retired, once earned his living as a master motorcar mechanic and workshop manager.

From reluctant gardener to gardening expert

“For much of my life, I couldn't have cared less about roses. It was actually my wife who was in love with these highly symbolic plants,” Wänninger recalls. Slowly but surely, he started to get a kick out of literally smelling the roses. Quite by coincidence, his daily routes took him past rose bushes, where he would smell the blossoms and gingerly palpate the leaves. It took a while for his early interest to evolve into a passion, which by 1976 had become his hobby. His daily checks of his „babies“ turned into an after-work ritu-



“My first rose turned out to be sorrel.”

Franz Wänninger

al. After poring over the reference books for a while, he felt confident and excited enough to start his own first breeding attempts. But as so often, success came only after many failures.

His first “rose” turned out to be sorrel

All his book knowledge had not prepared him for reality. Other seeds already present in the soil prevailed over the rose seeds and sprouted instead - into sorrel. Today, Wänninger knows better: only practice makes perfect, because theory can only take you so far. In 1984, he joined Gesellschaft für Rosenfreunde, the “Rose Lovers' Society”, and together with rose breeders from all over Germany founded “Rosenliebhaber-Züchter”, a working group for rose lovers & breeders which he happily chairs to this day.

He received his first award in 1991: the Town of Zweibrücken's honorary award for his “Prince of Roses”. Once every year, this small Rhineland-Palatinate town, which has since 1955 been calling itself the “City of Roses”, turns into the “Capital of Roses”. That is when

a panel of experts awards prizes for the best rose plants. Growth, health and fragrance are closely scrutinized – more than an oasis of fragrances for perfumers, but an occasion to evaluate the bushes. The highest score is awarded for plant health. Wänninger's chronicles reflect the numerous prizes and awards he has won over the years. He achieved a veritable breakthrough in 2000: a novelty at the time, his new rose species, called „Kletterrosen 2000“ or „Rambling Rose 2000“, originated from his garden. This species, now available for sale everywhere, graces green spaces all over the world. In the meantime, his list of breeding accomplishments has grown to about 300 rose species.

But the hobby breeder is far from making big money: „There is no such thing as fixed commercial agreements. My customers pay me for what my roses are worth to them. Besides, I don't have the time or inclination to do my own sales and distribution.“ His daughter, a media professional, loves to help her father with the administration of his web page. Wänninger is busily traveling all over

Germany, drawing huge audiences to his lectures. He is still getting a kick out of teaching rose pruning classes to hobby gardeners and even experts. His reference book's title alone, „Rosen zum Träumen“ or „Roses to Build a Dream On“, suggests his strong emotional relationship with roses. The power of roses to inspire poetic thoughts is also reflected by his website rosen-zum-träumen.de, where readers will find a few poetic treasures from Wänninger's own pen.

Everything should remain as it is: Franz Wänninger wants to keep on doing what he has always done; which just goes to show much how loves breeding and traveling in „The Name of the Rose“. But he would love for someone younger to take over the management of „Rosenliebhaber-Züchter“ working group, to leave him more time and energy for his own plants. As they say in the Bible: „Ye shall know them by their fruits“, or by theirs flowers, as in Wänninger's case.

How a guy from the North Upper Palatinate conquered the world of roses.



Gern. Land!

Turning lemons into lemonade?



Here in tranquil Steinach, everybody knows how things ought to run - and they keep on running and running: directly from the farm, into brown or green glass bottles. Up to 500 liters per customer are bottled in old-fashioned glass bottles. „Plastic bottles - no way!“ says Maria Bernhard. „We don't like tetrapaks either, because they don't reflect our natural philosophy.“ „We“, that is Bernhard Cider Mill and Juice Bottlers near Leuchtenberg.

The name Bernhard is a household name to those who bring their own apples for contract juicing and cider making. But the Bernhard family name is known for so much more: their amazing range of juices, brandies and jams which are offered in the former farm's rustic shop. A guide would probably consider it an insider tip as the farm shop lies in the heart of gloriously blooming orchards. How much more idyllic can it get? Those who prefer to do their shopping in town will find these „real deals“ in the district's large supermarkets, lined up like soldiers next to the big-name brands.

From domestic use to resale

The Bernhards have been in the thirst-quenching business since the 1990s. It all started

with an old press from the fruit and horticulture association, which the family bought to produce its own juices. It didn't take long for neighbors, friends and relatives to acquire a taste for the Bernhards' products. With a smile on her face, Maria Bernhard reminisces: „Some of them actually came by with a ketchup bottle or hip flask.“ Faced with a steadily increasing demand for their home-made juices, the family decided to open a professional juice and cider production facility in 2001. Today, Maria Bernhard is the company's admin talent: she mans the phone and handles incoming goods and billing.

From scrap to riches: „When we first bought the machines for our cider mill, they were scrap“, Maria remembers. Her husband Josef, a trained CNC milling cutter and his two brothers, a tool fitter and a sheet metal worker, skillfully dismantled and completely overhauled them. All three families have always had a shaping influence on the business, which was „originally a moonlighting operation“. They would sacrifice their entire annual vacation for the fall season. In the meantime, they have become self-employed and therefore a bit more flexible, but still need three to four helpers to support them during harvest-

ing, juicing and bottling. Their newest team member: a packing press which does the job at higher pressures.

All roads lead to Steinach - even for customers from Amberg, Nuremberg, or Munich: they all find their way to the Bernhards, on average every two years. We allow our customers to play an active part on the juicing process. „Getting an expensive certification as organic producers would only raise the prices of our products“, Maria Bernhard claims. Nevertheless, the family produces exclusively organic products. Since the soil is mulched and no fertilizers are used, it is not even necessary to wash the apples. During harvesting, the fruit from the farm's own orchards is harvested carefully and never mixed, which means that all fruit juices not originating from the contracting cider plant remain pure and homogeneous.

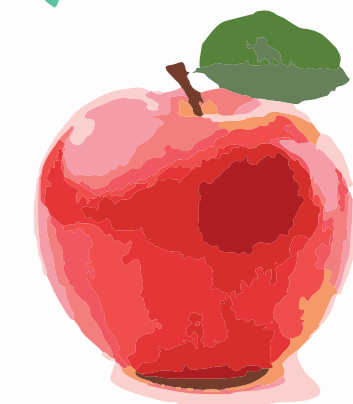
Living it up at the farm

Anyone who thinks the job is done after cider pressing couldn't be more wrong: Every two years, the farm invites for its big orchard festival („Streuobstfest“). The local clubs and representatives of the Northern Upper Palatinate Forest Natural Reserve are play a

major role. A good times event for thousands of visitors. The Bernhards even offer regular teaching programs to school classes, to teach them about plants and natural processing methods. The Bernhards even teach classes on handling fruit trees to anyone interested. To Maria Bernhard, even the colonization of bee or bumblebee populations, in collaboration with Weiden beekeepers, is among the tasks necessary to running a cider farm.

From the family, for the family: Monika Bernhard, the daughter of Maria and Josef Bernhard, left the area a few years ago to go to college and is now a certified beverage plant manager. She is about ready to return home from Upper Bavaria and pursue her dream job. It remains to be seen whether she will continue the cider farm in its present form, but she is already working hard, experimenting with fruit varieties from Czech Republic and trying her hand at „orchard fruit gin“. Maybe it will one day claim a prominent place on the supermarket shelves - just like family's apple juice already does today.

The juice is for real!



Gern. Land!

„...we don't like tetrapaks either because they don't reflect our natural philosophy.“

Maria Bernhard

Jambo!



That's Swahili for „Hi“. When they talk about their farm, they go into raptures. Perhaps because Africa suddenly feels so close, or simply because they have lost their hearts to these ratites who grow up to 250 centimeters tall and weigh up to 100 kilograms. Probably a bit of both. We are talking about the giants among the feathered animals, the ostrich. We are also talking about Karin and Harald Franz, who are the „foster parents“ of up to a hundred chicks. True: the normal habitat of ostriches are the steppes of Somalia. But if you want to see the animals up close, you can save yourself a long flight. All you need to do is go to Kotzenbach, in Neustadt an der Waldnaab County.

As seen on TV

Karin Franz tells how they first got the idea of starting an ostrich farm when they saw a report on TV. To trained retail salesman Harald Franz, it was love at first sight. After taking a few qualification seminars, passing the exams and getting their permits, they were ready to embark on their „after-work project“. Apart from the closeness between humans and animals, this former sheep and pig farm has changed beyond all recognition. Where once the pigs were happily wallowing, visitors are now enjoying a cup of coffee. Here is where bus travelers like to fortify themselves after a guided tour of the farm or a technical lecture. Karin and Harald Franz offer a variety of „safari packages“ to make

every visit to the farm an exciting experience for visitor groups ranging from country lovers to senior citizens to school classes to kindergarten groups. One of their highlights is show cooking, where Karin Franz shows her guests how best to prepare the fresh ostrich meat.

No lions in sight

In Kotzenbach, there is very little danger of the birds falling prey to their natural enemies, such as lions or leopards. In their homeland, however, even the big cats need to watch out: a male bird's kicks can be fatal - especially if he is protecting his nest. These desert birds are semi-nocturnal animals which manage very well on the meager vegetation diet and often run for miles for their next meal. Night-time is their time for R&R. As herbivores, they subsist on a diet of leaves, grains, flowers or fruits. On occasion, they will also appreciate a snack of insects or small animals.

The original ten chicks have in the meantime multiplied to a hundred per year. In addition to the eggs from their own farm, Karin and Harald Franz also take in eggs from partner farms for hatching. A good strategy to avoid inbred offspring while meeting the high demand for ostrich products. In ostrich breeding, the chicks require particular tender loving care. Nature is merciless and will rigorously cull weak and sickly young animals. That is why Karin pays special attention to her little runts: „When it rains in spring, the

first thing I do is take my chicks to the barn; taking the laundry off the line is secondary.“

Her TLC does pay off: once the young animals have survived their first days of life, they will toughen up quickly and at one year of age withstand diseases and inclement weather without any problems. Visits to the vet or medication are the exception rather than the rule, which is great for the quality of the eggs and the meat of adult ostriches ready for butchering. The butchering is done right on site in Kotzenbach. This avoids stressful transporting for the animals. The only outsourced step is the further processing of the meat by a local butcher.

Ostrich meat contains significantly less cholesterol and fat than conventional beef or



pork. Nature has designed ostriches to accumulate all of their body fat on the back - a natural cold insulator which protects them against the freezing nighttime temperatures in the desert. This makes ostrich meat very lean and easy to digest. Karin and Harald believe in using every single part of the animal without creating waste. Their range of products even includes dog sausage, which is particularly well tolerated by dogs suffering from allergies.

Egging it on

Gotta work for your supper: at least that's true for ostrich eggs. A light tap against the shell and off into the pan? Sorry, but that won't work with an XXL egg! No dinner unless you whip out your drill and saw. On the plus side, one egg will feed up to eight hungry eaters. Their taste wins hands down. Ostrich eggs are much fluffier and taste much more egg-like than „regular eggs“.

You can see the family's love for detail in the way they have fixed up their farm shop. And you will find a lot of exotic products on the shelves: ostrich feather dusters, ostrich leather handbags, ostrich egg lamps, ostrich oil soaps and cosmetics. Not to forget the directly marketed meats, liqueurs, eggs, and animal feed. To enjoy everything an ostrich has to offer, you should be off to Africa, or to Kotzenbach.



A taste from our County



Etosha Casserole

with ostrich meat from the North Upper Palatinate

Ingredients for 4 persons

- 2 cups Ostrich fillet (cut into thin slices)
- 4 Tbsp Cooking oil
- 3 Onions (cut into small cubes)
- 1 Clove of garlic (finely chopped)
- 1 cup Fresh button mushrooms (sliced)
- 1/3 cup+ Almonds (sliced)
- 1 Tbsp Butter
- 1/3 cup Heavy cream
- 2 Tbsp White brandy
- 2 Tbsp Fresh basil leaves (finely chopped)

Seasoning:
Pepper, salt, sweet paprika, curry, dash of soy sauce

Preparation

Roast the almonds with half the butter in a pan till golden.

Preparation

Heat the oil in a frying pan until very hot, then fry the meat slices briefly on each side. Season to taste with salt, pepper, paprika and curry. Remove the meat and drippings from the pan. Add the remaining butter to the pan to lightly brown the garlic and onions. Add the button mushrooms and allow to simmer for another 10 minutes. Season the gravy by adding the brandy, a dash of soy sauce, and extra salt and pepper as desired. Return the meat and gravy back to the pan, stir, and sprinkle the finished Etosha Casse-

role with 2/3 of the roasted almonds and the basil.

Goes well with

Rice, croquettes, french-fried potatoes or Spätzle pasta, mixed salad

Recipe: Ostrich farm Kotzenbach

List of suppliers

Boy they got some tasty stuff here.



 original regional
aus der Nordoberpfalz

Explanation

ANIMAL PRODUCTS

-  EGGS
-  FISH
-  POULTRY
-  GAME
-  MEAT/ SAUSAGE
-  MILK/ DAIRY PRODUCTS
-  SHEEP/ GOAT PRODUCTS
-  HONEY

VEGETABLE PRODUCTS

-  BAKERY PRODUCTS
-  VEGETABLES/ HERBS
-  POTATOES
-  CEREALS/ GAIN PRODUCTS
-  PASTA
-  FRUIT/ FRUIT PROCESSING
-  JUICE
-  LIQUEURS/ WINES/ SPIRITS
-  BEER
-  OIL
-  PLANTS/ FLOWERS/ TREES
-  FUELS

SERVICE

-  CAFÉ/ SNACK BAR
-  RESTAURANTS
-  FUN FARM VACATIONS
-  SERVICE AND SUPPORT
-  DECORATIVE ITEMS AND GIFTS
-  GUIDED NATURE TOURS
-  OTHER SERVICES
-  CATERING AND DELIVERY SERVICE
-  COFFEE ROASTERS

OBERPFÄLZER STUTENMILCH

Bergstraße 9
91281 Kirchenthumbach
09647 9299695
www.oberpfaelzer-stutenmilch.de

**ESEO NATURWAREN**

Untere Bauscherstr.21
92637 Weiden i.d. OPf.
0961 47035500
www.eseo-bimarkt.de

**ORIGINAL-OBERPFALZSHOP.DE**

Wörthstr. 14
92367 Weiden i.d. OPf.
0961 482200
www.original-oberpfalzshop.de

**WILDE KRÄUTER & CO.**

Herrmannstr. 9
92637 Weiden i.d. OPf.
0151 25318801
www.wildekraeuterundco.de

**SPARGELHOF BRUNNER**

Neubau 1
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0961 46649
www.spargelhof-brunner.de

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Zu den Straßäckern 2
92637 Weiden i.d. OPf.
0961 4706064
www.dorfkueche.de

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Etzenrichterstr. 33
92637 Weiden i.d. OPf.
0961 481990
www.weinhof-peschke.de

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Harlesberg 4
92637 Theisseeil
09602 1315
www.Scheidlerhof.de

**GÄRTNEREI, BLUMEN
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Zum Naabberg 15
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0961 42900
www.ihre-regional-gaertneri.de

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0961 40194195
www.delicado-weinhandel.de

**ZUM ALTEN SCHUSTER**

Schustermooslohe 60
92637 Weiden i.d. OPf.
0961 24926
www.zumaltenschuster.de

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92648 Vohenstrauß
09651 866

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92660 Neustadt a.d. Waldnaab
09602 94120
www.ihre-regional-gaertneri.de

**IMKEREI BRÄUTIGAM**

Mühlberg 3
92660 Neustadt a.d. Waldnaab
09602 8786

**FISCHZUCHT SILLER**

Am Hohlweg 5
92660 Neustadt a.d. Waldnaab
09602 9399962

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09602 63219
www.hofkaeserei-lang.de

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www.hwf-weiden.de

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09602 636797
www.brauerei-eismann.de

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09602 6845

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09681 1220
www.brauerei-wuerth.de

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09681 1359
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09681 1231

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09683 929744
www.hofladen.steinwaldhoefe.de

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92681 Erbendorf
0172 8461213

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ZUCHT**

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92681 Erbendorf
09682 3698 und 3655

**HOFLADEN VOLLATH**

Gösen 1
92685 Floß
09603 91155

**GAILERTSREUTHER MÜHLE**

Gailertsreuth 5
92685 Floß
09603 353
www.Gailertsreuther-Muehle.de

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92690 Pressath
09644 8892

**IMKEREI BAIER**

Bahnhofstraße 64
92690 Pressath
09644 8471

**GEMÜSE KÖNIG**

Winterleitenstr. 5
92690 Pressath
09644 91268

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09653 1355
www.zoiglstum.de

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0961 43112

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92697 Georgenberg
09658 391
www.hammerwirt-neuenhammer.de

**FORSTBÜRO OSTBAYERN**

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09658 912170
www.forstbuero-ostbayern.de

**ERLEBNISBAUERNHOF
FRISCHHOLZ**

Oberrehberg 4
92697 Georgenberg
09658 262

**KAFFEERÖSTEREI MOLTER**

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92699 Irchenrieth
09659 4749991



ALM CUSTOM

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09658 913525
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09659 392
www.muellnerhof.de

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92700 Kaltenbrunn
09646 666

**IMKEREI PRÖLSS**

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92700 Kaltenbrunn
09646 662

**IMKEREI BERGLER**

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92700 Kaltenbrunn
09646 783

**MOSTEREI BERNHARD**

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09659 932465

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09659 816

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09659 1481
www.christbaumhof-kammerer.de

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92706 Luhe-Wildenaу
09607 1470

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Stacherweg 10
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09607 1690
www.die-kleine-naschkatze.de

**GESCHENKE-PARADIES PUTZER**

Grub 9
92709 Moosbach
09656 1211

**MOOSBACHER PRIVATE LAND-
BRAUEREI SCHEUERER**

Bräugasse 7
92709 Moosbach
09656 209
www.moosbacher.com

**HEIDEHOF HIEROLD**

Heidehof 1
92709 Moosbach
09656 371
www.heidehof-hierold.de

**KLEINTIERPRAXIS-GROSSTIER-
PRAXIS REINDL**

Schießstrath 12
92709 Moosbach
09656 914822
www.dr-reindl.de

**BIOLAND-GEMÜSEGÄRTNEREI
STEINHILBER**

Uchamühle 1
92709 Moosbach
09656 520
www.bio-steinhilber.de

**SCHÄFEREI SCHWEIGL**

Bachgasse 2
92709 Moosbach
0160 7231075

**HOLZOFENBÄCKEREI**

Gaisheim 11
92709 Moosbach
09677 914088

**SAUER ERIKA**

Burgtreswitz, Am Roweі 10
92709 Moosbach
09656 1358
www.roteshoehenvieh-moosbach.de

**LANDHOTEL GOLDENES KREUZ**

Saubertsrieth 12
92709 Moosbach
09656 304
www.landhotel-goldenes-kreuz.de

**OBERPFÄLZER AUBRAC**

Gaisheim 22
92709 Moosbach
09677 913149

**NATURKOSTLADL**

Raiffeisenstraße 2
92709 Moosbach
09656 9140995
www.naturkostladl.de



NATURLOGISTIK GMBH

Tirschenreuther Straße 13
95666 Mitterteich
09633 4006890
www.naturlogistik.de



BEERENOBST SCHEDL

Schwarzenbach, Fürstenhof 2
95671 Bärnau
09635 8255



FISCHZUCHT MAIERHÖFER

Kornthan 14
95676 Wiesau
09634 2260



FISCHHOF BÄCHER

Muckenthal 4
95676 Wiesau
09634 536
www.fischhof-baecher.de



FISCHEREIBETRIEB STOCK

Kornthan 18
95676 Wiesau
09634 2434
www.Fisch-Stock.de



**TEICHWIRTSCHAFT ZRENNER
ASLBAUERNHOF**

Kornthan 6
95676 Wiesau
09634 1231



KÖSTLER`S BAUERNHOF

Hermannsreuth 7
95683 Ebnath
09234 1083
www.koestlers-bauernhof.de



SCHWOAZHANSL ZOIGL

Tirschenreuther Str. 7
95685 Falkenberg
0172 9106756
www.schwoazhansl-zoigl.de



GARTENBÄUERIN KECK

Bodenreuth 6
95685 Falkenberg
09637 522
www.landerleben.net



**RAUCH-NATURFLORISTIK-DEKO-
RATIONEN**

Badstr. 3
95688 Friedenfels
09683 3259803



**SCHINNER GARTENBAU -
FLORISTIK**

Güttern 20
95689 Fuchsmühl
09634 1368
www.schinner-gartenbau.de
www.ihre-regional-gaertnerei.de



DEMETERHOF RENNERMÜHLE

Rennermühle 1
95698 Neualbenreuth
09638 749
www.rennermuehle.de



ADAMHOF

Hardeck 8
95698 Neualbenreuth
09638 370
www.adamhof.de



**GASTHOF ZUM WEISSEN ROSS/
METZGEREI**

Dorfstr. 1
95701 Pechbrunn
09231 61656
weissesross.beeeworld.de



BIOIMKEREI DÖRFLER

Buchenweg 1
95701 Pechbrunn
09231 4349
www.bioimkerei-doerfler.de



**GRILLMEIER-DER KARTOFFEL-
UND GEMÜSEHOF**

Konnereuth
95703 Plößberg
09637 1088
www.meinbauer.de



DER HOFLADEN PSCHIERER

Konnereuth 3
95703 Plößberg
09637 205
www.hofladen-pschierer.de



BIOLADL

Haselbrunn 25
95704 Pullenreuth
09234 973108
www.Bioladl.de



Culinary Hotspots

Three communities in Neustadt an der Waldnaab County have acquired the distinction of being called ‚Culinary Delight Hotspots‘ since last spring. The Bavarian State Ministry of Food, Agriculture and Forestry

awarded these ratings for the second time in its „100 Culinary Delight Hotspots in Bavaria“ competition to a total of 54 award winners – 46 of whom had already received an award in 2017.

Etzenricht

The community of Etzenricht made a huge impression on the jury with its poultry, vegetables, red Tambov cattle, honey, and fish. The beekeepers and fishing association, dedicated to the promotion of customs and handicrafts, provide the volunteer basis for this success story. This former farming village with its current population of 1,600 looks back at a long and varied history of food production traditions. The community's numerous festivals and events help to emphasize the products' importance to society.

Tännesberg

Tännesberg scored top marks in the competition for its red Tambov cattle and biodiversity. This „red highland cattle species“ is an endangered breed which is preserved by this community located in the South-East of the county. Besides, Tännesberg is Germany's first biodiversity community, dedicated to the conservation of ecological diversity with a number of projects and actions.

Moosbach

Moosbach is also dedicated to promoting the free-range husbandry of old cattle breeds. Moosbach's rural butchery co-op handles the marketing of the community's meat products. This community is also home to Landbrauerei Scheuerer, a rural craft brewery dedicated to preserving high ecological standards and craftsmanship in beverage production. The townscape is characterized by family-run guesthouses whose menus attest to their commitment to species-appropriate livestock farming.



Neustadt an der Waldnaab

A county to enjoy



A view from Flossenbürg Castle



Bernhard Cider Mill and Juice Bottlers in Steinach

The Bernhard family does its own plant growing in privately owned orchards.



Kotzenbach Ostrich Farm

The chicks at Kotzenbach ostrich farm get plenty of tender loving care.



Rosen Wänninger in Altenstadt

Rose breeder Franz Wänninger is checking the fragrance of his masterpieces.



Grießlhof in Burkhardtsrieth

Grießlhof chickens are living the life of Riley.



Steinhilber Market Garden in Uchamühle

Fritz Steinhilber is a graduate engineer with a green thumb.

SO *Gern. Land!* LEBEN WIR!



Scheuerer Brewery in Moosbach

Junior brewer Ulrich Scheuerer takes the family brewery tradition into the future.



Pröbl Beekeepers in Kaltenbrunn

Rudi Pröbl can't wait for the next promising honey harvest from his own garden.



Mare's Milk from Grassler in Kirchenthumbach

Katrin Grassler loves her horses.





Gailertsreuth Mill in Floß

Gerald Meierhöfer always does his own flour quality checks.


Facts & figures


1400
Agricultural businesses



410 km
to Berlin
209 km to Munich
201 km to Prague



38
Communities


115.473
Tourist arrivals per year


33 %
2010-2015 GDP increase


94,528
Residents


1,432 km
Bike path network


19
Swimming ponds


98,842 acres
Agricultural land


352,866.5 acres
Total county surface



Regional originals



Neustadt an der Waldnaab County is a participant of the „Regional Originals“ campaign launched by the European Metropolitan Region of Nuremberg. The „Regional Originals from the North Upper Palatinate“ regional initiative includes a sub-campaign for the eastern metropolitan area which involves the Tirschenreuth and Neustadt an der Waldnaab Counties and the City of Weiden i.d. OPf.

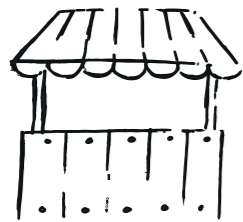
This means that list of suppliers contained in the magazine covers businesses not only from a single county, but from the entire North Upper Palatinate.

www.regional-nordoberpfalz.de



original regional

aus der Nordoberpfalz



2018/10/27 - 2018/11/4

OUR SUPPLIERS AT CONSUMENTA TRADE SHOW

Feinkost und mehr Weiden	11/3 + 11/4
Peschke Weiden	10/27 - 11/4
Grießlhof	11/3 + 11/4
Wilde Sachen	11/2 - 11/4
Rauch Naturfloristik Friedenfels	11/2 - 11/4
Waldimkerei Kick	11/2 - 11/4
Dorfküche Weiden	10/27&28 + 11/3&4



2018/11/30 - 2018/12/23

VISITING THE FAMOUS NUREMBURG CHRISTMAS MARKET

Waldimkerei Kick	12/12 - 12/23
Lerautaler Bienenweiler	11/30 - 12/11
Raunetbach Alpakas	12/14 - 12/16

Dates can change

A preview of the Fall/Winter issue

Savoring Zoigl home brew from Gloser in Windisch- eschenbach

In our next issue we will take a look behind the scenes of Zoigl home brew, have a chat with a Windisch- eschenbach Zoigl inn- keeper, and find out more about authentic rustic atmospheres and hearty snacks.



Lang Farm Cheese Dairy in Kirchendemenreuth

No need to travel to France or Switzerland for a truly fine cheese: these delicacies are also available in Northern Upper Palatinate. The Lang family tells us about the many steps it takes for a good cheese to mature before you can eat it.



Siller Fish Farm in Neustadt

Fall is fish harvesting season. The ponds are drained and the fish taken to their Winter quarters. Stay tuned for more.



Alpacas in the middle of North Upper Palatinate

These fluffy four-legged friends hailing from the Andes have made a cozy home in the North Upper Palatinate. We went for a visit and took a closer look at how these animals are kept.

Gern. Land!

GET TO KNOW NEUSTADT AN DER WALDNAAB COUNTY

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