

THIS IS HOW REGIONAL DEVELOPMENT TASTES



ERDF. A new refreshment for Brandenburg

Unique apple varieties are growing on meadow orchards in the Prignitz region. With modern technology they are processed into juice. By using these fruits, the Elbland Mosterei in Wittenberge makes an important contribution to the development of urban and rural areas – and brings back more regional taste into the shopping baskets.

First it rustles and rumbles, then it rattles and crunches – in the end it refreshes. It's a perfectly timed process from the fruit harvest on the tree to the juice production in the manufactory and finally to the apple juice in a ready-to-drink packaging. The machines of the juice production facility Elbland Mosterei in Wittenberge are coordinated optimally. This guarantees that several kinds of juices are produced quickly and freshly. The fruit is prepared gently and is bottled into environmentally friendly packaging. Because the producer does not add any additives, the juices retain all of their natural ingredients.

Company founder recognises potential

Entrepreneur Tobias Spill is standing in the courtyard of his factory. In his hand, he holds a red apple – and bites into it. Crunchy, juicy, sweet. Delicious. Like many of all the other approximately 80 apple varieties that grow alongside pears in the small and large

Project details

**Beneficiary:**

Elbland Mosterei
Krausestraße 11
19322 Wittenberge
www.apfel-saft.de

**Priority:**

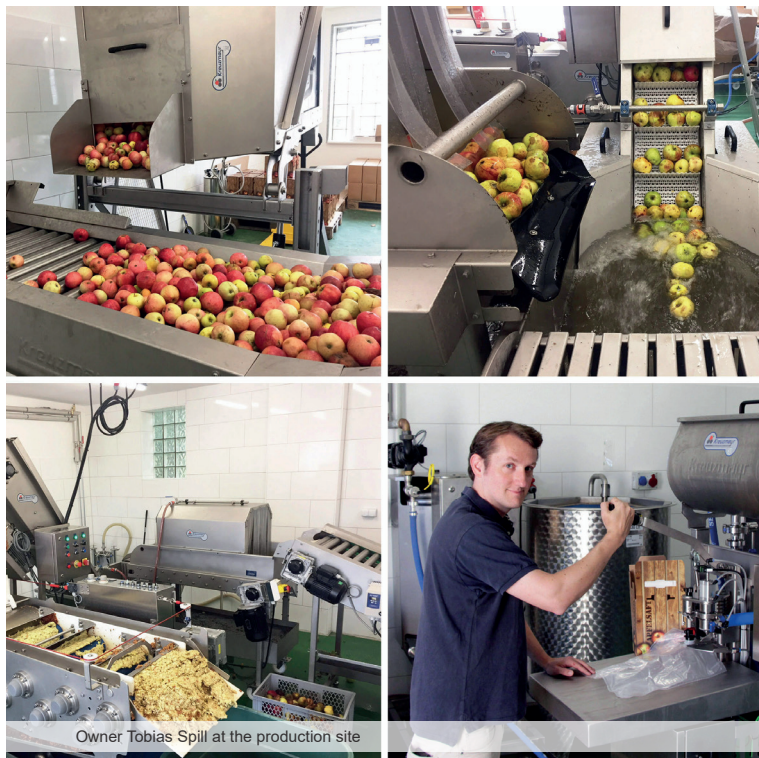
Integrated development of urban and rural areas

**Investment amount:**

142,000 Euro, of which 71,100 Euro is ERDF-funding

**Project term:**

February 2017 to June 2018



Owner Tobias Spill at the production site

WHY IT MAKES SENSE

- ✓ **Simplification of work and acceleration of production** through modern machines
- ✓ Maintaining orchard meadows also means **securing biodiversity**
- ✓ **Saving fruits from spoilage**
- ✓ **Cooperation with regional trade**
- ✓ **More local brands** in the food industry
- ✓ **Involvement of the local population** through the possibility of processing their own fruit
- ✓ **Strengthened identification with the region**

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orchards in Brandenburg, such as the yellow and red striped Napoleon apple. This variety was considered lost for around 90 years. It was rediscovered in 2018 – in the Prignitz. In this area, there are hardly any fruit plantations left today. “There are many unused orchard meadows. So we came up with the idea to process and market these meadows and their fruits”, Spill says. In order to succeed, the computer scientist and career changer Spill founded the factory in 2017. “More regionalism was our motivation”, the native entrepreneur from Wittenberge adds and remembers. With his team, he wants to preserve the diversity of apple varieties in the region.

ERDF: start-up aid for the project

Company founder Spill is financially supported by the European Regional Development Fund (ERDF). For example, the conversion of an old garage into a production hall was supported by the ERDF – as well as those modern machines which guarantee that the company produces hygienically. Spill is certain that “the project also helps people to identify with the development of their region”. He sells his juices directly in the area as well as through an online store. In the future, Spill plans to sell products from around 20 other regional producers additionally – in his own farm store, a kind of regional market hall.

Own juice from own fruits

Citizens in the region also benefit from the ERDF funding. They can bring their own picked fruit to the juice manufacture. There they can have their own fresh juice pressed directly on site, take it with them right away – and enjoy it.



DID YOU KNOW?

Apples are regarded as a superfood: particularly nutritious food that has a positive effect on health. The apple, a traditional fruit from the region, is the most obvious superfood in Brandenburg. Apples do not contain only vitamin C and E as well as minerals and fiber, they also contain a lot of water. This makes apples a refreshing snack. They are thirst-quenching and provide energy boosts.