

## Allotment gardens with great media resonance

In 2022 allotment gardening was again on everyone's lips. Apart from social, political and horticultural topics, the BDG also dealt with topics of garden culture in its press work. The demand for allotment gardens is just as popular a topic as the question of successful self-sufficiency from the allotment garden.

It's clear that the 25th national competition "Gardens in Urban Development" was the number one topic in the past year 2022. The BDG received the most enquiries about the national competition. It was already foreseeable during the tour in the summer of 2022 that the federal competition would meet with a great media response, as press spokespersons of the cities, journalists and camera teams of regional and also national TV stations were present at almost every stop on the route to accompany the jury on its forays through the 22 allotment garden sites. And also in the aftermath there was a lot of reporting about the federal competition and its results.



The BDG was also actively consulted by the media on gardening and horticultural topics. Above all, gardening tips were requested: What is going on in February and March? What gardening tasks are due in November? What do I have to do to prepare my garden for winter? How does allotment gardening succeed in climate change and especially in times of drought? Looking back at the hot, dry summers of the past few years, this is a very topical subject, to which allotment gardens in this country are already taking influence and reacting with many valuable measures. Appropriately, there was also an increasing number of enquiries about self-sufficiency in the allotment garden. How does self-sufficiency work? What needs to be done to achieve a good harvest. What are the advantages of sowing historical and regional seeds in the allotment garden and where can they be obtained?

Of course, the nationwide demand for allotment gardens was again a major topic in the press. The facts and figures of the allotment garden movement in Germany were of particular interest, always with a view to the already high demand for allotment gardens, which was further increased by Corona in 2020.

More than 41% of the enquiries received by the BDG were made by print media. Among others, Der Spiegel, Süddeutsche Zeitung, Die Welt, Frankfurter Allgemeine Zeitung, Tagesspiegel, GartenFlora and many others reported on topics relevant to allotment gardens. For online reports, one third of the journalists did research for my Homebook, ZDF WISO or Redaktionsnetzwerk Deutschland, among others. 15% of the enquiries were received by the BDG for TV productions by ZDF, WDR, RTL or MDR. Finally, 11% of the requests for radio contributions were addressed to the umbrella organisation, among others from RBB 24 Inforadio, Hessischer Rundfunk and Deutschlandfunk.

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Pictures: S. v. Rekowski (photo 1), K. Rainer (allotment)