

SEELAND

SWITZERLAND'S LARGEST VEGETABLE GARDEN

The Seeland which lies between Lake Murten, Lake Neuchâtel and Lake Biel and is spread over the cantons of Bern, Fribourg and Neuchâtel is fertile ground, in more ways than one. Two water corrections, the first in 1868, made it possible to reclaim the once swampy land. The black soil of the former alluvial plain is very nutrient-rich, making it ideal for growing vegetables. Today, more than 60 different varieties of vegetable are grown in the region, earning Seeland the title of Switzerland's largest vegetable garden. Ever more producers are shifting to organic to preserve the fertility of the soil in the long term and meet rising consumer demand. In 2022, the regional development project 'BioGemüse Seeland' was launched to foster regional cooperation and value-added agriculture. One strand of the project focuses on turning Seeland's organic vegetable production into a visitor experience and raising consumer awareness of sustainability, quality and regionality. It

has already developed three tourist activities: the culinary tour 'Organic delights in Murten'; the Seeland 'Organic Vegetable Day'; and the Seeland 'Bio-Trail' which will open in 2024. Produce sold in a growing number of farm shops bear the 'PASSION SEELAND bio:logique' label.

For SwitzerlandMobility (the Swiss network for non-motorised traffic), the Seeland region has proved fertile ground for sustainable mobility. The first slowUp, a project to encourage people to use their own muscle power to move, was launched on Lake Murten in the run-up to Expo.02. Since then, slowUp events regularly take place across the country. Several Switzerland-Mobility cycling, skating and hiking routes run through the region, such as the family-friendly Mittelland Route No. 5. Another great attraction for visitors of all ages is the Papiliorama, in Kerzers, and its miniature indoor tropical forest full of exotic fauna. >>



PAPILIORAMA



Year-round – Discover over 1000 colourful butterflies and lots more exotic creatures in the jungle, above the treetops and in the mangrove swamp. In Nocturama, spot the jungle dwellers who only come out after dark. Explore the Central American rain-forest in Jungle Trek and get to know our four-legged friends at the petting zoo. Papiliorama offers year-round fun for everyone. >>

ORGANIC DELIGHTS



100% organic – This culinary tour through Murten's Old Town celebrates the region's outstanding organic vegetable producers and winegrowers. Visitors enjoy stop-offs at some of the town's most idyllic spots to learn more about the region's organic producers and their produce, and sample delicious dish after delicious dish prepared by the region's most creative and accomplished chefs. >>

VEGGIE TRAIL



New – 'Carla's adventure' is a five-kilometre walking and cycling trail through the Seeland. With veggie-related riddles to solve along the way, it is a great day out for all the family. >>

'ORGANIC VEGETABLE DAY'



Great day out – Kerzers, Galmiz and Fräschels host the annual 'Organic Vegetable Day' which showcases locally grown organic vegetables and their producers. Visitors can sample freshly picked produce and growers are on hand to explain how they maintain the fertility of the dark, nutrient-rich soil. There are always vegetables in season here: rhubarb and asparagus in spring; salads and summer veg in the warmer months; squash and cabbage in the autumn. A fun and mouth-watering walking or cycling trail for all ages. >>

KEY DATES

- 1868** Work on the first Jura water correction begins
- 1973** Second Jura water correction is completed. The Seeland becomes the largest vegetable-growing region in Switzerland.
- 2022** Implementation of 'BioGemüse Seeland' begins
- 2023** Seeland hosts its first 'Organic Vegetable Day'

IN NUMBERS

- Population:** 5,498 inhabitants (Kerzers)
- Language:** German
- Altitude:** 443 m (Kerzers)